

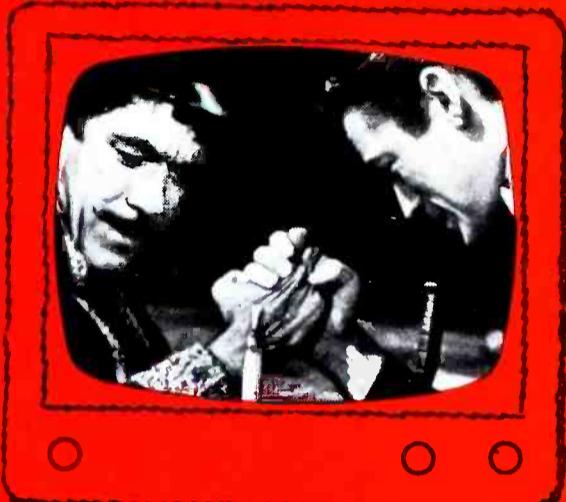


VOLUME 25, NUMBER 21 NOVEMBER 3, 1966. TORONTO.



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INSIDE FRENCH CANADA



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SIGHT & SOUND

■ ■ Plans for a "sky-high" third Canadian television network were presented to the Board of Broadcast Governors in Ottawa, October 26, by Ken D. Soble, president of Niagara Television Limited (CHCH-TV Toronto-Hamilton), and by W.I. Turner, president of the Power Corporation of Canada, the principal financial backers of the proposed new satellite color network.

In an inch-thick brief, Soble told the BBG he proposed to create a new TV network which would transmit color programs from coast to coast by 1970, through the use of Canadian space satellites, and 97 unmanned ground stations. Highlights of the Soble-Turner brief include the following proposals:

Companies. The creation of two new public companies: NTV, for National Television Network, a nationwide net using vacant VHF and UHF channels; and CANSAT, the Canadian Satellite Corporation, to build, launch and run the satellite system.

Financing. Power Corp. is prepared to make a capital investment of up to \$75,000,000 over the next three years. 70 per cent of the stock in NTV and 60 per cent of CANSAT would be available to the public. Soble indicated blocks of stock would be made available to interested parties who would use the 12 to 24 satellite channels, such as the CBC, CTV and the common carriers. He estimated revenue for the first year of operation at \$21,000,000 from the sale of national advertising, or 11.3 per cent of TV billings by 1970.

Technical. Two 950 space satellites would be built by RCA Victor Co. Ltd., and launched by NASA at Cape Kennedy, Fla., into synchronous orbit 22,400 miles above the equator. Programming centres in Toronto, Montreal and Vancouver would feed material to the satellites by 24-30 foot parabolic-dish antennas. The orbiting transmitters would reflect back the programs to almost 100 population centres across Canada. There would be at least one English and one French channel available initially for NTV, while six others on each satellite would be available for lease to CBC, CTV and telecommunications services.

BBG. Dr. Andrew Stewart said on behalf of the Board he was impressed with the amount of work, effort, study and investigation the principals had obviously put into

the brief, and that other groups are interested in satellite communications. He said the BBG would try to deal with the proposal without delay. Soble estimated technical investigation of his proposal could be completed by the Department of Transport by next April, and he hopes for a BBG decision shortly thereafter.

■ ■ A new broadcasting regulation, that would allow TV stations to introduce "Want Ad" programs has been proposed by the Board of Broadcast Governors and will be discussed during public hearings in Ottawa, November 15.

In a public announcement October 15, the BBG stated it proposes to amend the Radio (TV) Broadcasting regulations by adding the following:

"On any broadcast day, during one specified time period with a duration of not less than 15 minutes and not more than one hour, between sign-on and 4:00 pm, any station may broadcast announcements of either goods or services offered or sought by individuals not normally engaged in the business of dealing with such goods and services."

"The specified time period shall be known as the 'classified announcement period' and shall be identified as such in the station's log."

"Commercial messages, as defined in Section 2(1) (ea) may be included in the classified announcement period at the rate of 12 minutes per hour."

■ ■ The CBC has filed a technical application with the Department of Transport for authority to establish a TV station in Saskatoon.

The formal bid for a license will be sent later to the Board of Broadcast Governors, and is expected to come before a hearing in January.

Channel 11 in Saskatoon has been reserved for a CBC outlet for some time. Meanwhile the private station in Saskatoon, CFQC-TV, has been operating as an affiliate of the CBC-TV Network.

■ ■ E. A. Rawlinson, president of Northwestern Broadcasting Co. Ltd. (CKBI radio and TV, Prince Albert,

Sask.) has announced the purchase of station CJME Regina from Midwest Broadcasters Limited.

He said an application for approval of the purchase will be filed with the Board of Broadcast Governors and the Department of Transport. CJME operates on 1000 watts on 1300 Kcs. in Regina.

Rawlinson said former owner J. Marsh Ellis will remain as general manager of the Regina station, which went on the air November 24, 1959. CKBI commenced broadcasting in Prince Albert in 1934.

■ ■ The Board of Broadcast Governors will hear applications for licenses for one new TV, one new AM radio and one new FM radio station at its Ottawa hearings commencing November 15. The BBG will also consider applications for seven new television rebroadcasting stations and twelve new CBC low-power relay transmitters, as well as several requests for power boosts, stock transfers and studio relocations.

A new TV station is proposed for Matane, P.Q., by La Compagnie de Radiodiffusion de Matane Ltée. The AM radio station is requested for Elliot Lake, Ont. by Algonquin Radio-T.V. Co. Ltd., and the FM station by Middlesex Broadcasters Ltd., for London, Ontario.

TV rebroadcasting stations are being sought for Lac Du Bonnet, Man., St. Albans, Nfld. and Hope, BC by the CBC; Fernie, BC, by the Kinsmen Club of Fernie; Excel, Alta., by CHCA Television Ltd.; Queen Charlotte, BC, by the Sandspit and District Television Society; and New Denver, BC, by the New Denver-Silverton Co-operative Television Society.

The CBC wants low-power (40 watt) relay transmitters in these 12 centres: St. George, NB; Hudson Hope, BC; Portage Mountain, BC; Cooper Creek, BC; Swift River, YT; Fort Fraser, BC; Mica Dam, BC; Midway, BC; Pemberton, BC; Seaton, Nfld.; St. Rose Du Lac, Man.; and Pine Falls, Man. The last two stations would be French language.

Power increases are requested by the following stations: CHQM Vancouver (Vancouver Broadcasting Associates Ltd.); CHLT Sherbrooke (La Tribune Inc.); CKTS Sherbrooke (Telegram Printing and

Publishing Co.); CHML-FM Hamilton (Maple Leaf Broadcasting Co. Ltd.); CKFH Toronto (Foster Hewitt Broadcasting Ltd.); and CFSL Weyburn, Sask. (Soo Line Broadcasting Co. Ltd.).

Under miscellaneous applications, CJKL Kirkland Lake, Ont. (Kirkland Lake Broadcasting Ltd.) and CFRA Ottawa (CFRA Broadcasting Ltd.) seek permission to transfer capital stock, and CFTJ Galt, Ont. (Galt Broadcasting Co. Ltd.) and CKWW Windsor (Radio Windsor Canadian Ltd.) wish to relocate studios. CKVR-TV Barrie, Ont. (Ralph Snelgrove Television Ltd.) wants to change antenna site and boost effective radiated power.

Two stations wish to establish and operate 250 watt standby transmitters. They are: CKRC Winnipeg (Transcanada Communications Ltd.) and CKNW New Westminster, BC (Radio NW Limited).

■ ■ The Broadcasters Promotion Association is holding its 1966 meeting at the St. Louis Chase Park Hotel, St. Louis, Miss. November 14 to 16. As usual it will attract promotion-minded broadcasting people from all over the continent.

The keynoted speaker is David J. Curtin, vice-president, the Xerox Corporation and another featured speaker will be Don Jamieson, president, CJON St. John's.

BPA's 1967 meeting will be held at the Royal York Hotel, Toronto, October 16-18.

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CFGT Alma, P.Q.	CKCV Québec, P.Q.
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CJBM Causapscal, P.Q.	CJBR Rimouski, P.Q.
CJMT Chicoutimi, P.Q.	CHRL Roberval, P.Q.
CFML Cornwall, Ont.	CKRN Rouyn, P.Q.
CHFA Edmonton, Alta.	CFNS Saskatoon, Sask.
CJEM Edmundston, N.B.	CKCN Sept-Îles, P.Q.
CHEF Granby, P.Q.	CJSO Sorel, P.Q.
CFRG Gravelbourg, Sask.	CKSB St. Boniface, Man.
CFGR Hull, P.Q.	Ste. Agathe des Monts (under construction)
CJLM Joliette, P.Q.	CKJL St. Jerome, P.Q.
CKRS Jonquière, P.Q.	CFBR Sudbury, Ont.
CKLS LaSarre, P.Q.	CKLD Thetford Mines, P.Q.
CKBL Matane, P.Q.	CFCL Timmins, Ont.
CJMS Montréal, P.Q.	CHLN Trois-Rivières, P.Q.
CKAC Montréal, P.Q.	CKVD Val-D'Or, P.Q.
CKLM Montréal, P.Q.	CKVL Verdun, P.Q.
CHNC New Carlisle, P.Q.	CFDA Victoriaville, P.Q.
CHRC Québec, P.Q.	CKVM Ville Marie, P.Q.

TELEVISION

CJPM-TV Chicoutimi, P.Q.	CFTM-TV Montréal, P.Q.
CKRS-TV Jonquière, P.Q.	CFCM-TV Québec, P.Q.
CKBL-TV Matane, P.Q.	CKRN-TV Rouyn, P.Q.

CKRT-TV Rivière du Loup, P.Q.
CKTM-TV Trois-Rivières, P.Q.

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

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

AUX délégués de l'ACRTF:

Nous vous souhaitons une conférence des plus cordiales, dont les délibérations seront des plus utiles.

L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS



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Editorial

Howdy Quebec! -- Salut Ontario!

L'ACRTF, association représentant la plupart des postes privés de radio et télévision françaises au Canada, a choisi Toronto comme lieu de rencontre pour son Congrès Annuel de 1966.

Le nom Toronto vient d'un vieux mot indien qui veut dire "lieu de rencontre", mais nous espérons qu'en choisissant la Ville Reine nos amis de langue française étaient anxieux d'exprimer leur désir d'avoir des relations plus étroites avec leurs concitoyens de langue anglaise. Il est à espérer par ailleurs, que nous les Anglo-Saxons, feront tout notre possible pour bien recevoir nos visiteurs de langue française et par ce fait, leur prouver que nous sommes tout aussi anxieux qu'eux de comprendre leur point de vue.

Cet événement n'a rien à faire avec la politique. C'est une rencontre du vendeur avec l'acheteur. L'un est aussi important que l'autre. Chacun de ces groupes a besoin de l'autre pour accomplir sa tâche.

Naturellement, la différence dans les langues présente un problème, mais ce n'en est qu'un d'ordre technique et il peut volontiers être surmonté.

Ce qui est beaucoup plus important, c'est de trouver dans quels domaines ces deux groupes sont semblables, ce qu'ils ont en commun. De cette façon, le manufacturier de langue anglaise pourra trouver la réponse à son problème de publicité à la radio ou à la télévision dans le Canada français et réciproquement, l'industriel québécois pourra attirer d'avantage l'attention des canadiens anglais sur ses produits.

Il y a autant de différence entre l'Ontario et les Prairies qu'il y en a entre Québec et n'importe quelle autre province du Canada.

Qu'il le fasse directement ou par l'entremise de son agence de publicité ou du Radio and Television Sales Bureaus, le manufacturier canadien-français qui accepte les conseils qu'on lui donnera sur le marché où il veut vendre son produit, a définitivement plus de chances d'augmenter ses revenus. Il y va de même pour le manufacturier de langue anglaise.

Dans une discussion entre deux personnes ou deux pays, la différence d'opinion très souvent, provient du fait que les deux partis concernés ne sont pas complètement au courant de leurs problèmes respectifs.

Qu'il s'agisse de prévenir une grève ou une révolution; qu'il s'agisse de vendre plus d'arachides ou plus d'automobiles, le meilleure et probablement l'unique façon de procéder, c'est de trouver les problèmes pertinents à la région concernée et tâcher d'y apporter la solution nécessaire.

The ACRTF, representing most of the French-language private radio and television stations, has chosen Toronto as its place of meeting for its 1966 conference.

The name, Toronto, is derived from an old Indian word meaning "place of meeting", but we hope we may read out of this choice an indication that our French-language friends are anxious to demonstrate their desire for a closer understanding with their English-speaking fellow citizens. It is to be hoped that we, on the Anglo-Saxon side, will make it evident, by our reception of our French-speaking visitors, that we are as anxious as they are to understand their viewpoint.

This occasion is not a political one. It is a meeting of people who want to sell something with people who want to buy something. The one is equally as important as the other. Each group needs the other, in order to fulfil its function.

Language differences do present a problem, of course, but it is purely a technical one, which can be readily overcome.

Far more important is the objective of finding out in what respects the two language groups are similar - what they have in common - in order that the English-speaking manufacturer may find a market for his product in French-Canada, by means of broadcast advertising, and, conversely, that the Quebec industrialist may stimulate interest in his wares in English-Canada.

There are just as many "differences" between Ontario and the Prairies as there are between Quebec and any other province.

If a French-speaking manufacturer will accept the advice of the media in the English-speaking markets he wants to assail - either directly or through his advertising agency or the Radio and Television Sales Bureaus - he stands a better chance of bringing more orders into his factory, just as the English-speaking manufacturer will have better luck in French-Canada, if he will follow the same procedure.

Whether it is two people or two countries that get embroiled in an argument, the basis for the difference of opinion is far less likely to lie in something the one *knows* about the other, than in the *lack* of such knowledge.

Whether the issue is warding off a strike or a revolution or the sale of more peanuts or automobiles in another region, the best, in fact the only procedure is to find out exactly what the other side of the question is really looking for and then make a studied effort to provide it.



ECONOMIC EXPLOSION

sparks

- Expo Spendings
- More Roads
- Greater Employment
- Trek to the Cities
- Growth of Shipping
- Mining Activity
- Wealth from the Wilderness
- Hydro Development

For those who haven't been counting, there are only 195 time-buying days to Expo. And with more than six million outside visitors expected to swell Montreal's population during the fair, retail sales records are set to go through the roof.

(More than three million out-of-towners are expected from the U.S., so if your company has an American parent, now's the time to talk co-op.)

Apart from the direct effect of Expo on sales, there will be the long-term carryover from sponsored exhibits and services. At last count, there were more than 175 companies and organizations on the sponsor list—with recent additions ranging from the Salvation Army to Canadian Westinghouse.

Visitors to Expo are expected to be above average in purchasing power and—with at least one corporation scheduling a super sales meeting in Montreal during Expo—should offer a high-calibre audience, relaxing with radio and TV between excursions. Montrealers themselves will rely on live radio and color TV to watch the visitors when they're not visiting themselves.

Not all the visitors will stay in Montreal, of course; most will want to see something more of Quebec. But as far as next year is concerned, all roads lead to Expo—at least, they will do so when construction of 40 miles of new autoroutes and expressways is completed around the city.

Progress follows the roads

This new system of transportation is perhaps the longest-lasting contribution Expo will make to the province's economy. Prosperity—as the Romans proved sometime before the birth of Detroit—follows the roads.

Aim of current construction is to link metropolitan Montreal more efficiently to the Trans-Canada Highway and to Laurentian and Eastern Townships autoroutes.

This year Quebec expects to spend almost \$300 million on its roads—quite apart from autoroutes and the forestry and mining roads that are opening Quebec's wealth for future exploitation.

By Expo time, about 250 miles of expressway and autoroute will be completed, outside the metro Montreal radius. Trade and tourism will flow into the province with a foot permanently on the accelerator, even after Expo.

Construction slow-down

One activity that will slow down in Montreal for the next couple of years is construction. Building permits issued in 1965 totalled \$300 million—a 25% increase over 1964 and equal to about half the amount of annual activity in New York, seven times as big.

The peak of the city's construction activity has now passed, but most of the money is still circulating...and will be joined by an estimated \$200 million to be spent in and around Expo next summer.

Another project almost finished, and already circulating, is the

16-mile Métro Subway, which cost \$200 million. That's not very expensive if it makes sure Montreal gets to work on time and it should be a great money-saver when those Montreal snowstorms hit.

There will be few major additions to the Montreal skyline during the rest of the Sixties, which will give visitors a chance to get their breath back, their necks uncricked and their bearings. (If you haven't travelled to Montreal on a day train in the past four years, you should look at the skyline from that vantage point. You will be amazed at the difference—as they say in the shampoo commercial.)

Less spectacular projects will keep construction workers busy, if not frantic, for the next few years.

Quebec plans to spend \$800 million by 1971 on secondary schools alone. A total of \$300 million will go to Montreal Island and the remainder will be spread over the cities and townships which have had to take a back seat during Expo preparations.

(In long-range market plans, companies should remember that the rest of the province will get a proportionately higher portion of public works, starting next summer—especially since the strength of the Union Nationale is in the rural areas.)

Money for the workers

Another factor which will increase the attractiveness of the Quebec market outside Montreal, is the probable steady increase at the lower end of the wage scale for Quebec workers. Mitchell Sharp's proposal to give Quebec an equalization grant of \$86 million (of \$140 million available) was based partly on the large number of Quebec workers who earn a wage below national average.

The average wage for the province's two million employees is a healthy \$90 a week. But this hides the fact that Montreal exerts a strong favorable effect and that there are several poorly developed regions where a combination of farming and welfare keeps labor force income at subsistence level.

Two trends are changing this situation. One is the steady metamorphosis of Quebec's labor force and the rural/urban balance of population.

Labor's trek to the cities

Twenty-five years ago, 37% of Quebec's population lived in rural areas. In 1961, this percentage had dropped to 25% and continues to drop as cities and towns produce or absorb most of the population increase.

The percentage of the labor force in agriculture was halved, from 12.5% to 6%, between 1956 and 1965.

Manufacturing now accounts for more than 70% of Quebec's production and employs 500,000 of the 2 million labor force.

The second change is inspired by the provincial government's desire to create growth around regional centres, rather than have

all lines of economic growth radiate from the Montreal hub.

Centres such as Quebec City and Sherbrooke have always provided smaller poles of attraction. A glance at the map shows why it is desirable to create more.

The Gaspé region, on the south shore of the St. Lawrence, has long been picturesque but poor. Cut off by the river from the mainstream of Quebec development, and by distance from Montreal, the area needs to develop a sub-economy to become part of Quebec's growth. One exciting development that could help is the recent Terra Nova copper find.

Growth of shipping

The St. Lawrence itself is gaining in importance as its use increases annually—partly because of the pull of the Seaway and partly because ships are rapidly turning their battle with the ice into a rout.

Last winter, more than 100 ships called at the port; the previous winter it was 77. About 40 of this year's winter callers were ocean-going, compared with 17 the winter before and only one in 1961. And each extra ship that comes in helps break the ice for even more.

Eight of Quebec's ports are in the nation's top 20—handling between them 44% of Canadian tonnage.

North of the St. Lawrence, the chances for development are as spectacular as the Northern Lights. Sept-Iles, port for the rail link between the river and the mining wealth of the Labrador border area, is obviously worth extra investment.

Nearby Port Cartier is linked to another mining area, that of Gagnon, also by railway. Exploration is continuing, literally, as far north as the tip of the Ungava Peninsula, where nickel and copper have been found.

Mining developments

Moving west, there is heavy mining activity in the Chibougamau and Mattagami regions.

And close to the Ontario border, the traditional mining area of Rouyn-Noranda gets a discovery transfusion every time the economists begin to shake their heads about its state of health.

These mining developments point to the steady growth of north-south communications to supplement the traditional St. Lawrence artery. They also suggest that several traditional mining towns will eventually acquire added importance as market towns and administrative centres.

Thanks to techniques for digging deeper, making use of less concentrated ore, improved exploration methods and new uses for old minerals, the ghost town is becoming itself a ghost from the past.

Wealth from the wilderness

Forestry continues to provide wealth from the wilderness. Twenty of Quebec's 33 pulp and paper mills have taken advantage of the government's decision to allow a seven-day work week. The result,

according to the president of the Quebec Pulp and Paper Producers, is \$14 million a year in extra wages and 3,000 new jobs.

This industry fears overproduction during the next three years but long term prospects are bright for forestry—and for Trois-Rivières, chief newsprint producing centre in the world. The forestry men will cross the overproduction log-jam when they come to it.

Productive forest covers 140 million acres of Quebec, and new techniques and growing markets make it possible to use more timber more profitably each year. With 27,000 mill workers, Quebec leads the provinces in this kind of employment.

Several new mills and expansions of existing ones are main-

of the hydraulic resources of Canada and has almost half the country's installed turbine capacity. The agreement now signed between Quebec Hydro and Brinco will add another great power source to Quebec's reserves—and work on the Churchill project will increase the importance of Sept-Iles. Within Quebec, the Manicouagan-Outardes hydro project already under construction will generate a further six million kilowatts.

But the swift growth of Quebec industry will put a half-nelson on its full hydro capacity—plus the Churchill output—by 1985. The province is therefore going ahead with a nuclear plant near Trois-Rivières. To cost more than \$100 million, it will be generating 250,000 kilowatts by 1971.

In the consumer industries, GM's car plant at Sainte-Thérèse, just north of Montreal, is an important addition to the economy—or will be, once labor problems are solved. The claim of union members, that they are being paid less than fellow members in Ontario, highlights Quebec's wage troubles.

The stork market

The province continues to grow as a market—both in population and wealth. Population is now around 5.7 million, growing at 20% per decade, according to the *Financial Post Survey of Markets*. However, like the rest of Canada, Quebec is having trouble keeping up the birth rate. The natural increase—difference between births and deaths—has gone steadily downwards for several years, and is causing the revising of several long-term market plans. Immigration still plays an important part, though, in keeping the population growing.

Personal income grows even faster. It was \$9.5 billion in 1965, an increase of some \$600 million over 1964 and almost half as much again as the 1960 figure.

Retail sales were about \$5.5 billion in 1965, up from \$5.1 billion in 1964 and \$1.5 billion higher than the 1960 total.

Gross investment in the province shot up to \$4.1 billion from \$3.6 billion.

(Private broadcasting's share in investment was the subject of an exchange recently between René Lévesque and Jean Pouliot. The former Liberal minister charged that private stations in the province were making \$8 million a year profit on an investment of \$6 million. The president of the CAB replied that the \$6 million was initial investment and that more than \$30 million had been invested to date by private stations in Quebec. The 13 private TV stations in Quebec made a total profit of \$1.5 million after taxes last year, he said.)

Unemployment in Quebec, at around 5%, is lower than at any time in the 60s. Labor income is up almost 50% in five years, to around \$7 billion.

Next year, all these records should go by the board, as Expo-induced spending gives the Quebec economy its biggest single boost ever.

There have been fears for some years now that a recession is inevitable—and the current tight money is reinforcing them. For Quebec, the fears have been compounded into an "After Expo, what do you do for an encore?" philosophy.

But with Mayor Drapeau globetrotting at the drop of an Olympiad, with the business contacts that must inevitably arise from the World Fair (despite its non-commercial character) and with the Quebec wilderness a wide-open challenge to investment, Quebec will no doubt be talking about encores as soon as Expo gates close.

QUEBEC STATISTICALLY

POPULATION:	1. April 1, 1966 (Est.)	5,733,000
	2. % Increase over 1961	9.0
	3. % Canada	29.0
HOUSEHOLDS:	1. 1961 Census	1,191,469
	2. BBM January 1966	1,298,830
PERSONAL DISPOSABLE INCOME 1965		\$8,926
RETAIL SALES 1965 (\$Millions)		\$5,423
	% Canada	25.0
LABOR FORCE 1961 Census: Male		1,289,425
Female		478,694
FARM CASH RECEIPTS: (1965)		\$506,569,000
MANUFACTURING 1963		
Plants		10,984
Employees		463,522
Salaries & Wages (\$000)		\$ 1,964,343
Value of Shipments (\$000)		\$ 8,447,903
MOTOR VEHICLE REGISTRATIONS (1965 Est.)		
Automobiles		1,153,500
Commercial Vehicles		319,500

Source: D.B.S., BBM, Motor Vehicle Manufacturers Ass'n.

taining the flow of capital into the industry.

Domtar's \$70 million kraft pulp mill at Lac Quevillon is a sign of confidence in the future. Consolidated Paper is building a \$50 million mill and two new mills will help the Gaspé.

Hydro keeps pace

Hydro-electric power is another source of enormous locked-in wealth in Quebec's northland. The political storm over the Churchill Falls tended to obscure Quebec's development of power sources that are in Quebec, not on the border.

It would be idle to claim that Churchill is just a drop in the bucket, but, even without it, Quebec possesses about one-third

One planned industry that won't be drawing on electric capacity for some time is the Sidbec steel mill, deferred apparently for an indefinite period. One reason for shelving of the plan was the building of another steel mill in Quebec—Dosco's sheet-steel plant at Contrecoeur. This should be in full production next year, turning out 250,000 tons of steel.

In the chemical industries, Quebec will be the home of one of the world's largest ethylene plants with the completion next year of Shawinigan Chemical's Varennes plant. East Montreal continues to grow in importance as a petrochemical complex. And at Valleyfield, a big St. Lawrence Fertilizers plant is scheduled to open this fall.

To sell madame -- speak French and act French

Jean-Paul Ladouceur, president, JPL Productions Inc. and art director of CFTM-TV Montreal, has spent many years creating and producing advertising directed at French speaking Canadians. Recently he has devoted a great deal of time evaluating the reactions of French Canadian women to some 2,500 television commercials a year. His findings were the subject of an address to the Montreal Advertising and Sales Executives Club earlier this year. Here is what he said:

When you create advertising for the French woman, you must remember that although French, she is primarily a woman. All strategies involved in advertising aimed at the woman apply here . . . the difference is in the 'nuances' only.

If one large canning company sweetens its tomato juice for the Quebec market, and if one large gelatine manufacturer concedes that its product must be softer to sell in Quebec, then it is evident that this is a different customer. If the taste of the French woman is so demanding that to sell well

to her one must modify the product, then it is a foregone conclusion that to please her, advertising will have to take into consideration her "milieu", her way of life . . . even her dreams. Make an effort to please her and you have won your battle.

Very often we have encountered disillusioned advertisers, unhappy about the results of their campaigns. These campaigns had been highly successful everywhere else, but had fallen flat in Quebec.

One campaign, featuring a jolly Kentucky colonel, had been completely misunderstood.

A colonel to a French woman is a military figure with all its rigidity. There are no jolly colonels in her universe. Furthermore, this particular colonel came from the Kentucky army and she just could not figure out his strange uniform and his lack of military bearing. Anyway, what was he doing selling fried chicken?

To reach the French woman, one must aim at her heart and not her head. Her response is mostly emotional. She likes her Quebec and has proved it for 300 years. Do not try to sell her a food by proclaiming the vague virtues of an unnamed American recipe. It was tried and failed.

If consideration is given to her

personality and her social environment and if advertising makes an effort by using ideas and things that are familiar, then that advertising will be successful.

With all this in mind we have created a number of campaigns with a formula we instinctively thought was right. These campaigns have been highly successful, but they were based on our experience and instinct, not research.

The research came after, when we devised a series of tests to find out why we had been right.

What would the French Canadian woman choose, what would she prefer if she were left alone to decide? All these tests were aimed at a purely receptive series of impressions . . . putting away all merchandising, all product testing. All we wanted to know was . . .

If we want to talk to you or advertise to you, what kind of approach, what mood, what coloring should we use to make you happy? We found that the French Canadian woman likes to be talked to in the following manner:

Use people she knows to sell your product. She likes that security.

Use ideas and objects that are familiar to her. Do not completely do away with all her heritage of

tradition. She will think you lack respect.

Use imagination, lots of it. Be bold in the use of pictures and patterns.

Be very careful in the translation or adaptation of campaigns created in English. You may be completely misunderstood and she might even consider your product as a foreign product.

Use all the feminine romantic approach you can find. She is instinctively more feminine than her English speaking sisters. She likes things that are elegant and exotic.

She likes humor but strictly on the local level. We tried that American cigarette campaign with the slogan: "I'll eat my hat". Not one woman thought it was either funny or humorous. There is nothing funny about eating hats.

The French Canadian woman is more and more conscious of fashion on the international level.

When it comes to the use of color, be very conscious that she likes colors that are bright, brilliant, chromatically intense.

Our conclusion, based on our experience and the results of our tests, is very simple.

To please the French Canadian woman - speak French and act French.

ONTARIO AGENCIES AND ADVERTISERS

The French Broadcasters invite you to attend

the A.C.R.T.F. Convention

Westbury Hotel November 7 & 8

These Hardy Stations will be on hand to welcome you

CHAU-TV Carleton
CKRS-TV Jonquière/Chicoutimi
CKBL-TV Matane
CFCM-TV Quebec City
CKRT-TV Rivière du Loup
CKRN-TV Rouyn

Western Canada French Radio Group
CKSB St. Boniface
CFNS Saskatoon
CFRG Gravelbourg
CHFA Edmonton

CHNC New Carlisle
CKBL Matane
CJFP Rivière du Loup
CJAF Cabano
CHRC Quebec City
CKRS Jonquière/Chicoutimi
CKLD Thetford Mines
CKLM Montreal
CHRC-FM Quebec City

Montreal Suburbia
CJSO Sorel
CJLM Joliette
CHEF Granby
CKBS St. Hyacinthe
CKJL St. Jerome
CFLV Valleyfield
CHRD Drummondville

Radio Nord Inc.
CKRN Rouyn
CKVD Val D'Or
CKLS La Sarre
CHAD Amos



Summer re-run for serials



Top stars in Roger Lemelin's *La Famille Plouffe* presented on CBC French TV from 1953 to 1959, are shown in a scene from the program of Nov. 24, 1958. Left to right, around table: Roland Bédard, Thérèse Cadorette, child, Emile Genest, Paul Guèvremont, and Amanda Alarie. Background, left to right: Doris Lussier, Jean-Louis Roux and Pierre Valcourt.

This past summer, the CBC French TV network presented a 14 week series of rebroadcasts of episodes from the télérromans classics of Roger Lemelin and Germaine Guèvremont, including *La Famille Plouffe*, *Le Survenant*, *En haut de la pent douce*, *Marie-Didace* and *Au chenal de moine*.

The summer series was titled *Souvenez-vous*, and in addition to past episodes of the télérromans included interviews with the authors, actors and producers who participated in the programs. Interviewers were Roger Baulu and Jacques Normand, MC's of a popular French show of the present, *Les Couche-tard*.

Back again in 1966 were the humorous adventures of Lemelin's uninhibited Plouffe family of lower-town Quebec, with the prominent French cast of Paul Guèvremont as Papa Plouffe, Amanda Alarie as Mama Plouffe, Gilles Pelletier,

Jean-Louis Roux, Monique Miller, and others.

Le Survenant and its sequels were written by Madame Guèvremont between 1953 and 1959, and depicted the real-life adventures of villagers along the St. Lawrence River near Sorel. This series featured Jean Coutu as the mysterious stranger (the title character), Ovila Légaré and Béatrice Picard.

All the episodes were presented on kinescopes. Producer of the series was Jean Valade, and part sponsorship was bought by the Chrysler Corporation (Canada) Ltd. through BBDO, Montreal.

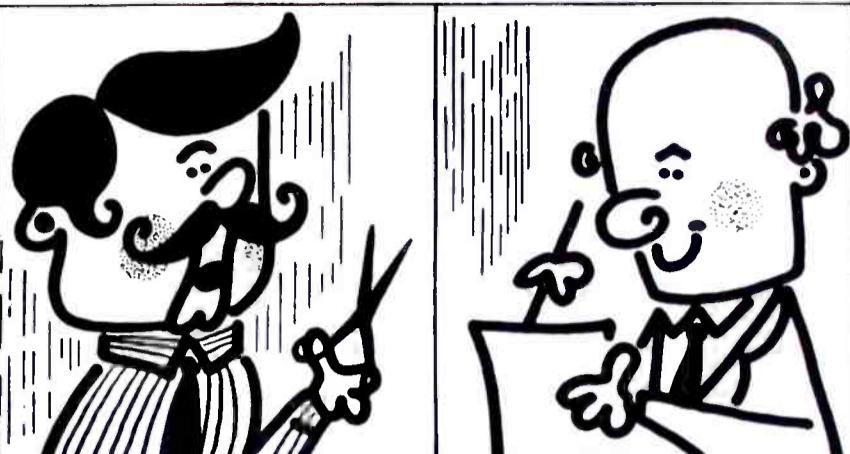


Telephone
Answering
Service

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

Phone for Booklet in
Toronto Montreal
924-4471 UN. 6-6921

If your brother is a



Barber or a Clinical Psychologist, tell him about SASKATOON.

Saskatoon is just about the fastest-growing place in Canada. But not all the newcomers are engineers and scientists for the potash and chemical booms. People for every trade, profession and business are needed to make a bigger, better Saskatoon.

These new people have two things in common with the old-timers:

1. High pay
2. Preference for the sound of CFQC.

Every day there's better business for advertisers on the most popular (by far!) station in Saskatoon and for hundreds of miles around.



HOYLES, NIBLOCK AND ASSOCIATES
BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

298 ELGIN STREET, OTTAWA 4, ONTARIO
3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

CATV • ETV

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

A WORLD OF A DIFFERENCE

The sound of Cosmopolitan Radio in Manitoba is heard on CFAM-CHSM. From our library of approximately 11,500 long play recordings, we feature music that appeals to the discriminating adult listener. Continental, folk, semi-classical and classical music are carefully programmed on CFAM-CHSM.

Get big results from even a small budget. Advertise on the Cosmopolitan Stations of Radio Southern Manitoba... CFAM-CHSM, with two 10,000 watt transmitters at Altona and Steinbach giving effective coverage of approximately 80% of Manitoba's population.

represented nationally by radio, television representatives ltd.

Toronto Montreal Vancouver
Winnipeg

1290 CFAM/CHSM 1250

Elmer Hildebrand

Facilities are still available for private broadcasters

The International Broadcasting Centre at Expo '67, built and to be operated by the CBC for the Canadian Government and Expo '67, will commence operations as of January 1, 1967.

Built at a cost of \$10 million, the Centre is a flat roofed, rectangular building measuring 307 feet by 205 feet and is 60 feet high. Its facilities will include two color television studios, 100 by 70 feet and 57 by 41 feet; six radio studios; four television mobile units; radio mobile units; telecine and video tape facilities; control rooms with the latest equipment and production services such as make-up and dressing rooms.

The major suppliers of the equipment being used in the Centre are: Ampex of Canada Ltd. Canadian General Electric Co. Ltd., Central Dynamics Labs, George

Kelk Ltd., McCurdy Radio Industries Ltd., Northern Electric Co. Ltd., Richmond Hill Labs and RCA Victor Co. Ltd.

Rules for broadcasters

Some of the rules and regulations to be followed by broadcasters wishing to use these facilities were recently outlined to *Broadcaster* by Ian Smith of CBC, Montreal.

Any accredited broadcaster may bring his own VTR equipment onto the Expo site subject to Expo restrictions on moving heavy equipment during open hours. However, IBC equipment and crews are available at no charge provided they are booked in advance.

If they are available, IBC crews will be prepared to operate independent broadcasters' own equipment, but independent broadcasters may not operate IBC equipment.

Broadcasters will provide all



their own props and sets, if used. Actors, announcers, performers, graphics, costumes and any special facilities not available from IBC will be charged at cost.

IBC is not set up to handle film production of any kind, however they will be pleased to put broadcasters in touch with professional independent film producers in Montreal and vicinity. IBC will supply lighting and sound facilities for filming operations at no charge, provided technicians and equipment are available at the time requested. Reservations are necessary for this. Accredited broadcasters will be given ready access to the Expo grounds with film equipment subject to Expo limitation on vehicular traffic during open hours.

In the case of direct feeds to stations broadcasters will pay for lines between IBC master control and the station. Arrangements for lines can be handled direct or through IBC.

All radio facilities are available at no cost except for tape or direct line feed to station.

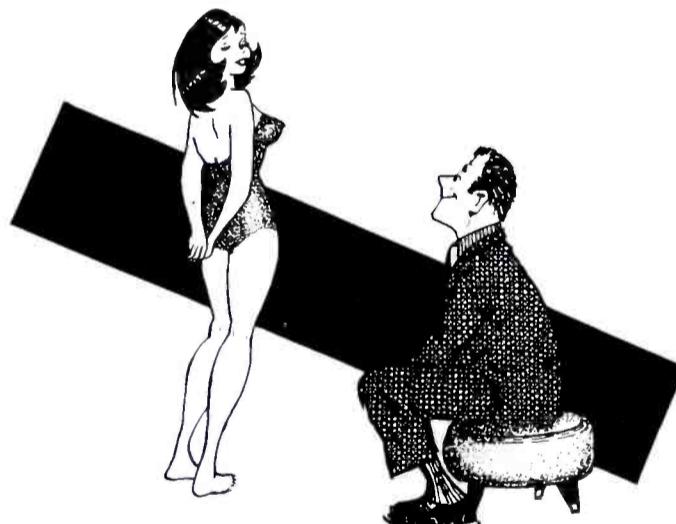
To reserve facilities

All requests for facilities at Expo '67 should be addressed to Roger Germain, traffic control or to J.W.R. Graham, director, IBC, Expo '67, Montreal, Quebec.

Ian Smith told *Broadcaster* that 60 per cent of IBC's total television facilities for the six month period are still open. Heaviest bookings so far are between mid-April and mid-July.

Of the facilities already booked the CTV network and private Canadian stations account for 15 per cent; U.S. networks and private stations 20 per cent; European broadcasters 20 per cent; CBC English and French networks 20 per cent each. Broadcasters from such distant places as Australia and Japan the remaining 5 per cent.

CKRN-TV - ROUYN



admire these figures

Monday through Friday — 7 to 10 pm

5 day average

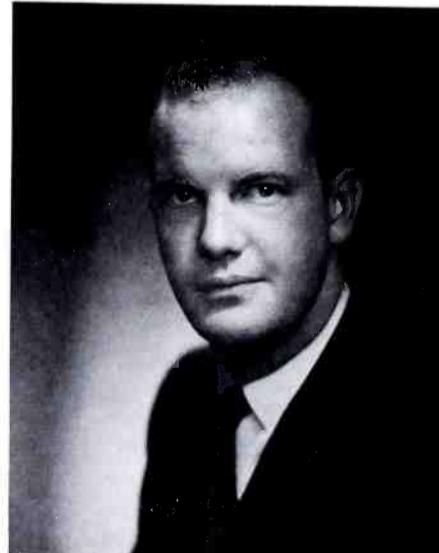
23,600 households — CPM — \$2.75

Feb. 1966 — BBM

Contact: Hardy Radio & Television Ltd.
TORONTO, MONTREAL, WINNIPEG, QUEBEC CITY

ANNOUNCEMENT

CHFI APPOINTMENT



E.S. "TED" ROGERS



J. STUART MACKAY

Ted Rogers, President, Rogers Broadcasting Limited, is pleased to announce the appointment of All-Canada Radio & TV Ltd. to represent Toronto radio stations CHFI/680 and CHFI/98.1 FM Stereo.

Under the direction of J. Stuart MacKay, President, and Ken A. Baker, Vice President—Radio Division, All-Canada will represent CHFI AM and FM in Toronto (head office) and throughout its offices in Canada and the United States. The appointment was effective October 17, 1966.



***MODERN**



***DISCERNING**



***AFFLUENT**

How long has this been going on? *

Actually, we've been reaching people like these for forty years. That's a long time, and from the start we've had only one goal — "To provide the best in quality programs, news and community service". We like to call it responsible radio.

We've turned this philosophy into fact. First with our AM station, then with FM. We're proud of the fact that we're one of the few AM/FM operations with completely separate programs for each station. We're proud that our personnel ranks among the most competent and experienced in the broadcast industry . . . that our facilities and equipment are the most modern available anywhere.

We figured it this way. If we invest in the best equipment, staff and facilities . . . we'll attract and hold a large and loyal audience. And it works . . . for CHRC has long led Quebec City by far in programming, ratings and awards.

Now, we're looking forward to the next forty years. But before starting, we'd like to offer our thanks to all of you who've helped to make our operation the success it is today. We hope that your business, like ours, will grow and prosper even more in the years ahead.

*** 40 years of active broadcasting**



SEPARATE PROGRAMMING

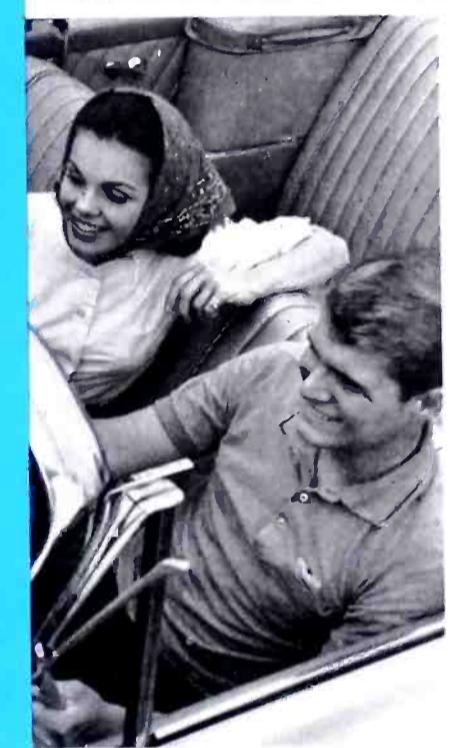
QUEBEC CITY

AM: 10,000 watts, 800 Kc. FM: 81,000 watts, 98.1 Mc/S
REPS. HARDY RADIO AND TELEVISION LTD.—CANADA, BROADCAST SALES INC.—U.S.A.

soon
**50,000
watts**



***ENTHUSIASTIC**



***ACTIVE**



***PROGRESSIVE**



Sommeil absent?
(Can't sleep?)

Répos si nécessaire à la ménagère où es-tu? Pas besoin de compter pendant des heures car . . .
(Sleep so necessary to the housewife where are you? No need to count the hours for . . .)

Le nouveau Nytol se dissous plus rapidement et agit en soixante secondes.
(The new Nytol dissolves faster and sets to work in sixty seconds.)

Avec Nytol peut être que vous lirez moins mais vos matins seront printaniers.
(With Nytol perhaps you will read less but your mornings will be spring-like.)

Et vos nuits détendues - C'est si simple: Nytol.
(And your nights relaxed - It's so easy: Nytol.)



If you find yourself half asleep all day because you've been half awake all night, listen!

Here's a new way . . .

. . . to help you get all the deep restful sleep you deserve. New Nytol tablets.

Faster dissolving than ever before, Nytol goes to work in just sixty seconds . . . gently relaxes your nerves. . . relaxes you, lets you sleep like a baby.

Let Nytol help you get all that deep, restful sleep you deserve - Nytol . . .

Motivation is the same -- the values are different

Inferior French language advertising in all media, and the reasons for it, is the vital concern of a compact French language creative house, located in Toronto, called Publicité Chanteclair Ltée.

Chanteclair, associated with Baker Advertising, was established in Montreal four years ago to service Baker clients. A year and a half ago it moved its operation to Toronto because it felt a much

better job could be done for French language advertising in this city — the origin point of the majority of national advertising.

President of Chanteclair is Steve (Etienne) Louet. In an interview with *Broadcaster*, he said the standard procedure is to create and produce English advertising campaigns, then at the last minute somebody remembers the French and it is rushed to a translation house. This more often than not results in poor, badly phrased, advertising copy. "This does not mean that translation houses are not necessary, but they are not in the business of creating advertising.

"You can not create good effective French language advertising by simply handing the English copy to a translation house. If you could, then English advertising copy could be written by anybody who had a thorough knowledge of the language — and

that is not the case. You have to be involved with the campaign from the beginning."

That is why Chanteclair moved to Toronto, said Louet. "We hope to help improve French language advertising by being at the point of origin of that advertising."

"By being in Toronto," he said, "we are able to get involved in early planning, to understand objectives and the 'English' thinking."

"We are able to determine whether the same basic approach will work for the French market. If not, then we have the time to work on a completely new idea. This avoids mistakes, saves time and money."

Louet said Chanteclair is now doing this for Baker clients and several other accounts and it is working. "We even have one example of a commercial for Kodak where the French version was



PIERRE STEIN

**The man to see
at
CFCL Radio**

Pierre can help you sell your product to the 150,000 prosperous French-speaking consumers who live in heart of Ontario's booming mining and lumbering industries.

CFCL - Radio
Timmins, Ontario

*The only French language medium
in North Eastern Ontario*

Represented by
Paul Mulvihill

IN FRENCH QUEBEC . . .

Two markets of vital importance are

SOREL and JOLIETTE

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

C J S O
SOREL
Now 10,000 Watts
1320 KC

C J L M
JOLIETTE
1,000 Watts
1350 KC

Reps: Hardy Radio & TV Limited

different from the English. It worked so well, a new English commercial was made based on the French commercial. That was a real switch!"

The values are different

When asked what were the important things to remember in creating good French copy, Louet replied: "The basic motivation of English and French speaking Canadians is the same—they drive the same cars, wear the same clothes, live in the same houses. The difference lies in the presentation. Advertising must relate to the values of the audience it is trying to reach. In French these values are different."

"Food advertising is one good example. The French Canadian is much more sensitive to taste and smell rather than chemical content, than to nutrition value."

The double meaning of words also causes many problems. A translator will give a correct word, but an advertising man might pick a very word or phrase because of its double meaning.

In many instances it takes longer to say something in French and since 60 seconds is the same length in either language the French version has to be trimmed. The solution to this problem invariably lies in more emphasis being placed on the visual part of the commercial or advertisement, and less on the audio.

To illustrate this point, Louet presented a commercial for Nytol, a product of Block Drug Company, the French version of which was created by Chanteclair.

As can be seen the French and English versions of this 30 second commercial are quite different.

First of all the audio portion of the English copy is quite a bit longer than the French and secondly, the video portion shows considerably more action in the French version.

CBC technicians favor new contract

Members of the National Association of Broadcast Employees and Technicians (NABET), voted 90.5 per cent in favor of a working contract negotiated last month with the CBC.

In a ballot conducted by mail, Timothy O'Sullivan, chairman of the union negotiating committee, said members in 34 CBC locations voted 1382 in favor and 143 against the settlement.

The agreement provides for a three-stage salary increase of nine per cent retroactive to last January 1; another nine per cent effective January 1, 1967, and another four and a half per cent boost October 1, 1967.

O'Sullivan said the contract covers 30 months, and would expire June 30, 1968.

The presentation is different

Louet explained the differences this way.

"The major problem was the play on the name of the product 'Nytol' which has the same sound as 'night all' in English, but in French means nothing. Also, we felt the video portion needed to be a little more direct for the French. The English version suggests restlessness with the girl's eyes opening and closing, and you don't even realize she is in bed until the end. The copy really explains the restlessness.

But to say the same thing in French would have taken a lot longer, which would have been impossible in 30 seconds. Thus we emphasized the restlessness with the video by showing the girl turning over in bed, picking up and reading a book, a glass being filled with water in the bathroom. In French, the copy was subordinated.

Here is a case where the basic approach was the same, but the presentation was different. This "different presentation" would have been impossible had we not been involved with the planning right from the beginning.

What of the future?

Louet would like to see "much more communication between French and English, more French speaking Canadians trained in the advertising art and more French speaking advertising men located in Toronto."

ask SBS
first
about
coverage
of the
Quebec
market!

CJMT
CHICOUTIMI

Standard
broadcast
Sales

2 ST. CLAIR AVENUE WEST, TORONTO
924-5721
1407 MOUNTAIN STREET, MONTREAL
849-2454
CANADIAN STANDARD
BROADCAST SALES INC.
654 MADISON AVENUE, NEW YORK, N.Y.
10021 (212) 838-5774

CONGRATULATIONS!
BEST WISHES!

We are proud to represent
French Canada's most-listened-to
radio stations:

CKVL AM VERDUN
FM MONTREAL

NOW CELEBRATING ITS 20TH ANNIVERSARY

Radio & Television Sales Inc.

Toronto
85 Bloor St. E.
924-4477

Montreal
1507 LeCartier
1115 Sherbrooke St. E.
849-1131

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

DON WRIGHT
Productions

77 Chestnut Park Rd., WA 5-1631

**CAN YOU USE
227,089
FRENCH SPEAKING
CANADIANS?**

THE WESTERN CANADA FRENCH RADIO GROUP
WILL SELL MORE WHERE MORE CAN BE SOLD
IN THE RICH MARKET OF THE PRAIRIES

Groupe des postes français de l'Ouest canadien

CKSB — St-Boniface, Manitoba
10,000 Watts — 1050 Kilocycles

CFRG — Gravelbourg, Saskatchewan
5,000 Watts — 710 Kilocycles

CFNS — Saskatoon, Saskatchewan
1,000 Watts — 1170 Kilocycles

CHFA — Edmonton, Alberta
5,000 Watts — 680 Kilocycles

La clé du marché français
des provinces des Prairies

NE L'OUBLIEZ PAS!

Represented by
HARDY RADIO & TELEVISION

**ask SBS
first
about
coverage
of the
Quebec
market!**

CHLN
TROIS RIVIERES

**Standard
Broadcast
Sales**

2 ST. CLAIR AVENUE WEST, TORONTO
924-5721
1407 MOUNTAIN STREET, MONTREAL
849-2454
**CANADIAN STANDARD
BROADCAST SALES INC.**

654 MADISON AVENUE, NEW YORK, N.Y.
10021 (212) 838-5774

Inside French Canada

Ici on parle français
at both sales bureaus

Both the broadcast bureaus — the Television Bureau of Advertising and the Radio Sales Bureau — reported last week they have a significant amount of activity in the French-language markets of Canada, and indicated they have plans for substantially increased activities in the immediate future.

Ed Lawless, executive vice-president of TvB, said television viewers in Quebec now watch their sets about three hours more per week than average viewers in the rest of Canada.

"The national average is about 43 hours a week, and Quebec's latest tally shows average weekly viewing per home of 46 hours and six minutes — a significant extra half-hour a day," Lawless said. National advertisers, he felt, were showing greatly increased interest in French-language TV.

Using figures supplied by NTI

(the Nielsen TV Index), Lawless said 27 per cent of Canada's 4,602,000 television sets are in Quebec, or about 1,243,000 units. In almost every category—viewers per home, audience composition by hours, and percentage of homes with sets — Quebec led the field such as a whopping average of 77 per cent of homes tuned in at the prime-time 8:00 pm spot. (The national average at 8:00 pm is 71.1 per cent according to TvB). Lawless said 95 per cent of Quebec homes have at least one set, the highest rate in Canada, equalled only by Ontario.

Forty-eight of Canada's 72 originating television stations now belong to TvB, and nine of them are in Quebec. These are: CBFT-TV, CBMT-TV, CFCF-TV, and CFTM-TV Montreal; CKMI-TV, CBVT-TV and CFCM-TV Quebec City; CKTM-TV Trois Rivières and CKRS-TV Jonquière. (33 of 186 rebroadcasting stations are in Quebec). Other members of TvB include both the English and French networks of the CBC, the CTV network, five rep houses, and one program distributor (NBC Canada Ltd.). BBM and McDonald Research Ltd. are associate members.

In addition to French adaptations of its promotional films and presentations to advertisers, such as *MasselecTVity*, *Heartbeat* and *Prologue*, Lawless said TvB has reels of national and local commercials, retail success stories, the "TV Basics" folder, and a full research service of "the socio-economics" of markets, all available in French. TvB has made presentations this year to depart-

ment store executives at CFCM-TV Quebec and to major retailers at CFCF-TV Montreal. They are currently offering a major research program, in French and English, for banks and insurance companies.

The next main project of TvB is to release a new promotional film with Canadian sound-track, in English and French, of the U.S.-TvB produced *TEL-empathy*, a new message concerning "the language of involvement".

TEL-empathy is scheduled to be premiered at the 12th annual membership meeting of TvB in Chicago, November 16. It was created and written by George G. Huntington, executive vice-president and general manager of TvB, New York, who says: "Advertisers have created a new language of words, motions, pictures, sounds and feelings that today's second generation of television viewers understand. This makes it possible to communicate almost any message to almost anyone, and ends personal and corporate isolation from the feelings and thoughts of others. All this increases the pace of business and the opportunity for still faster growth."

Lawless predicted a wide exposure for the new presentation in Canada, in both languages, and said TvB's work is spread between English and French Canada, because the total national advertiser's dollar, total concept and sales procedure is involved, and French Canada forms a part.

RSB has 5-year plan

The Radio Sales Bureau made available its first creative pres-

**Always a Must Buy
in the Lower St. Lawrence area
of Eastern Quebec
NOW
CJBR-TV Rimouski
offers advertisers these
EXTRA PLUSES**

- 11,000 more French viewers over Quebec Hydro's three transmitters at Outardes and Micoua
- IN COLOR
- No rate increase

CJBR-TV

Rimouski, Quebec

See Stovin-Byles Television Ltd. in Canada
All-Canada Radio & Television Ltd. in U.S.A.

**THE FRENCH VOICE
OF THE OTTAWA VALLEY**

RADIO
CKCH

HULL OTTAWA

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

entation in French this year, as part of its expanded five year plan of assistance to radio advertisers and broadcasters in the French language.

In addition, the bureau categorized its French tapes, collected and distributed success stories in French and held a sales clinic in Quebec City. Next year, RSB intends to carry on its French creative presentation, update and add additional tapes, include another eight success stories to be supplied to all member stations, and hold at least two sales clinics in Quebec province.

By 1968, the Sales Bureau hopes to integrate a bilingual salesman into a position in French-speaking Canada where he can assist member stations and conduct an increasing number of French sales clinics. A completely new creative presentation is named for 1968—six more success stories and updating of available tapes.

By 1970, this salesman will be expected to conduct sales clinics in at least six French markets, plus the annual updating of tapes and success stories.

Peter Harricks of RSB also said a brochure containing *Twenty Questions in French*, with answers, will be released in Quebec shortly.

On the national level, Harricks said the management philosophy of RSB would continue to be:

1. To stimulate greater use of radio as an advertising medium.

2. To develop new national accounts and increase radio's share of existing budgets.
3. To provide individual stations with all possible assistance and sales tools in order to realize the full potential of their respective local markets.

RSB is currently offering its *Quintile*, *Advertiser Z* and *Radio Alive* presentations to media and marketing people and advertisers. Recent gatherings hearing the RSB presentation included the marketing group at DuPont of Canada, Montreal; top management at Coca Cola and their agency, McCann-Erickson; Manufacturers' Life, Colgate-Palmolive, General Foods, Lever Bros. and the entire media department at MacLaren Advertising.

Denny Whitaker, RSB president, and Peter Harricks, national sales director, stopped off for two days of presentations in Montreal to the Sales Advisory Committee of RSB, while on their way to the AAB convention in Charlottetown.

RSB is aiming for 125 members by next February, and currently has 120, including rep houses and others.

Thirteen French-language stations belong to the Bureau. They are: CJEM Edmundston, N. B.; CFCL Timmins, Ont.; CKSB St. Boniface, Man.; and CJMT Chicoutimi, CKRS Jonquière, CFCF and CJMS Montreal, CHNC New Carlisle, CHRC and CJLR Quebec, CKCH Hull, CKCN Sept Iles and CKVL Verdun, in Quebec province.

Nous sommes

60,845

(et combien encore)

Speak French in the area

served by

CFBR

Sudbury's only French advertising medium

Represented by: Broadcast Media Sales

BIG AND GETTING BIGGER COMPARE THESE FIGURES* WITH THIS ONE →

*Nielsen broadcast index

STATION TOTAL AUDIENCE

number of homes delivered averagely per 1/4 hour

MON. thru FRI.		SUN. thru SAT.					
FEB. '66		8-12pm	12-4pm	4-6pm	6-8pm	8-10pm	10-mid
		00	00	00	00	00	00
CFCM	23	305	557	720	753	405	
CKMI	47	66	110	93	47		
that other station	47	232	214	270	382	246	
FEB. '65							
CFCM		363	528	612	626	388	
CKMI	29	44	74	76	45		
that other station	61	177	199	268	409	245	

AVERAGE 1/4 HOUR CENTRAL AREA AUDIENCE

PRIME TIME 8.10 PM

FEB. 1966

CFCM 58%

CKMI 9%

THAT OTHER STATION what ever is left %

FEB. 1965

CFCM 52%

CKMI 8%

THAT OTHER STATION what ever was left %



**MOST HOMES AND MOST PEOPLE ARE TUNED TO
CFCM-TV CKMI-TV TELEVISION DE QUEBEC (CANADA) LTEE**

REPS.: HARDY RADIO AND TELEVISION, Montreal and Toronto • STEPHENS AND TOWNDROW, Vancouver
A. J. MESSNER & CO. LTD., Winnipeg • FORJOE-TV, INC., New York

THE TELEVISION MARKETS OF QUEBEC

The definition of a television market is subject to many variables and dependent on the reason a definition is required.

For station purposes it might be the area covered by the station's signal, while for the marketing man it might be the effective coverage of households within the limits of that signal. In highly concentrated areas of population, where does the effective coverage of one station or stations leave off and the other begin?

One method in wide use, is to determine the extent of weekly household penetration into county areas by a station, or stations, located in a "central area". The percentage of weekly penetration considered effective is, of course, up to the individual.

To provide a definition of television markets in the province of Quebec, Broadcaster approached the A.C. Nielsen Company of Canada Limited and asked them to provide a breakdown of their N.B.I. measurement areas into three degrees of weekly household penetration based on the January 1966 Nielsen Coverage Service.

(1) Those county areas in which one or more of the stations located in the central area of each market are viewed by 50-100% of the households, during the average week.

(2) Those county areas in which one or more of the stations located in the central area of each market are viewed by 25-49% of the households, during the average week.

(3) Those county areas in which one or more of the stations located in the central area of each market are viewed by less than 25% of the households, during the average week.

It is hoped that this report will assist stations and their representatives, agencies and advertisers in determining the physical boundaries of the television markets of Quebec.

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The following definitions describe the A.C. Nielsen terminology appearing in this report:

- (i) NBI Measurement Area, including the Central Area, is designed to encompass substantially all of the Canadian audiences available to stations located in the Central Area, per Nielsen estimates.
- (ii) The Central Area is the DBS-defined metropolitan area of the market or a county or group of adjoining counties (or census divisions) selected by Nielsen for reporting the percentage homes using TV, audience ratings and share percentages for stations serving the area.
- (iii) *Primary Coverage Area includes any county in which one or more of the reportable stations located in the Central Area has 50% or more weekly circulation. (NCS '66).
- (iv) **Secondary Coverage Area includes any county in which one or more of the reportable stations located in the Central Area has 25% to 49% weekly circulation. (NCS '66).
- (v) Reportable Stations in:
 - (a) NBI Markets are those stations viewed by 10% or more of the NBI sample homes in the Central Area during two or more dayparts, and deliver audiences meeting the minimum standards.
 - (b) Non-NBI Markets are those stations with 10% or more total weekly circulation in the Central Area. (NCS '66).
- (vi) Market Data: Total homes and TV homes based on data from CBC Statistics Dept.



MONTREAL TELEVISION MARKET

Central Area Stations

CBMT Montreal

CBFT Montreal

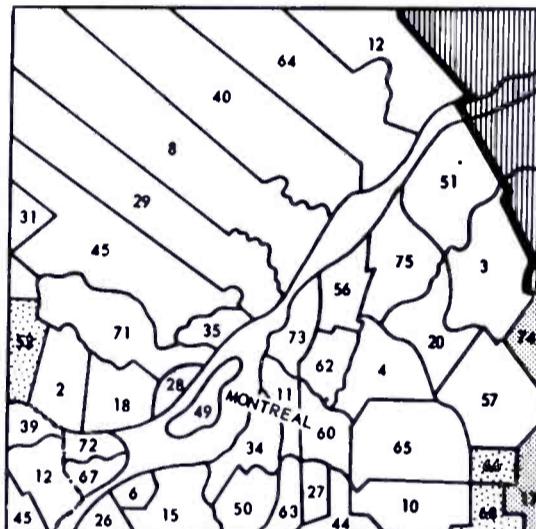
CFCF Montreal

CFTM Montreal

Market Data: (Jan. 1966)

Total Homes, 955,680

TV Homes, 917,210



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	911,070	874,610	96
Metropolitan Montreal (Central Area)	616,000	590,000	96
2 Argenteuil	8,020	7,780	97
3 Arthabaska	9,720	9,450	97
4 Bagot	4,760	4,610	97
6 Beauharnois	11,800	11,500	97
8 Berthier	6,000	5,840	97
10 Brome	3,410	3,230	95
11 Chambly *	1,400	1,400	100
12 Champlain	24,400	23,000	94
15 Chateauguay *	4,250	4,070	96
18 Deux Montagnes*	4,850	4,670	96
20 Drummond	12,700	12,200	96
26 Huntingdon	3,760	3,600	96
27 Iberville	4,090	3,970	97
29 Joliette	9,580	9,320	97
31 Labelle	5,710	5,210	91
34 Laprairie *	1,690	1,630	96
35 L'Assomption *	7,310	7,000	96
40 Maskinonge	4,450	4,290	96
44 Missisquoi	7,240	7,040	97
45 Montcalm	4,290	4,120	96
50 Napierville	2,480	2,420	98
51 Nicolet	6,080	5,840	96
56 Richelieu	8,780	8,630	98
57 Richmond	9,300	9,070	98
60 Rouville	6,150	6,000	98
65 Shefford	13,100	12,800	98
67 Soulange	2,360	2,310	98
62 St. Hyacinthe	11,400	11,100	97
63 St. Jean	9,340	9,100	97
64 St. Maurice	25,600	24,600	96
71 Terrebonne *	21,900	21,000	96
72 Vaudreuil *	3,970	3,840	97
73 Vercheres	6,110	5,990	98
75 Yamaska	3,360	3,240	96
12 Glengarry, Ont.	4,710	4,380	93
39 Prescott, Ont.	6,300	6,060	96
45 Stormont, Ont.	14,700	14,300	97

Montreal cont.

SECONDARY COVERAGE AREA	35,830	34,280	96
52 Papineau	7,350	7,060	96
66 Sherbrooke	19,900	19,000	96
68 Stanstead	8,580	8,220	96
TERTIARY COVERAGE AREA	8,780	8,320	95
17 Compton	5,190	4,870	94
74 Wolfe	3,590	3,450	96

* Excludes the portions of the county included in Metropolitan Montreal.

NBI reportable stations are: CBMT Montreal; CBFT Montreal; CFCF, Montreal; CFTM Montreal; WCAX Burlington, Vt.

SHERBROOKE TELEVISION MARKET

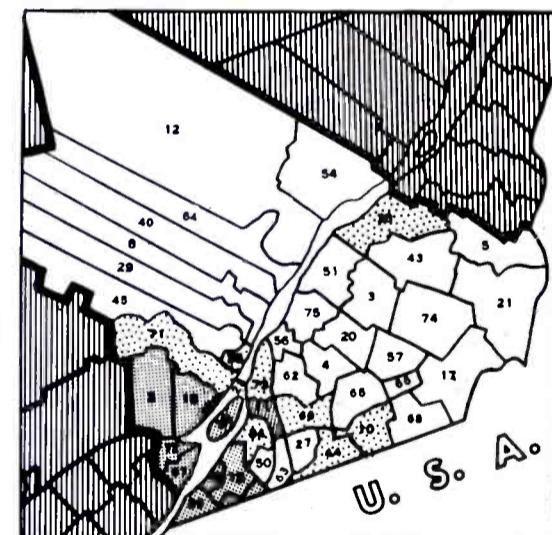
Central Area Station

CHLT Sherbrooke

Market Data (Jan. 1966)

Total Homes, 963,850

TV Homes, 925,130



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	247,810	238,520	96
66 Sherbrooke (Central Area)	19,900	19,000	96
3 Arthabaska	9,720	9,450	97
4 Bagot	4,760	4,610	97
5 Beauce	12,200	11,500	94
8 Berthier	6,000	5,840	97
12 Champlain	24,400	23,000	94
17 Compton	5,190	4,870	94
20 Drummond	12,700	12,200	96
21 Frontenac	5,920	5,580	94
27 Iberville	4,090	3,970	97
29 Joliette	9,580	9,320	97
40 Maskinonge	4,450	4,290	96
43 Megantic	11,900	11,500	97
45 Montcalm	4,290	4,120	96
50 Napierville	2,480	2,420	98
51 Nicolet	6,080	5,840	96
54 Portneuf	11,100	10,800	97
56 Richelieu	8,780	8,630	98
57 Richmond	9,300	9,070	98
65 Shefford	13,100	12,800	98
68 Stanstead	8,580	8,220	96
62 St. Hyacinthe	11,400	11,100	97

Sherbrooke cont.

63 St. Jean	9,340	9,100	97
64 St. Maurice	25,600	24,600	96
74 Wolfe	3,590	3,450	96
75 Yamaska	3,360	3,240	96
SECONDARY COVERAGE AREA	74,200	71,450	96
10 Brome	3,410	3,230	95
34 Laprairie	7,770	7,540	97
35 L'Assomption	10,900	10,400	96
38 Lotbiniere	5,820	5,550	95
44 Missisquoi	7,240	7,040	97
60 Rouville	6,150	6,000	98
71 Terrebonne	26,800	25,700	96
73 Vercheres	6,110	5,990	98
TERTIARY COVERAGE AREA	641,840	615,160	96
2 Argenteuil	8,020	7,780	97
6 Beauharnois	11,800	11,500	97
11 Chamby	38,700	37,500	97
15 Chateauguay	10,300	9,850	96
18 Deux Montagnes	8,690	8,370	96
26 Huntington	3,760	3,600	96
28 Jesus Island	37,500	36,800	98
49 Montreal Island	513,000	490,000	96
67 Soulange	2,360	2,310	98
72 Vaudreuil	7,710	7,450	97

NBI reportable stations are: CHLT Sherbrooke; CBFT Montreal; CFTM Montreal; WCAX Burlington, Vt.; WMTW Poland Springs, Maine.

QUEBEC CITY TELEVISION MARKET

Central Area Stations

CBVT Quebec

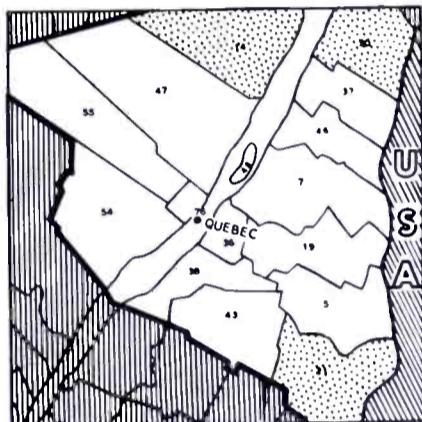
CFCM Quebec

CKMI Quebec

Market Data (Jan. 1966)

Total Homes, 176,630

TV Homes, 169,180



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	163,290	156,790	96
76 Metro Quebec (Central Area)	90,000	86,900	97
5 Beauce	12,200	11,500	94
7 Bellechasse	4,980	4,700	94
19 Dorchester	6,680	6,190	93
36 Levis *	2,300	2,300	100
37 L'Islet	4,760	4,350	91
38 Lotbiniere	5,820	5,550	95
43 Megantic	11,900	11,500	97
46 Montmagny	5,360	5,030	94
47 & 48 Montmorency	5,090	4,970	98
54 Portneuf	11,100	10,800	97
55 Quebec *	3,100	3,000	97
SECONDARY COVERAGE AREA	13,340	12,390	93
14 Charlevoix - Ouest	2,370	2,210	93
21 Frontenac	5,920	5,580	94
30 Kamouraska	5,050	4,600	91

* Excludes the portions of the country included in Metropolitan Quebec.

NBI reportable stations are: CBVT Quebec; CFCM Quebec; CKMI Quebec.

CHICOUTIMI-JONQUIERE TELEVISION MARKET

Central Area Stations

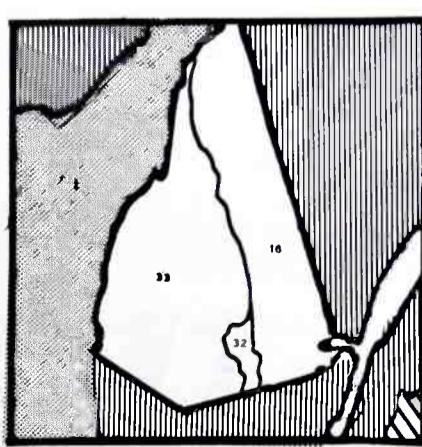
CJPM Chicoutimi

CKRS Jonquière

Market Data (Jan. 1966)

Total Homes, 49,030

TV Homes, 47,360



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	47,530	45,960	97
16 Chicoutimi (Central Area)	29,300	28,400	97
32 Lac St. Jean - Est	8,030	7,890	98
33 Lac St. Jean - Ouest	10,200	9,670	95
SECONDARY COVERAGE AREA	--	--	--

Chicoutimi-Jonquière cont.

TERTIARY COVERAGE AREA	1,500	1,400	93
1 Abitibi (Part) *	1,500	1,400	93

* Chibougamau-Chapais

NBI reportable stations are: CJPM Chicoutimi; CKRS Jonquière.

TROIS RIVIERES TELEVISION MARKET

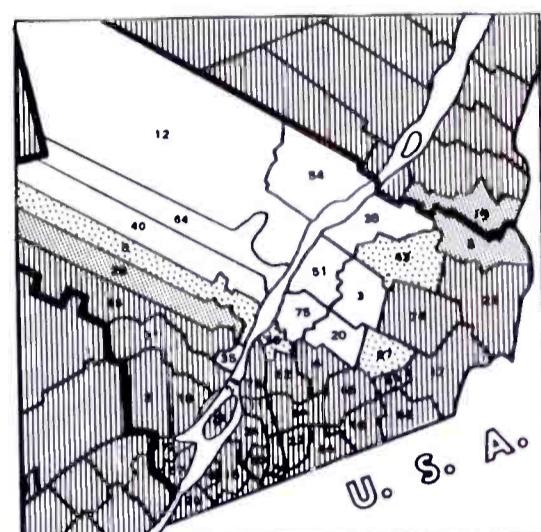
Central Area Station

CKTM Trois Rivières

Market Data (Jan. 1966)

Total Homes, 167,670

TV Homes, 161,020



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	103,230	98,970	96
64 St. Maurice (Central Area)	25,600	24,600	96
12 Champlain (Central Area)	24,400	23,000	94
3 Arthabaska	9,720	9,450	97
20 Drummond	12,700	12,200	96
38 Lotbiniere	5,820	5,550	95
40 Maskinonge	4,450	4,290	96
51 Nicolet	6,080	5,840	96
54 Portneuf	11,100	10,800	97
75 Yamaska	3,360	3,240	96
SECONDARY COVERAGE AREA	35,980	35,040	97
8 Berthier	6,000	5,840	97
43 Megantic	11,900	11,500	97
56 Richelieu	8,780	8,630	98
57 Richmond	9,300	9,070	98
TERTIARY COVERAGE AREA	28,460	27,010	95
5 Beauce	12,200	11,500	94
19 Dorchester	6,680	6,190	93
29 Joliette	9,580	9,320	97

NBI reportable stations are: CKTM, Trois Rivières; CBFT Montreal; CBMT Montreal; CFCF Montreal; CFTM Montreal; CFCM Quebec City; CHLT Sherbrooke.

RIMOUSKI-RIVIERE DU LOUP TELEVISION MARKET

Central Area Stations

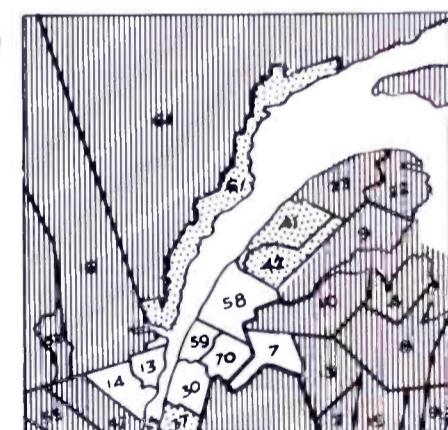
CJBR Rimouski

CKRT Rivière Du Loup

Market Data (Jan. 1966)

Total Homes 70,870

TV Homes, 65,810



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	41,890	39,150	93
58 Rimouski (Central Area)	11,700	11,300	97
59 Rivière Du Loup (Central Area)	7,490	7,030	94
13 Charlevoix-Est	3,080	3,000	98
14 Charlevoix-Ouest	2,370	2,210	93
30 Kamouraska	5,050	4,600	91
70 Temiscouata	4,940	4,530	92
7 Madawaska (New Brunswick)	7,260	6,480	89
SECONDARY COVERAGE AREA	28,980	26,660	92
37 L'Islet	4,760	4,350	91
41 Matane	6,120	5,910	97
42 Matapedia	5,760	5,240	91
61 Saguenay (Part)	12,340	11,160	90

NBI reportable stations are: CJBR Rimouski; CKRT Rivière Du Loup; CJPM Chicoutimi.

10 will get you 20 (of Montreal's top TV shows)

Fact is the **top 20** shows of August '66* were carried on Channel 10, CFTM-TV.

Channel 10 will get you 20 of the top **winter** shows, too. Maybe more. You can bet on it.

PROGRAMS	HOUSEHOLDS
* 1.—CINEMA KRAFT	273,617
2.—MA SORCIÈRE BIEN-AIMÉE	269,350
3.—DESTINATION DANGER	251,600
4.—LE SAINT	232,900
5.—MONSIEUR BANCO	231,600
6.—GAGS A GO-GO	224,250
7.—UN PEU BEAUCOUP	216,550
8.—LES ENFANTS DE CŒUR	211,750
9.—EN PREMIÈRE	210,200
10.—GRAND PRIX MUSICAL	208,900
11.—HONG KONG	202,300
12.—A LA CATALOGNE	199,400
13.—COMMENT POURQUOI	198,700
14.—JEUNESSE D'AUJOURD'HUI	197,525
15.—DECOUVERTES '66	196,550
16.—RÉAL GIGUÈRE ILLIMITE	195,875
17.—L'ÉCOLE DU BONHEUR	195,300
18.—PERRY MASON	192,450
19.—RELEVEZ LES MANCHETTES	188,600
20.—LA FAMILLE STONE	187,900

SOURCE: A. C. Nielsen, N.B.I., Station Total per Broadcast average $\frac{1}{4}$ hr.



Representatives:

PAUL L'ANGLAIS INC.

Toronto: 487-4551

Montréal: 562-9201

STOVIN-BYLES TELEVISION LTD.

Winnipeg: 942-1892

Vancouver: 682-6391

FORGE TELEVISION INC.

New York: 679-6820

MATANE TELEVISION MARKET

Central Area Station

CKBL Matane

Market Data (Jan. 1966)

Total Homes, 34,770

TV Homes, 31,660



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	27,750	25,410	92
41 Matane (Central Area)	6,120	5,910	97
23 Gaspé - Ouest	3,440	3,100	90
42 Matapedia	5,760	5,240	91
61 Saguenay (Part)	12,430	11,160	90
SECONDARY COVERAGE AREA --	--	--	--
TERTIARY COVERAGE AREA	7,020	6,250	89
22 Gaspé - Est	7,020	6,250	89

NBI reportable stations are: CKBL Matane; CJBR Rimouski.

NEW CARLISLE TELEVISION MARKET

Central Area Station

CHAU Carleton, Que.

Market Data (Jan. 1966)

Total Homes, 50,660

TV Homes, 45,280



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	34,400	30,920	90
9 Bonaventure (Central Area)	7,470	6,860	92
22 Gaspé - Est	7,020	6,250	89
4 Gloucester (New Brunswick)	11,900	10,500	88
10 Restigouche (New Brunswick)	8,010	7,310	91
SECONDARY COVERAGE AREA --	--	--	--
TERTIARY COVERAGE AREA	16,260	14,360	88
42 Matapedia	5,760	5,240	91
8 Northumberland (New Brunswick)	10,500	9,120	87

NBI reportable stations are: CHAU Carleton, Que.; CKCW Moncton, N.B.

ROUYN TELEVISION MARKET

Central Area Station

CKRN Rouyn

Market Data (Jan. 1966)

Total Homes, 69,400

TV Homes, 64,600



Area/County	Total Homes	TV Homes	% TV Ownership
PRIMARY COVERAGE AREA	33,100	31,000	94
69 Temiskamingue (Central Area)	12,200	11,600	95
1 Abitibi	20,900	19,400	93
SECONDARY COVERAGE AREA	13,000	12,100	93
48 Timiskaming (Ont.)	13,000	12,100	93
TERTIARY COVERAGE AREA	23,300	21,500	92
5 Cochrane (Ont.)	23,300	21,500	92

NBI reportable stations are: CKRN Rouyn; CFCL Timmins.

PROOF POSITIVE...

CKVL

delivers

results at

lowest cost

COCKFIELD, BROWN & COMPANY LIMITED cb 200 CANADA CEMENT BUILDING / MONTREAL 2

TEL AREA CODE 514 / 861-1771

AUGUST 26, 1966.

MR. JIM MCLENNAN,
MONTREAL MANAGER,
RADIC & TELEVISION SALES INC.,
1507 LE CARTIER,
1115 SHERBROOKE ST. W.,
MONTREAL 2, QUEBEC.

DEAR JIM:

RE: STATE OF NEW YORK DEPARTMENT
OF COMMERCE (TRAVEL BUREAU)

JUST THOUGHT YOU WOULD LIKE TO KNOW THAT RADIO STATION CKVL LED ALL OTHER STATIONS IN THE MAJOR CENTRES OF QUEBEC AND ONTARIO IN REQUESTS FOR THE 1966 NEW YORK STATE VACATIONLANDS BOOKLET. A TOTAL OF 6,500 LISTENERS WROTE OR TELEPHONED TO REQUEST THE BOOKLET ADVERTISED ON CKVL. AT THE SAME TIME, CKVL'S COST PER INQUIRY WAS 27.5% LOWER THAN THE AVERAGE OF ALL STATIONS.

WOULD YOU PLEASE EXTEND OUR CONGRATULATIONS AND SINCERE THANKS TO ALL AT CKVL WHO HELPED MAKE THIS CAMPAIGN SO SUCCESSFUL.

BEST REGARDS,
Ansley
(Mr.) AINSLEY YOUNG
MEDIA SUPERVISOR

AY/AB

TORONTO 2 ST CLAIR AVENUE WEST

WINNIPEG 801 ELECTRIC RAILWAY CHAMBERS

VANCOUVER 1200 BURRARD BUILDING

CKVL VERDUN - MONTREAL 50,000 watts*

Celebrating our 20th year of leadership in Canada's Metropolis

Represented by:

Radio and Television Sales Inc. Montreal - Toronto
Canadian Standard Broadcast Sales Inc., New York

* day

INSIDE FRENCH CANADA



The influence of technological change is being strongly felt "inside" French Canada. Rapid developments in hydro power and industry have brought with them the inevitable social change, and a mental picture of the Quebec of four or five years ago is now completely out-of-date. To understand Quebec's new approach to getting things done is to understand the spirit of its people and their contribution to a climate of continued expansion. Quebec province is now 75% urban, and with increasingly higher incomes has come the desire for new products and services and the ability to buy them.

Media has played a major role in Quebec's transformation to a most modern of societies. And understanding differences between French and English media — differences of degree rather than kind — is essential to marketing in French Canada.



To fully appreciate these attitudes All-Canada maintains an experienced French Services Division and last year conducted and published "A Study of Quebec" to help advertiser and marketing people achieve best results from their radio advertising dollar — "Inside French Canada".

All-Canada Radio & Television Ltd.



OVER the DESK

Gordon Sinclair sold me down the river.

I had been eagerly awaiting publication of his autobiography — *Will The Real Gordon Sinclair Please Stand Up?* — for months. As a matter of fact, I personally heralded it more than ten years ago, when I was called upon to introduce him as a speaker at a broadcasters' meeting, and proclaimed he was currently engaged in writing a book called *Me, by Gordon Sinclair*, which merry quip he chose to ignore.



Then it really happened.

Definitely I would review it. What an opportunity to turn the barbs on this provocative, outspoken, ungrammatical, boastful, cantankerous — you name it — scribbler, and give him a dose of his own medicine.

The book still unread, I dug up the old gag — "the only newsman in the world with a built-in press agent." That was hoary enough to be new.

When he cracked his weight around in the book, as he always

Most Exciting Fastest Growing **CKCN RADIO** SEPT ILES

only daily news service for
the North Shore's booming
mining market

See
**Radio & Television
Sales Inc.**
TORONTO MONTREAL

does on the air, I would comment on his inability to get the story across, because he was unfamiliar with the subject!

After I'd read it, I'd review it, and then rig a letter to the editor — "Congratulations on the Sinclair review. Please send me five copies — of the review."

Boy! Would I scorch him?

And then it appeared.

Unable to wait for McClelland & Stewart, the publishers, to send me a review copy, I bought one for myself — the paper bound version at \$2.50, the cloth one being tagged at \$6.00 — and found my plans knocked for a loop.

Up to this time, I had regarded the title as an ingenious swipe of a popular television program, amusingly cute but undoubtedly without bearing on the content. I was so wrong.

The book is a rambling narration of some of the exploits of the *real* Gordon Sinclair, and far from the blustering egomaniac he has created as his radio personality, he portrays himself as the son of a workman (his own appellation), self-conscious because of his pint-size, living most of his youth with considerably less than plenty, inspired and led by Bessie, his so wise but formally uneducated mother, to the exclusion of all other influences.

If Margaret Aitken hadn't latched onto it first, an alternative title might have been — *Look Maw, I Did It* (or possibly *I Done It*).

The *real* Gordon Sinclair did stand up and showed himself to be a completely different person to CFRB's twice daily iconoclast. It goes farther than this, though.

Gordon's disbeliefs — and they are legion — have foundation, the book shows, in the conditions under which he lived his early days.

Gordon Sinclair knows suffering — mild compared with what he saw in India — from his own experience. He is unable to reconcile this with an all-loving god. Hence his atheism. Just one example.

Gordon Sinclair is a showman. Nobody, especially he himself, will deny this. In my book, he is a *damn good* showman.

Speaking of his CFRB comments, "I just skim the cream off the top of the news," he told me once.

Not long ago, *Maclean's Magazine* ran a Sinclair profile, called *Perils of a Public Grouch* by Alexander Ross. This article prompted Gordon to say: "People are beginning to like me, and this is bad."

After reading his book, you will wonder whether this thought really came out of the *Real* Gordon Sinclair. I did.

Buzz me if you hear anything.

Dick S.

Hears "educational" recommendations from CBC private stations and educators

Although the Board of Broadcast Governors is on record as disfavoring third TV channels in any areas in Canada until more areas have a second service, the board requested briefs from interested parties on the feasibility of an early opening up of the remaining channels on the VHF band, and the possible use of the as-yet untapped UHF band, for educational television.

Almost 40 briefs were presented at the three days of public hearings in Ottawa, October 24-26, including the "blockbuster" proposal by Kenneth Soble (Niagara Television Limited), and the Power Corporation of Montreal, to finance a \$75,000,000 satellite transmitted color network by 1970 (see page 3).

Both the CBC and the CAB presented briefs on the educational channel question. Jean Pouliot, president of the CAB said his group is ready and willing to lend its experience to the development of TV-teaching. But he urged the BBG to go slowly, and make a

special study before allocating any of the existing channels for straight educational telecasting.

The CAB brief said ETV (educational telecasts for home audiences) would best be served by the still unopened UHF frequencies, while ITV (instructional TV in the classroom) should stick to limited range channels on a still higher frequency band.

Pouliot expressed concern that ETV could become another network, competing for audience and advertising, much like the CBC, and said the definition of just what is educational on TV is far too hazy.

Speaking for the CBC, vice-president Ron Fraser said there is great misunderstanding about UHF channels. "Instead of 14 or more being technically feasible in any one area, there will probably be only one or at the most two," he said.

Educators oppose

Opposing views came from a

nationwide group of educators, who favored giving all existing VHF channels to ETV, and if any were left over, to the CBC, CTV and independent stations in that order. Ontario Minister of Education William Davis asked for available VHF channels from 1-13, and UHF channels 14-83 (which are presently not in use in Canada).

Several briefs were presented advocating the switching of some existing channels in fast-growing metropolitan areas, thus freeing more outlets. CFRB Radio, who have applied for an available TV channel in Toronto, suggested a common transmitting tower could be used for programming on two adjacent channels, in this case five and six, without one interfering with the other. CFRB opposed a suggestion to move CBLT-TV Toronto from channel 6 to channel 5, thus freeing 6 for new outlets in London and the Belleville-Kingston area—a proposal approved of by the CBC, and interested parties in those areas.

CFPL-TV London said if a new CBC station came in, it could expand its local and regional coverage and give advertisers more choice. At present CFPL-TV is a CBC affiliate, serving about 1,000,000 viewers in Western Ontario. CKSL Radio indicated it had the private capital available to set up a private station in London.

CJBQ Radio, Belleville said if channel 6 was made available in

Double value!

That's what you get with our main and satellite operations covering both sides of the St. Lawrence east of Quebec

CKBM
MONTMAGNY

represented by:

**Radio & Television
Sales Inc.**

MONTREAL

TORONTO



English advertisers could help French media help them

How could English language advertisers gain even more from their advertising in French Canada?

This is a good question, the answer to which is needed by virtually every national advertiser whose product has or could have a use to French-speaking Canadians?

In an attempt to find a valid answer, *Broadcaster* decided to ask the men who live there, specifically a panel of VIPs, chosen from French language advertising experts. Here are their answers.

MAURICE BRISEBOIS
Executive Vice-President
Vickers & Benson Ltd.,
Montreal.

Advertising is only one part (a most important part) of the total marketing mix. First the manufacturer must make sure that the marketing foundation in French Canada is built on solid ground.

(a) that the product is as good or better than the competition and in keeping with known French Canadian taste preferences, e. g. sweeter, more perfumed, more body, right color...

(b) that the package is fully bilingual and that the usage directions are easy to understand in both languages.

(c) that the product has full distribution and not limited to supermarket and voluntary chains, since a very large portion of food sales in Quebec are still made through independent grocers. (Food sales through chains: Ontario - 60% - Quebec - 31%)

(d) that the sales force must be thoroughly bilingual, well trained and well managed by French speaking sales executives.

(e) that at least one senior French Canadian marketing executive be located at the head office and have a voice at the decision-making level. The company's own annual marketing plan should have a section covering the French language market specifically, even if there are no specific marketing difficulties or differences for your particular product or service in Quebec, which is unlikely.

Advertising in Quebec

The prime requisite is to select an agency, with experienced and knowledgeable French executives at senior levels... not limited to their traditional posts as copy writers, but including art, media, radio/television and marketing people. They should have enough authority to influence marketing

decisions, to decide whether to adapt an English theme or to create from scratch because the English language theme would be foreign to the French mentality. Even with a new theme, the French should be compatible with the English theme, as a large number of French Canadians are bilingual and are exposed to advertising in both languages. This original French approach should also be in line with the stated national creative objectives, unless it has been determined in advance that the creative objectives for French Canada are not the same as those for the balance of the country.

Client/agency briefings

Your French agency personnel should attend all client briefings at the very beginning of any project, so that they may ask specific questions about the product or service as it relates to French Canada. Then your French creative people will have sufficient lead time to prepare the necessary material, which, even if it is adapted from English, sometimes takes more ingenuity than to create a brand new theme.

Client/agency relations

Endeavor to establish a strong relationship between your company French executives and the agency's French language personnel, so that ensuing discussions take place between people who have mutual respect for each others' ability and acumen. The English language advertisers should also insist that the agency's French language personnel should make field trips so as to be "au fait" with the product environment at the retail level. This is important as relatively few French agency people have a sales and marketing background. Invite and encourage your French agency people to participate fully at your sales meetings. This is good for general morale apart from the fact that they can make a real contribution towards the success of the meeting.

MAURICE VALIQUETTE,
Television Sales Director,
French Network,
Canadian Broadcasting
Corporation,
Montreal.

French Canada's way of life, at work or at play, is patterned on that of North America. French Canada's behavior is characterized in addition by choice, taste, temperament, inclination and tradition.

As major components of the North American way of life, the television industry and the advertising industry very often achieve creativity at its best with universal

values.

At this level, advertising and television in the English language, skillfully adapted, accomplishes success in the French language.

Notwithstanding this, professionalism in advertising and television is well established in French Canada, and since it reflects our characteristics, its influence is conclusive. The maximum efforts of advertising and television should be directed to advancement of professionalism, at high proficiency in the French language.

Television advertising efficiency in French Canada will increase, as French creativity flourishes in both program and commercial production.

JEAN-PAUL LADOUCEUR,
President, JPL Productions Ltd.
Montreal

Here is my suggestion how English language advertisers could do even better in French Canada.

By being very careful in the choice of their advisors for the French market.

The Quebec society is now split into two groups, a minority being the intellectual bourgeoisie.. very vociferous... having a great presence in the communication media. On the other hand we have the majority, amused by the antics of this minority... enjoying it... but not necessarily endorsing it or following it.

The stars of this bourgeoisie have cornered media like *Le Devoir* . . . *Le Quartier Latin*. . . *Radio-Canada* . . . etc. They are "les enfants chéris" of the newspaper men, the university students. . . some pressure groups, but not one of them is listed on the "Hit Parade".

One never finds a mention of Anita Barrière in a communiqué coming from the province... but she is by far the most commercially successful announcer.

A French Canadian is very proud to talk about Vigneault or Leyrac but he buys the records of Lefebvre and Gignac. In discussions he will mention "Aujourd'hui" very often but channel 10 outrages the CBC three to one. He is very proud of "la révolution tranquille" but last June he switched his political allegiance.

An advertiser must be very careful about this delicate balance between what he hears about Quebec and what is really happening in Quebec. One thing is sure though. . .this minority and this majority have one thing in common . . .they want more strongly than ever to be dealt with in French and in a French manner.

A few years back a bilingual

French Canadian would automatically switch to English when he was meeting someone who had trouble with French. . . now he will wait and expect him to make an effort to speak French.

More and more Quebecois are bilingual but more and more demand to be sold in a French manner and with a French approach. They insist on the salesman having the courtesy to make a pitch that will please the buyer.

In any department store a housewife who is told, "I don't speak French," will feel insulted and go to another store and never come back. Years back she would have shrugged her shoulders and carried on.

So to gain more from advertising, English speaking sponsors should carefully choose their advisors amongst mature practical advertising men or consultants who will carefully evaluate the balance between the "noisy" Quebec and the "buying" Quebec.

A mixture of the two tendencies in appropriate proportions will keep the advertisers, as we say, "dans le vent".

Who can gauge these proportions? . . . Obviously someone who is a daily witness.

PAUL L'ANGLAIS,
President, Paul L'Anglais Inc.,
Montreal.

English advertisers could gain even more from their advertising in French Canada:

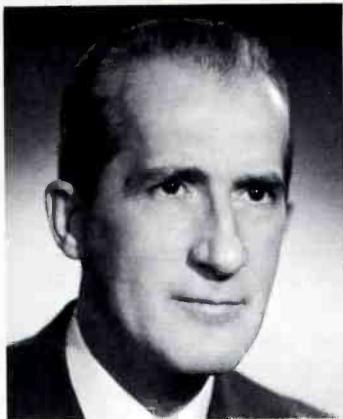
(1) By giving to their French language advertising campaigns the same chances of success they give to their English language advertising campaigns. This requires:

- (a) as competent an advertising team in French as in English.
- (b) the same tools to work with in French as in English: market research, motivation and analyses tests, etc., etc.;
- (c) the same opportunity for the French team, as for the English team, to be in on the planning meetings from the beginning;
- (d) the same amount of time for the French to prepare the French campaign as is allowed to the English team for the English campaign.

(2) By assessing the value of a French language campaign with the same objectivity as is used for the English campaign. This means, among other things, that French language campaigns should not be assessed and/or crucified by snobbish or phoney professors of French - any more than English campaigns would be submitted to snobbish or phoney professors of English.



Maurice Brisebois



Maurice Valiquette



Jean-Paul Ladouceur



Paul L'Anglais



Jean Pouliot

(3) By using the same yardsticks in French as are used in English. This means:

(a) that a competent team should have the same freedom of work in French as a competent team has in English;

(b) that if adaptation is found adequate by the team, then adaptation should be used. But if your French team wants to originate, please give it the same break that you would give your English team if it wanted to originate a Canadian ad in English rather than adapt an American or English one.

(4) By remembering that in French, as well as in English, the so-called intelligentsia groups may be very vocal, but that the sound minded masses constitute the vast majority and are always your best, most intelligent and most receptive customer.

JEAN A. POULIOT,
Managing Director,
CFCM-TV Quebec City.

(He is also president of the Canadian Association of Broadcasters.)

"The answer to your question is very easy; the same way a French language advertiser can gain more from his advertising in English Canada.

"If I had to advertise a product of mine in Ontario, I would first of all look for the best advertising agency, making particularly sure that this agency was familiar with the market, cognizant with its peculiarities, as well as thoroughly knowledgeable about the people who live in the area.

"Secondly, I would make sure the agency knows all about my

product. . .its good points as well as its bad ones.

"Thirdly, I would let the agency and its creative people devise the approach for the campaign to the best of their ability.

"If it is worthwhile to have a campaign in a market with which I am not familiar, it must also be worthwhile to visit the market with agency people in order to familiarize myself with that market. Quebec City is quite different from a city of the same size in Ontario and it would be a mistake for an English language advertiser to assume that the markets are similar except for the language.

"Most of all, I would try to keep an open mind and endeavor to trust my representatives in the area where I want to sell my products. Too often district supervisors, who represent Ontario companies in our cities, make suggestions to head office, based on their knowledge of the market, which are simply turned down or thrown in the waste basket. The assumption by Head Office that the medium which may have been successful in one part of the country will automatically give the same results elsewhere often causes advertisers to lose potential sales in the province of Quebec."

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

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

QUEBEC'S THIRD MARKET

**C
K
R
S**

**JONQUIERE-CHICOUTIMI
ALWAYS FULLY COVERED BY
CKRS-TV**

**CHANNEL 12
3 SATELLITES**

**Chicoutimi.....Channel 2
Roberval.....Channel 8
Port-Alfred....Channel 9**

**Area Population.....284,800
No. of Households.....48,900
TV Households..... 47,600**

**ALWAYS AHEAD
OF ALL COMPETITION**

CANADA.. Hardy Radio & TV U.S.A... Canadian Standard Broadcast Sales Inc.

Tourist flood precedes Expo deluge

by JAMES MONTAGNES

Next year all North American roads are expected to lead millions of visitors to French Canada, primarily to see Expo '67, the world fair at Montreal, and then to taste some of Quebec's other tourist attractions.

Already this year the tourist invasion has started. Some 506,400 United States motor vehicles crossed to Quebec during the first eight months of 1966, according to the latest figures of the Dominion Bureau of Statistics. This is up from 498,700 in the same period last year. There are no figures as to how many motorists entered Quebec province from Ontario and the Atlantic coast provinces or other parts of Canada. The Canadian Tourist Association's September report on the 1966 tourist season stated that for Quebec "it looks like the biggest season yet, with visitors to reception centres increased nearly five per cent."

There are no figures available as yet for visitors to Quebec's vast provincial parks, but last year they numbered almost 2,500,000, up 500,000 from 1964, while the

number of campers in the 12 parks totalled almost 110,000, up 7,000 in the year.

Tourism must be promoted

Governments are learning that to attract visitors it is necessary to promote tourism. Quebec province is spending an increasing amount annually for this purpose, just over \$1,000,000 in 1964-65, \$1,176,000 in the 1965-66 fiscal year, and in the current year \$1,177,000 to date. In addition to this, such major cities as Montreal and Quebec City are spending considerable sums to promote visitors; the province is spending over \$4,370,000 on developments within its provincial parks; the Montreal World Fair is spending millions on advertising throughout the world; and the province has been host to the influential Society of American Travel Writers with tours throughout the region.

In Quebec tourism is not just a summer business, but one that continues throughout the year. Soon the hills north of Montreal, east of Quebec City, around Sher-

brooke and other cities will be filled with skiers. Quebec province has developed skiing on probably a larger scale than any other part of Canada, drawing its ski devotees not only from within its boundaries but also from nearby Ontario, New York and the New England states. Just try and get space even this early for the Christmas and New Year period at the leading Quebec ski resorts. They are booked solid, as this reporter found on a recent survey of the areas.

Winter tourism in Quebec centres about skiing, but also includes a full variety of festivals and cultural events. The winter carnival at Quebec City, for example, is one of the highlights. If you plan to attend from January 24 to February 7, make your reservations immediately for accommodations at the leading hotels and motor inns. If you intend to partake in the various costume balls, you may already be too late to rent a costume of the early French colonial period.

It may be cold, but the miles

of floats are worth seeing, and the canoe race across the floating ice pans in the St. Lawrence River is a thrilling sight, especially if you can see it from one of the warm riverview rooms of the Château Frontenac.

International invasion

The winter cultural program this year includes showings at the new Dow planetarium in Montreal and performances at the magnificent new Place des Arts not far from the major hotels in Montreal. Sightseers motor to the top of the mountain for the breathtaking view of Montreal's night-time new skyline, a real fairyland in lights.

Incidentally, Montreal is already preparing for the international tourist invasion with the use of condensed guide books in German, Italian and Spanish, and is understood to be planning one even in Russian now that the city has direct sea and air transportation with the Soviet Union. For the English-speaking Canadian tourist the Quebec provincial government's tourist department has a new

ONE MILLION PEOPLE LIVE IN MONTREAL SUBURBIA

SELL THEM — Buy The MONTREAL SUBURBIA GROUP

Retail Sales exceed \$700 million

Buy each Station Separately

or

Buy The Group at a CPM of 80¢

CJSO Sorel
CJLM Joliette
CKJL St. Jerome
CHRD Drummondville
CKBS St. Hyacinthe
CHEF Granby
CFLV Valleyfield

SEE YOUR HARDY RADIO MAN



HARDY RADIO & TELEVISION LIMITED
LIMITÉE

English-French phrase book with some 400 expressions.

Ski facilities in the Laurentians are increasing annually. Now that the toll Autoroute north from Montreal brings most resorts within an hour of the Metropolis, there is greater demand on the variety of lifts in the hills. Near Quebec City new ski lifts are also in use, including a gondola lift at Mont Ste. Anne which rises 2,000 feet vertically to a new area with 11 ski slopes and 16½ miles of ski trails.

Quebec province has many tourist attractions. The old part of Quebec City attracts tens of thousands annually, because that part of the city is unique on this continent. The modern section of the city interests many visitors who do not expect to see such an area close to the 350-year old part of the provincial capital. The fairly new aquarium near the Quebec Bridge, the new bridge across to the Ile d'Orléans with its habitant farms, and the fine restaurants are other attractions.

The Gaspé area is rapidly becoming a tourist mecca with new roads and modern accommodations. The communities along the south shore of the St. Lawrence River are picturesque and have good eating facilities. The north shore communities, booming because of the Labrador iron ore mines, are a new tourist attraction. Despite their boom town features, they abound in new shopping malls, good small hotels and excellent restaurants.

Usually overlooked, but open for the tourist who wants to get off-the-beaten-track is Anticosti Island, a privately-owned island in the Gulf of the St. Lawrence (Consolidated Paper Corp. Ltd.) accessible by air and ship for salmon fishing, hunting and bird watching.

Expo is major attraction

But the major attraction in the coming months is Expo '67 at Montreal. At the end of September it was well on its way to be on time for the opening on April 28.

Its buildings already grace the Montreal waterfront skyline, many towering in futuristic design above the St. Lawrence River.

The pavilions of the 70 nations exhibiting are nearly all up, the transportation service on the exhibition islands is already in place, and the rapid-transit subway system under the river from the city to the fair grounds is to be ready on time.

Bridges connecting the island to the city and the sport stadium for the fair are already open.

Its broadcasting building has been in use for months and is ready for the invasion of broadcasters from all over the world, with vast studios for televising in black and white or in color.

Another attraction which will be used by many visitors is the new Metro rapid-transit subway system, patterned on that of Paris, with cars riding on rubber wheels both vertically and horizontally. The subway's stations are different to any this travel reporter has seen anywhere else in the world—modern-

istic, colorful and with high ceilings. The first section of the system went into operation in October.

Montreal will have a number of large new hotels open for spring, and Expo '67 authorities have set up unique accommodation facilities so that no one need go without a bed when the peak of the visitors come next summer. Some rooms may be in the Laurentians or in Montreal's suburbs, but no one, they say, will go without a bed. There are also camping facilities near the city. But unless the Quebec government takes some retroactive legal steps to cut down the fantastic rate increases in hotel rooms in recent months, many potential visitors will stay away.

Quebec's new minister of tourism, Gabriel Loubier, intimated at the Society of American Travel Writers' dinner that legislation would be enacted soon to curb the fantastic increase in Montreal's hotel rates.

New roads and historic sites

Road construction throughout the province in recent years has resulted in many new paved roads. Toll road super-highways are almost completed east of Montreal towards Three Rivers and east of Montreal on the south shore to Sherbrooke and the international border with the state of Vermont.

But for the nostalgic traveller who likes to travel the by-ways, there are still a number of covered wooden bridges on sideroads in the Sherbrooke and Gaspé areas.

There are still numerous ferries in operation in the province, crossing the wide St. Lawrence River from north to south shore, across the Ottawa River east of Montreal, and connecting sections of the main north shore road across the Saguenay River.

The province abounds in historic sites from the fortifications at St. Helen's Island in Montreal harbor near the Expo '67 site to

the old churches and convents in Quebec City. Throughout the province there are stone homes dating back more than 150 years and monuments to the early settlers and religious leaders who started many communities 300 years ago. There are numerous shrines and huge churches everywhere, as well as simple roadside shrines for those who travel the sideroads.

Scenery is everywhere in Quebec from the sheer cliffs along the Saguenay River to Perce Rock at the tip of the Gaspé Peninsula. The province's rugged terrain, its thousands of lakes and dozens of big rivers, provide an ever-changing view whether you travel by road, train or air. The pulpwood rafts in the rivers and lakes lend a special touch. Waterfalls are numerous ranging from the well-known Montmorency Falls east of Quebec City to the seldom seen Vaureal Falls, higher than Niagara, on Anticosti Island. And the fishing is good everywhere.

ACRTF . . .

**Les
BONNES
NOUVELLES !
toujours ■**

par

BROADCAST NEWS

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

\$71 million complex will house CBC stations and international service in Montreal

Excavation has started on the 20 city-block area in the east end of Montreal, which, by late 1970, will accommodate the new multi-million dollar CBC broadcasting centre, Place Radio-Canada.

When completed the \$71,100,000 centre will contain nine television studios, 25 radio studios and a 25-storey hexagonal office tower, consolidating all of CBC's operations in Montreal under one roof — currently located in 16 buildings all over the city.

Place Radio-Canada is situated near the Jacques Cartier bridge, and will be bounded by Dorchester

Boulevard East, Craig St., Papineau Avenue and Wolfe St. The site was offered to the CBC by the City of Montreal in the hope of stimulating development in the area.

The centre was designed by the architectural department of the CBC, and the plans were approved in 1963 by the directors. Overall design was conceived by Tore Björnstad and detailed planning is being executed by E.E. Sidney, under the direction of P.G. Léger, CBC chief architect.

All of the studios, both radio and TV, will be wholly or partly below ground level, thus easier



to soundproof, but some of the larger TV studios will rise five storeys above ground, permitting the "flying" of scenery, grids and other equipment. Fifteen foot high corridors will connect the studios with workshops, costumes and props, thus eliminating the need for freight elevators. A 200 square-foot plaza is planned for the main entrance on Dorchester Blvd.

The central office tower rises 320 feet and its hexagonal shape eliminates corridors and supporting columns and will give every office a view of the outside.

The CBC says the horizontal lines of the studio complex and the vertical lines of the office will be pleasing to look at, and the entire structure will be a "complete marriage of efficiency and beauty, as well as an up-to-date broadcasting centre that will reflect the importance of the CBC

to the nation and enhance the beauty of Montreal."

Total costs have risen \$11,000,-000 over the 1963 estimates, and include \$4,160,000 for the land. CBC says the added costs reflect the increased prices for labor, materials, and the equipping of all the TV studios for color.

When completed the centre will house all production for the French networks, both radio and TV, plus the six CBC stations in the area: CBM, CBM-FM, CBMT, CBF, CBF-FM and CBFT, as well as the International Service, the Northern Service and the Armed Forces Service.

The excavation contract was awarded to Simard & Beaudry of Montreal. Further tenders will be announced later, but CBC expects the outer shell of the building to be completed by the fall of 1968.

1st CHOICE in CASH REGISTER RATINGS 1st CHOICE of LOCAL ADVERTISERS

To increase your CASH REGISTER RATINGS —

buy CKLC,
The Voice of the Limestone City.

A
HARDY
STATION

CKLC
RADIO

KINGSTON'S INTERNATIONAL AWARD STATION

the luxury sound **CHEI** **680**

ANNOUNCEMENT CHCT-TV APPOINTMENT



J. NORMAN INKSTER



GEORGE L. CRAWFORD,
Q.C.

Mr. F.R. Shaw, president of Calgary Television Limited announces two executive appointments.

Mr. J. Norman Inkster becomes general manager, after six years as national sales manager at CHCT-TV. Mr. Inkster began his broadcasting career at CKSO, Sudbury, Ontario, in 1941, moving to CFAC, Calgary, in 1943. From 1955 to 1960, he was assistant manager of CKOC in Hamilton, Ontario. Mr. George L. Crawford, Q.C., a director of Calgary Television Limited has been elected Vice-President. Mr. Crawford is also a director of CFAC radio in Calgary, and of Southam Press Limited.

French News

Broadcast News now serves 41 radio and 10 TV stations

Four Quebec broadcasters met in a hotel room in Montreal in March 1945, to plan the first comprehensive French teletype news service on this continent, the French language service of Broadcast News.

These pioneers were: Paul Lepage of CKCV Québec, Emile Jean of CHLN Trois Rivières, Marcel Lefèvre of CHLP Montreal and Raymond Benoit of CKCH Hull. (Today, only Benoit is still alive, and he has left broadcasting).

Each of the pioneers committed his station to \$120 a week for a translation staff of three editors and a teletype operator in Montreal. Charlie Edwards of Press News, (now Broadcast News) undertook to organize the service and Press News underwrote the deficits of those early years.

The French service commenced June 4, 1945 and now sends over 30,000 words daily, with a full complement of translated features, and international, national and regional summaries. Today, 55 privately-owned radio and TV stations subscribe to the French language service. There are 41 radio and ten TV stations in the province of Québec, and the other four are in Edmundston, N.B., Cornwall, Sudbury and Timmins, Ontario.

Tom Burham, general manager of CKRS-TV Jonquière, represents the French language stations on the BN board.

Since 1954, the French news editors have met annually with BN editors and management to discuss the service and exchange ideas on the handling of radio and TV news.

At the 1958 meeting, a full-time radio-TV reporter was assigned to cover sessions of the Québec legislature. The first appointee was Guy Rondeau, who sent out 72,000 words of copy in addition to regular newscasts during the 13 week government session. 33 stations were sharing the costs of the service by 1959.

Rondeau was followed in 1960 at the Québec City post by André Chenier, and later by Paul Trepantier. The present legislature reporter is Donald Doyle, who, according to Chenier now at the Montreal office, "does just about everything out of Québec City". Chenier said Doyle relies on Canadian Press staffers in Québec for some of his material. These include Donat Valois (French) and Claude Heneault-Barash (English).

The Montreal headquarters of BN is located at 204 rue de l'hôpital. Here, Québec news editor Larry Ouellette receives the English national wire service from Toronto, and sends items out to subscribers in French, as well as regional split-wire material at specified times. Ouellette joined BN in 1945.

English news service in Quebec goes to CFCF radio and TV, CJAD, CFOX and CKGM Montreal. Also served are CKTS Sherbrooke, CFOM and CKMI-TV Quebec.

Dave Rogers, BN news editor in Toronto, says no special service

is supplied to the CBC, but wires are available if requested. He said there is no BN Voice Report service yet in French. However, the French service was augmented in 1964 with dispatches from *Agence France Presse*.

French Canada's
TOWN & COUNTRY
RADIO VOICE

CFDA

VICTORIAVILLE
is represented by:

Radio & Television
Sales Inc.

MONTREAL

TORONTO



Radio Replies:

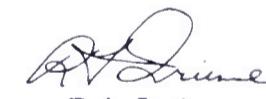
by BOB IRVINE

"Metro or rural - which is more important?"

"That's a fair question, but one that needs looking at closely. Our whole concept of the word 'rural' has changed in Calgary. For instance, metro Calgary doesn't stop at the city limits. What was considered rural twenty years ago isn't rural any more. Hundreds of Calgarians who work in downtown Calgary live in 'rural' areas. Their buying habits are metro-oriented and so are those of the farmer and rancher. Automobiles and highways have changed shopping patterns. Distance isn't important any more, only time. Calgary's four large shopping centres attest to this."

"Ken McGregor, Manager of the Chinook Shopping Centre, largest west of Toronto, says: 'We draw heavily from places such as Fort Macleod which is 105 miles south of town. In every contest we sponsor almost 10% of our entries are from out of town. One of the stores in our centre has established a dispensary for veterinary supplies. They're doing a booming business'.

"So, metro or rural, it's all one big trading area reached by CFCN's 50,000 watt TOWER OF POWER!"


Bob Irvine
General Sales Manager.

CFCN RADIO

CALGARY

50,000 watts... 50,000 ideas



Jack Tietolman's pipe-dream hits 20th anniversary with live talent production line

The man who was one of broadcasting's first "radio time brokers" and started Canadian radio's first dawn-till-dusk station, in the Montreal suburb of Verdun, today (November 3) celebrates the twentieth anniversary of CKVL with blares of trumpets and other noise-makers for which he is famous.

Jack Tietolman, now 57, repeated what he says has always been his credo in the business: "Showmanship, which to me means live talent and creative programming, is the very life-blood of radio. Take away that and you have a juke box with human record-changers. And that's not my way of running a radio station."

In corroboration of his belief, this French language station — formula programming and other modern devices notwithstanding — programs live for two thirds of its 5 am to midnight schedule.

CKVL started in 1946 as a

1,000 watt daytime operation, on 990 Kcs.

Moving to 980 Kcs. in 1948, 'VL became the first Montreal station to broadcast around the clock.

In 1955, it went to 10,000 watts and in 1958 to 50,000 on its present frequency of 850 Kcs.

Thriving on superlatives, CKVL-FM became the first FM station in North America to broadcast 24 hours a day.

Staff of this station, numbering 114 permanent employees in all, includes a newsroom with 21, 22 announcers, eight producers and ten librarians.

Almost the entire original staff is still at CKVL, and in at least three instances sons of originals are coming into the picture.

Accent on people

Manager Corey Thompson, who shared the responsibilities of the opening,



Jack Tietolman holds forth into the brand new CKVL microphone on opening night—November 3, 1946.

is vice-president and station manager; Marcel Provost is still program director; Judah Tietolman, Jack's brother, is commercial manager; Jack Selinger is sales promotion director; Pierrette Champoux is women's editor; Manny Goodman, Ben Brisset des Nos, Omer Duranceau and Guy Davignon still play active roles. Andy McDermott of Radio & Television Sales Inc. is still pouring in the business as the station's rep.

Other key people with only slightly less service are: Ron Carabine, controller (try to beat him on an expense account); Maurice Rousseau, chief engineer; Marcel Beauregard, news director; Albert Cloutier, personnel director and senior producer; Jeannot Pelletier, traffic manager; Hal Wardell, manager CKVL-FM; Guy Belanger, senior producer; Claude Séguin and Léon LaChance, on-air personalities; Gilles Pellerin, now a freelance artist, has a CKVL show of his own.

Second generation moves in

Paul Tietolman, Jack's 21-year-old son, works part-time, while attend-

ing college; Peter Tietolman, Judah's 22-year-old, is in the sales department and Paul McDermott, Andy's 24-year-old son is on the way to outshining the Old Maestro as a super-salesman with Radio & Television Sales,

Cited for programs

Many of the biggest stars in French television received their first break at CKVL, representing the startling total of \$5,000,000 Tietolman has spent on live talent through the years.

Awards CKVL has won for its programming include six Ohio State awards; *Variety's Showmanship award*; the *Radio-TV Mirror award*; The International Ondas Trophy; Radio Sales Bureau's awards for outstanding commercial announcements.

Some of the award-winning dramatic series produced at CKVL include: *The Story of the Bible*; *The History of Canada*; *The Story of Camillien Houde*; ten half-hour programs on cancer and literally hundreds of episodes of dramatic serials which attract hundreds of thousands of French-Canadians.

Bilingual Voice of the Upper Saint John River Region.

RADIO
cjem
5000 WATTS
570 KCS.

EDMUNDSTON, N. B.

An important part of your overall Maritime marketing plan.

- Hub of northern New Brunswick's booming forestry development. Site of dramatic pulp and paper expansion.
- Major potato producing area in New Brunswick — Canada's leading potato province.

cjem provides the only radio coverage — the only complete, bilingual media approach to Edmundston and the large regional market of the Upper Saint John River Region.

represented by All-Canada



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

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

N.J. PAPPAS AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION
NOISE CONTROL POWER DISTRIBUTION
ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS
RESEARCH D.O.T. AND B.B.G. SUBMISSIONS

5253 DECARIE BLVD.
514-488-9581

MONTREAL 29, QUE.
CABLE: PAPPACO



TOPICAL TWADDLE

The only commodity which has not soared in price during the present inflationary era is money.

CANDID COMMENT

The seven-year-old was definitely backward at school, but did the teacher really have to write on his report "...doesn't know his R's from his elbow"?

INCREDULOUS!

The PR man was somewhat taken aback when a publication, in which he was trying to plant the life story of the third vice-president of one of his client companies, returned his manuscript with the notation: "Sorry, we don't use fiction."

AUDREY STUFF

Then there's the gal who was so dumb that, when her boy friend came in from a golf game, saying he had broken ninety, she cried and cried because she knew how expensive golf clubs were.

AUDREY STUFF MARK II

The ditto ditto who told the same boy friend she didn't have a pretty enough dress to go to the theatre with him and sit in the orchestra, so he took the tickets back and traded them for two in the gods.

WEATHER REPORT

Put a little away for a rainy day and it may come in useful — even if there is a prolonged drought.

REVIEWER REVIEWED

A newspaper's TV critic once wrote a flattering review of a television program and was promptly fired.

LAST HOPE

The psychoanalyst was in an emotional flap until, as a last resort, he went out and got himself analyzed.

RUDE AWAKENING

Last night I dreamed I won the contest to end all contests and was handed one thousand crisp one thousand dollar bills, and the first thing I did was — guess what — I counted it.

Announcing: Canada's largest nuclear power plant

WHAT'S IN IT FOR YOU?



A joint project of Hydro-Quebec and the Canadian Atomic Energy Commission, the \$106 millions nuclear power station will rise at Beauce, immediately across the St. Lawrence River from Trois-Rivières. The 250 megawatts plant will go into operation in 1971. Canada's only other nuclear plant is at Douglas Point, Ont., producing 200 megawatts.

MORE SELLING POWER!

We've made a slight change in the reactor on the engineering drawing above to indicate that you, too, can get a bigger reaction to your advertising because of the big plans for the Trois-Rivières area. First, Trois-Rivières is your most economical homogeneous French test market. CKTM-TV is the most effective test medium in that market. With the nuclear plant going up, with a St. Lawrence River bridge and northern autoroute nearing completion, Trois-Rivières and its dominant television medium will be bringing you even more selling power. Switch to CKTM-TV where the reaction is.

CKTM-TV
13

TROIS-RIVIÈRES

REPRESENTED IN CANADA BY STOVIN-BYLES . . . IN THE UNITED STATES BY ALL-CANADA

Trois Rivières your market?

Why buy 1 station when 3 can be had for the same price?

**GET SALES ACTION WITH
St. Maurice
Radio BILLING**

CKTR Trois Rivières
CKSM Shawinigan
CFLM La Tuque

CALL

**Radio & Television
Sales Inc.**

TORONTO MONTREAL

that area, it will apply for a license possibly as a CTV affiliate.

CKVR-TV Barrie said the proposed Belleville channel would interfere with its channel 5 repeater station in Haliburton, and a system should be worked out so that stations benefiting from new changes would bear the costs of stations disrupted by them, in making adjustments.

UHF by the batch

In the Montreal area, CKVL-TV

AVAILABLE

Announcer seeks position, available immediately. 5 years' experience in major western Canada markets; tapes, references and photos available. Write:

#4 - 638 15th Avenue SW
Calgary, Alberta
or telephone 262-6094.

BROADCAST OPPORTUNITY

With Saskatchewan's number one radio station. If you are fully experienced in top 40 programming and would like to move up to major market radio, we have an opportunity for you. Send air check and particulars to:

Doug Alexander
Production Manager
Radio Station CKCK
Box 6200
REGINA, Sask.

Verdun suggested the BBG open up Ultra-High-Frequency channels in batches, in order to encourage the public to buy UHF sets. The station said a law should be passed to force manufacturers to include the UHF capability in sets by a certain limit. CKVL-TV has applied for one of the UHF channels currently assigned to Montreal, and feels all six should be opened simultaneously to encourage set buying.

The CBC brief supported a BBG suggestion that VHF channel 9 in Quebec City should be transferred to Sherbrooke, while CJMS Montreal suggested various switches to provide a fifth channel in the area. There are now four channels operating in Montreal; CBC and a private station in each language.

CBC and CHSJ-TV Saint John both wanted a study made of the future course of TV in the Maritimes, such as the allocation of a CBC channel in the Saint John-Fredericton area, and moving the Summerside, P.E.I., channel to Amherst, N.S. CHSJ-TV suggested a special meeting be called to arrange future allocations in the

AVAILABLE

Announcer experienced in all capacities of broadcasting format, along with writing and reading news. Seeks position immediately. References available. Reply:
Box A-914
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

whole area.

CJCH-TV Halifax supported the Summerside switch, and CJCB-TV Sydney commented that some stations had already been cleared for top power in areas that didn't need it.

Truck alerts listeners when power fails

During a recent hydro breakdown in the Penetanguishene area of central Ontario, CKMP Radio, Midland was knocked off the air for three hours.

The power failure occurred on a busy Saturday afternoon when the town was full of shoppers and vacationists, so Program Director Doug Reed hired a sound truck and dispatched CKMP staffer Brian Henderson to tour the streets of Midland and nearby Penetang to reassure the citizens that power would soon return.

"It wasn't too hard to assess the public service image we produced, and we know the news we shared made many people relax," Reed said.

Want a Man?

Want a Job?

TRY A SMALL AD in

Canadian Broadcaster

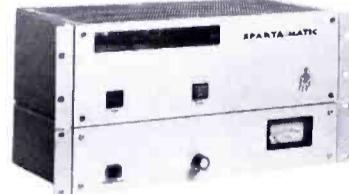
HERE'S NEWS FROM SPARTA ...

NOW INCLUDED IN ALL SPARTA-MATIC TAPE CARTRIDGE SYSTEMS



800C SERIES

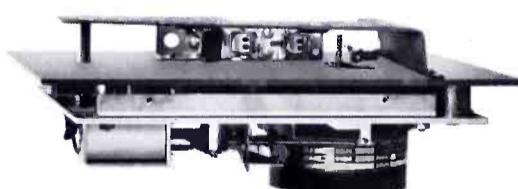
Space saving, compact, table-top convenience • Transistorized modular electronics • Super-silent operation • Hinged lid for easy internal access



300C SERIES

Rack, table-top or cabinet mounting • Transistorized plug-in modules • 2nd and 3rd tone cue option • Separate record amplifier • Full remote operation

NEW SPARTA ENGINEERED CH-5 TAPE TRANSPORT

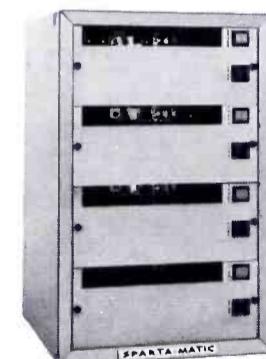


This completely new design eliminates belt-driven fly-wheel assembly with a direct motor/capstan drive system. Super-silent solenoid action gives smoother and faster cartridge handling performance with no operator effort. Regulation of pinch roller to capstan pressure is made by movement of the capstan shaft rather than angular variation of pinch roller, thereby eliminating the possibility of tape "skew". Cartridge is guided on all sides making it impossible to hit, move or damage heads.

CAVECO

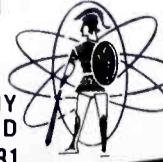
CANADIAN DISTRIBUTOR

CALDWELL EQUIPMENT COMPANY LIMITED
135 MIDWEST RD., SCARBOROUGH, ONT., TELEPHONE 751-0881



MC-104 MULTI-TAPE CARTRIDGE SYSTEM

Provides four independent plug-in CH-5 tape cartridge transports • Compact design for table-top (illustrated) or rack mount installation • Individual transistorized electronics • Manual or sequential operation • Multi-tone and audio switcher options



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American Biltrite Rubber Co. (Canada) Ltd.	The Manufacturers Life Insurance Company
B & K Shipping Agency Ltd.	March Shipping Agency Ltd.
Bata Shoe Company of Canada Limited	Marie Brizard et Roger S.A.
Block Drug Company (Canada) Ltd. (part)	Nordair Limited
CKAC	Olympia Business Machines Co. (Canada) Ltd.
CKTM-TV	Peek Frean (Canada) Ltd.
Calmic Limited	Photo Journal
Canada Fiber Can Co. Ltd.	Prestolite Company
Canadian Kodak Co., Limited	Quebec School of Practical Nursing
Carnation Company	Quebec Terminals Ltd.
Carnation Foods Company Ltd.	ReaLemon Co.
Chrysler Canada Ltd. (Autopar parts & acc.)	Rediffusion Inc.
Co-operative Wine Growers Association S. Africa	Romi Foods Ltd.
Crystophane Company of Canada Limited	Saguenay Shipping Ltd.
The Distillers Co. (Canada) Ltd. (part)	A. H. Sainsbury & Co. Ltd.
Dow Corning Silicones Limited	Sainsbury International Agencies Limited
Ella Skinner Uniforms Ltd.	Shaver Poultry Breeding Farms Limited
Federal Shipping Agencies Ltd.	Simpson, Riddell, Stead & Partners
Fyon & Fyon Ltd.	St. Andrew's College
General Printing Ink Corp. of Canada Ltd.	Swedish American Line Agency Inc.
Hawker Siddeley Diesels & Electrics Ltd.	Technical Service Council
Helene Curtis (Canada) Ltd.	Transworld Shipping Ltd.
Hodgson, Roberton, Laing & Co.	United Chemical Co., Ltd.
Home Specialties (1962) Inc.	Venus Pencil Company Limited
Hurum Shipping & Trading Co. Ltd.	Yardley of London (Canada) Limited
Joe Lowe Corporation	
La "Presse"	

(to be continued)

Divcon

Canadian-made RCA computer charts election for NBC News

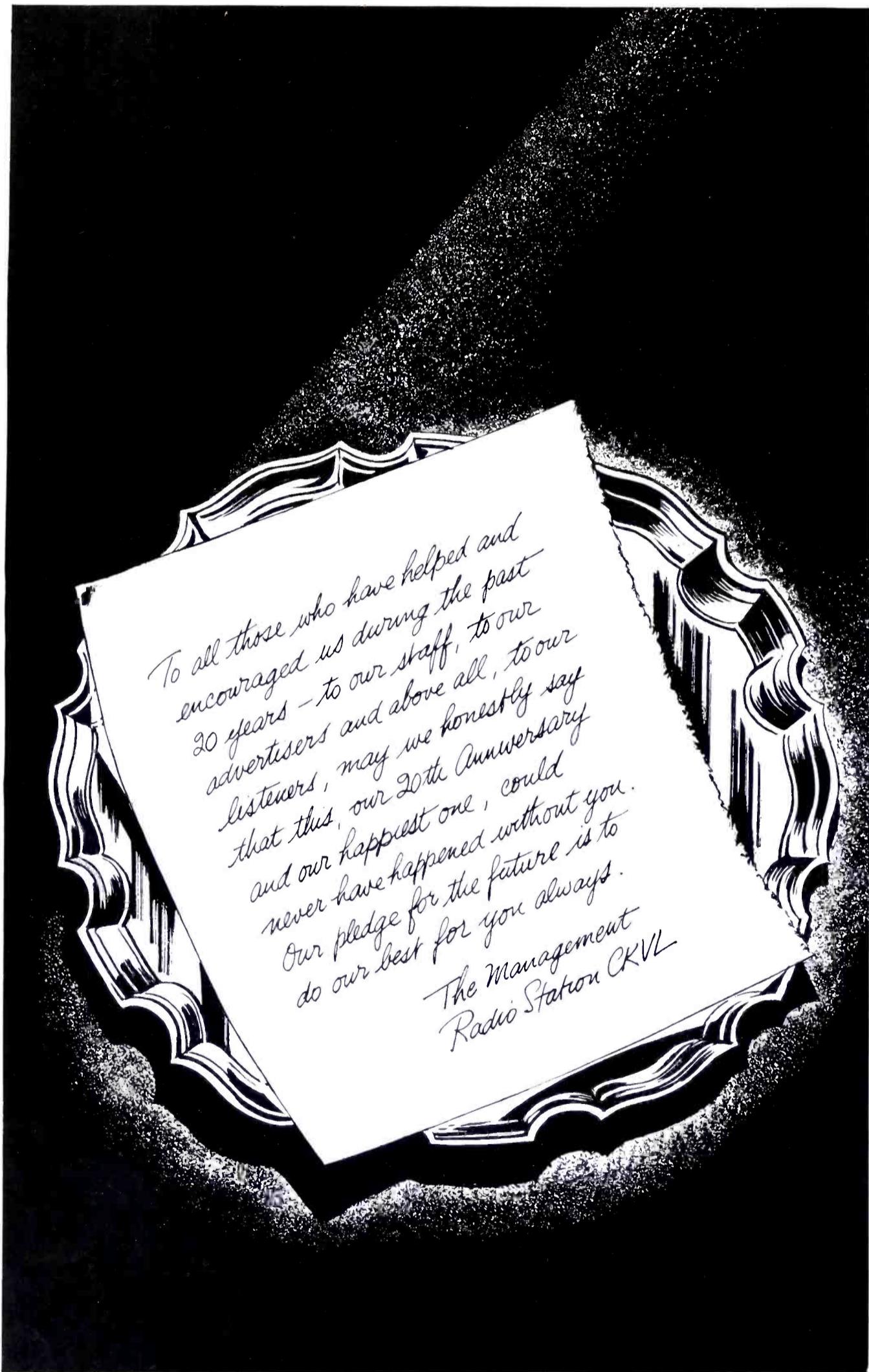
A Canadian-made electronic device was used extensively for the first time by NBC News, to give visual coverage of computer information during the U.S. election night, November 8.

Called a *Divcon* (or digital-to-video-converter), the unit was manufactured by RCA Victor Co. Ltd. of Montreal, and is the visual end of an electronic hookup which carries information from a computer, and translates it into words, figures and graphs.

Frank Jordan, manager of NBC News election planning, said the device could project more than 3000 displays in color, and was the only such graphic system compatible with North American TV technology.

He said the 70 statewide gubernatorial and senate races were analyzed from demographic or statistical studies, and along with geographic data were fed into the computer. The *Divcon*, using visually transmitted bar graphs, was able to project on home screens data on socio-economic status, race, religion, ethnic background and other influences on the voters. In the geographic analysis, *Divcon* was able to flash figures on maps, indicating how the balloting was going, by regions.

Jordan said the nerve centre of the election programming was made up of four RCA computers, into which had been fed millions of bits of information by over 6000 reporters across the country. He said the memory capacity of the RCA system could handle up to three billion pieces of information, and was more sophisticated than has ever been used before in terms of speed of operations and functions it could perform.



Crawley lists free film sources

Crawley Films of Ottawa is bringing out a new edition of its directory of free film sources in Canada, for 1967.

The booklet lists over 400 sources where free films may be obtained and Crawley says they have had over 125,000 requests for copies of their directory in the last ten years.

People with free films available who would like them listed in the *Directory of Sources of Free 16mm Sponsored Films in Canada*, should contact Crawley Films Ltd., 19 Fairmont Avenue, Ottawa. There is no charge for listing or copies of the booklet.

SIGHT & SOUND

by IAN GRANT

■ ■ Jean Pouliot, president of the Canadian Association of Broadcasters, will take over from Tom Burham, CKRS Jonquière, next spring as the French language broadcasters' representative on the board of directors of Broadcast News Limited.

The appointment was made during the ACRTF Convention in Toronto last week. At the same meeting, French-language broadcasters discussed the development of Broadcast News, including the possibility of establishing a service of radio voice reports of news in French.

Also announced at the ACRTF meeting were four members elected to serve on the board of the Canadian Association of Broadcasters: Raymond Crémault, CJMS Montreal; Paul L'Anglais, CFTM-TV Montreal; Henri Audet, CKTM-TV Trois Rivières and Maurice Dansereau, CHLN Trois Rivières.

■ ■ It would appear the ambitious and elaborate proposal for a new TV network presented to the BBG last month by Ken Soble and the Power Corporation has struck at least one nerve in Ottawa—probably because the CBC didn't get to the BBG first.

John Munro, parliamentary secretary to Manpower Minister Marchand, told the Montreal Advertising & Sales Executive Club that public rather than private interests should undertake a proposal such as placed before the BBG.

He told the club that parliament should limit multiple ownership of television stations and the "heavy involvement" of publishers in the broadcasting field.

To support his point, he drew attention to the broadcasting interests of Southam Press, Thomson Newspapers, Sifton Publishing interests and Maclean-Hunter.

On multiple ownership, he pointed the finger at Geoff Stirling of Montreal as an example of how rapidly one could acquire massive holdings in the broadcast media.

He suggested the government should set "a maximum limit above which no single broadcasting interest may go in its total investment in broadcasting outlets."

"We must be prepared to guarantee the dominance of public broadcasting in Canada," he said. "To achieve this goal will require our patience and a preparedness to make the necessary financial sacrifices."

■ ■ The CBC is in trouble again. Hot on the heels of its announcement that Earl Cameron was being replaced on the late television news by Stanley Burke, the announcers' union ARTEC lodged a formal complaint.

Paul Rousseau, executive vice-president of the Association of Radio and Television Employees of Canada, reading from a prepared statement said: "ARTEC is disgusted at this hypocritical manoeuvre by the CBC to oust from the top news spot one of its most loyal and distinguished staff announcers, who, for most Canadians, is the embodiment of the CBC's news image."

He said the CBC bypassed the applications of 18 announcers to give Cameron's job to Burke adding that Cameron is a member of ARTEC while Burke is not.

Rousseau continued: "In appointing Stanley Burke from outside the ranks of the CBC announcing staff, the CBC is telling its staff announcers that none of them, including Earl Cameron, is qualified to read the 11:00 pm television news."

So far the only official comment has come from John Rae, supervisor of announcers for the CBC, who said: "The Corporation feels at liberty to hire whomever they wish." He also pointed out that Cameron was merely being reassigned to the early evening national news broadcast.

■ ■ The Institute of Canadian Advertising announces that Stone & Hand Ltd. has been admitted to membership, bringing total number of members to 49. The agency, located in Toronto, was formed January 15, 1964 and to date has some thirty national accounts, mostly industrial.

■ ■ Case Associates Advertising, a recently created subsidiary of Spectrum Limited, the holding company controlling McKim Advertising, seems to be very busy picking up accounts.

General Foods has just named Case Associates to handle Sanka Coffees (Instant & Regular), Post Grape Nuts, Post Grape Nuts Flakes and Post Bran Flakes. They have also been assigned two new consumer products as yet unidentified.

Case's first product assignment from General Foods was the introduction of new Minute Breakfast in Ontario and Quebec in October.

Account supervisor on General Foods is John Sinclair. Robert Parker is account executive with Peter Shenstone assisting on contact.

Case have also been appointed to handle the advertising for Exquisite Form Brassiere (Canada) Ltd. effective January 1, 1967. The \$150,000 account is currently handled by James Lovick.

■ ■ Two recent appointments at Young & Rubicam—C. Joe Godsell to assistant manager in the Montreal office, responsible for account service and internal administration; Douglas Hall as account supervisor for the agency's General Foods accounts. Hall was formerly a vice-president and group supervisor at James Lovick.

■ ■ Doug Burrows has joined CHSJ Saint John, New Brunswick as station manager. He has spent over 18 years in broadcasting in both sales and programming, with CKY Winnipeg, CKGM Montreal and more recently CFBC Saint John as operations manager.

■ ■ Foster Advertising is soon to control the major portion of the advertising account of British American Oil. The agency now handles the *Musical Showcase* portion worth about \$1 million. Early in the new year they will take over the gasoline advertising from James Lovick.

Lovick will continue to handle the other portions of the account — tires, batteries, farm and home heating.

■ ■ General Foods has two new vice-presidents—Robert S. Hurlbut and Charles C. Skinner.

Hurlbut, who joined GF in 1956, is marketing manager and Skinner, with the company since 1957, is operations manager.

■ ■ The first victims of the ratings for the new television season have been announced in the U.S.

The ABC network is pulling three new shows—*Milton Berle*, *The Rounders* and *The Man Who Never Was*—and one holdover from a previous season, *Twelve O'Clock High*, effective in January.

The Rounders will be replaced in the Tuesday night slot by a new show about an invasion from space—*The Invaders*.

On January 9, NBC will replace *The Roger Miller Show* with a new satirical comedy adventure—*Captain Nice*.

■ ■ Tvb Canada has issued their latest estimate of Canadian color set growth:

1966	85,000
1967	225,000
1968	500,000
1969	895,000
1970	1,350,000

The latest estimate of sales in the U.S. for 1966 is 4,800,000, bringing the total to about 10,000,000. And RCA estimates U. S. sales for 1967 will be 8,000,000.

■ ■ November is moving month. Here are some of the latest:

• Don Loadman, a 12 year veteran at Procter & Gamble, latterly

as manager of media and promotions, is leaving at the end of the month to join the media department of General Foods.

• Joan Davis has left James Lovick to join Foster Advertising. While her official capacity is as yet unknown, we understand she will be working on the BA Oil account.

• Dave Sutherland, media director at Vickers & Benson, is leaving at the end of the month to join McConnell Eastman. Replacing him as MD at V&B is Paul Moore, currently media director at Doyle Dane Bernbach (Canada) Limited. Moore's replacement is still unknown.

• Richard Kostyra, media supervisor at Cockfield, Brown & Co. Ltd., is leaving at the end of the month to become media director at J. Walter Thompson. This job was vacated by Jack Graham, who moved to Spitzer, Mills & Bates some months ago, and Griff Thompson of JWT was supposed to have taken over his job. However he has since left the agency and is enjoying a vacation down south, prior to assuming new responsibilities at MacLaren Advertising.

• Don Lennon of Cockfield Brown is apparently leaving the agency to join the E.L. Ruddy Company.

• Jim Lee, director of syndicated services and vice-president at McDonald Research, is leaving for an undisclosed venture, which he says does not involve broadcasting or research. While his replacement has not been announced, John Porter might be a good bet.

■ ■ The new studios of CHIQ Hamilton, located on the glass encased ground floor of a new office building, were officially opened this month by Federal Trades Minister Robert Winters. After the opening, the station staged a two hour debate about advertising. Among the panelists were George Sinclair, president of MacLaren Advertising and Denny Whitaker of the Radio Sales Bureau. You will read more about this in a later issue.

■ ■ From Hollywood comes a story that advertising agencies are making a lot of money at the expense of screen actors.

The board of directors of the Screen Actors Guild is asking its members for authority to call a strike against advertising agencies and other producers of television commercials.

Actor Charlton Heston, guild president, said in a letter mailed to members that the television advertising business has made enormous profits and has refused to grant actors who appear in commercials reasonable increases.

A spokesman for the Screen Actors Guild says television network income has increased 40 per cent in the past three years.

continued on page 18

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to-coast service)*



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Monitors, AM, FM & Phase
Phasing Equipment
Power Supplies
Racks & Cabinets
Recorders, Audio
Remote Broadcast Pickup Equipment
Speakers
Stands, Microphone
Switches & Accessories
Tape, Audio
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Transcription Equipment
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Transmission Line
Transmitters, AM, FM, TV, SSB, HF
Tubes
Tuning Units, Antenna
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GATES

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal: 637 Craig Street, West
Toronto: 19 Lesmill Road, Don Mills

**HARRIS
INTERTYPE
CORPORATION**



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Canadian Broadcaster

Editorial

Not French – not English – just Canadian

Last week's convention of the ACRTF (French private broadcasters' association) came to Toronto with a purpose and scored a notable achievement in accomplishing that purpose.

One of the traditional functions of a regional broadcasters' convention is to provide delegates with an opportunity to get together and needle one another about their problems over a social drink (or two or three). It is something along the lines of an old French "proverb" — *Si le golf gêne le business, laissez à coté le business*.

The 1966 French convention lived up to this tradition and then some. But it went farther.

This year the customary cordiality abounded and the cup flowed over, but the main purpose of the convention was not lost sight of — French Canadian broadcasting came to Toronto to tell Toronto about French Canadian broadcasting... economics...living conditions...and, above all else, people.

One of the characteristics of French Canada and French Canadians is an ability to laugh. So the jollity which goes with these affairs is part and parcel of the French Canadian profile. This fact might well be better understood by austere English-language buyers of advertising, who might, to their own great advantage, become infected with the same germ!

National advertisers and their agencies who attended the sessions went away overflowing with new knowledge, the kind that does not come out of a computer, of a market already representing 25 cents of every dollar which goes into Canadian retailers' cash registers — and more coming.

Regretfully it has to be admitted that representation of advertisers and agencies, the one group having the most to gain, was low. We should like to believe that this was attributable to inadequate publicity being given the project, and *not* that the buyer group is smugly satisfied that it has nothing to learn.

French broadcasters' conventions have been criticized—by us among others—because speeches and panels always gave the impression that this particular group of Canadians held themselves as something apart from the rest of the country.

Because a handful of radicals and revolutionaries have made the headlines from time to time with stories of acts of violence designed to demonstrate their desire for Quebec's withdrawal

from confederation, English-speaking Canadians have an image of a whole province willing to fight to the death for their independence from the rest of the country.

On the other hand, Quebec's Prime Minister, Hon. Daniel Johnson, speaking at an ACRTF luncheon, pointed out that what Quebec wants is parity with its fellow-citizens from the other provinces, mainly in the employment field. In addition to this, Quebec's economic explosion indicates that potential French-language managerial material, which may have been lacking while it was predominantly an agricultural province, in the past, is developing automatically and by leaps and bounds.

This lunch, presenting Quebec's number one citizen, supported by Ontario's Premier John Robarts, gave those who heard the speech or saw or heard the reports of it, an intelligent and positive understanding of the distorted picture of the Quebec situation.

It is to the credit of the ACRTF, especially the organizers of its 1966 convention, that this truly great step towards Canadian understanding and unity came about because of their initiative and enterprise.

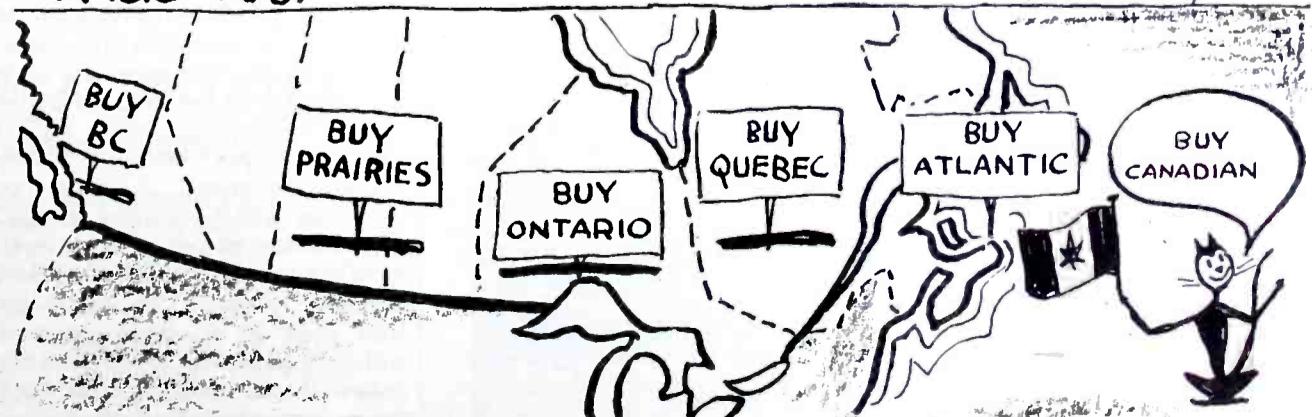
This, from where we sit, is quite a reversal from the old days when our French friends seemed rather disposed to the view that there were two ways of doing things, their way and the wrong way, and if the *maudits blokes* from Ontario couldn't see which side of their bread was buttered, let them eat cake.

Now French Canada has upset past precedent and come to us with its story. It is an interesting one, and can be turned to great personal advantage by those who are willing to take the time to listen and study.

Beyond mercenary gain it can make an immeasurable contribution to Canadian unity, enabling us to hold our heads still higher in our dealings with other nations as "One Canada", because trade and commerce are the crux of peace and progress.

Not just the Johnson lunch speech but the entire ACRTF convention, with its interesting and instructive panels and lectures, was an indication that the French broadcasters have recognized that our national racial problem is not teaching the English to act French or the French to act English, but rather for the French *and* the English to act Canadian.

RADIO RBS



Broadcasting's heads of state peer into the crystal ball

The Monday afternoon, November 7, session of the ACRTF Convention, under the general heading *Whereto Broadcasting*, took on all the aspects of a meeting of the "heads of state" with representatives of the BBG, CBC, House of Commons Broadcasting Committee and the CAB offering delegates their own views as to the future of broadcasting.

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, spoke from the legislative point of view:

"The development of communications has been in the direction of eliminating time and space. Instantaneous transfer of information—audio and visual—around the globe is upon us." This will lead, he said, to the ultimate condition where "any person anywhere will be instantaneously in touch, by sight and sound, with any other person anywhere else." In short,

an increased accessibility of information—a very desirable end.

"The precise shape of change and degree of expansion is not clearly predictable over a period of time; but the extent to which the advantages of technological advance will be secured depends on the degree of flexibility we bring to bear on the problems of change," he said.

The developments now in progress will require a new look at the traditional patterns and distinctions between the methods of distributing information.

"The developments which are physically and economically possible may be impeded by inability to accommodate to them—by inflexibility arising from such rigidities as uncompromising adherence to so-called principles which are no longer valid or relevant, undeviating commitment to forms and structures which have become obsolete, the intransigence of vested interests of one kind or another, or sheer administrative inertia.

"In the end," Stewart said, "I suspect the technology will prevail, but the rate and path of achievement will be significantly influenced by our adaptability."

New legislation in '67

Dr. Stewart said the current expectation is that new legislation governing the future operations of the electronic media will be enacted in 1967.

"I would hope," he said, "the new legislation would not add to the rigidities. It should provide guidelines; and to the extent that day-to-day decisions are left to others, it is important, first, that the location of authority to make decisions should be defined as precisely as possible; and second, that there should be a continuing appraisal by Parliament of the decisions that are being made."

He also expressed the hope that in addition to the particulars of broadcasting, the new legislation would give adequate direction, to those to whom authority is delegated, on other aspects of the development of communications such as participation of agencies of the provinces in communications.

Tribute to the industry

Next, Alphonse Ouimet, president, Canadian Broadcasting Corporation, spoke of the technical future of

broadcasting in Canada, prefacing his remarks with a tribute to all broadcasters in Canada, public and private.

"I know of no other better private station service in the world nor have I ever heard anyone claim there was. Collectively, you (the private industry) have every reason to be proud of your achievement within the framework of realities in which you operate.

"Similarly," he said, "the CBC has every reason to be proud of the services it provides in radio and television, in English and in French to 95% of the population of Canada."

Reminiscing about days gone by when relations between the CBC and private broadcasters were not at their best, Ouimet said both sectors have grown and developed to the point where "today the BBG, the CAB and the CBC are all on public record in agreeing that a community is better served by the combination of a CBC and of a private station than by any other combination."

Considering the combined output of the CBC and the private stations, Ouimet said he had no hesitation in stating that no other country has a better overall broadcasting service in terms of program range, variety, quality, quantity and coverage. "Neither have I ever heard anyone claim that this was not so," he said.

Space satellites ahead

"Where are we going in broadcasting? Into space. We in the CBC predict that in four to six years a large part of our microwave networks will be replaced by satellite transmission.

"This method of transmission will be far more economical for continent-wide operations than the microwave, for equivalent technical quality," he said.

"The use of communications satellites has been under study at the CBC for more than five years. You may be interested to know that because of the six time zones in this country, and above all our two languages and our many regional programs, at least two satellites will be needed for CBC requirements alone, even if each satellite is able to transmit several different programs at the same time. And as all these programs will have to be sent to the satellite before it can transmit them back to us, we shall have to set up

special earth-satellite transmitter stations at several locations in the country."

Ouimet said that satellite transmission for the time being—the next 15 to 20 years—is of interest only to the networks rather than their affiliates or to the private stations. The satellite will merely be an economical substitute for the long-distance microwave networks and will in no way change the operations of existing local stations.

He forecast that after that, or perhaps sooner, we shall have satellites equipped with sufficiently powerful transmitters to be picked up directly by the public. But even these will not replace the local earth-bound television and radio stations, which will continue to provide a community service which the space transmitter cannot give.

However, he said, they will be a new and extremely important element of competition which will certainly bring about profound changes in our programming concepts at all levels—local, regional, national and international.

In addition to the ordinary radio and television services augmented by satellites, Ouimet feels there will be, on a surprisingly large scale, a complete and complex system of educational television at the elementary, secondary and university levels.

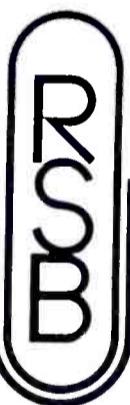
In time, he said, this service will employ every known method of transmission—radio, television, facsimile, UHF, microwave and closed circuit.

Choice by computer

Ouimet closed his address by taking ACRTF delegates into another future area of competition for the broadcaster—the computer—by quoting from a study published in September by John McCarthy of Standford University.

In the study McCarthy looks to the day when every household will install computer consoles which will operate through the telephone system. Each subscriber would have in the computer his private file space that he can consult and alter at any time.

The range of use for such a system stretches all the way from having income tax returns automatically prepared on the basis of continuous, cumulative annual records of income, deductions, contributions and expenses to the



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purchase of household equipment. The computer would search the catalogues and list the alternatives available, together with appraisals from such institutions as the Consumers Union.

Ouimet said we could well be at the beginning of a new era when each viewer and listener would be able to choose his own commercials according to his own needs and taste.

Wanted - a two-fold system

Next for the Commons Committee on Broadcasting, the ex-chairman Gerard Pelletier and the new chairman Robert Stanbury stepped to the mike.

Pelletier very briefly pointed out that as far as broadcasting was concerned the committee had two main responsibilities: to look out for political needs and also the bi-social needs of Canada.

By political needs he said he meant the increasing demand for radio and television service - both territorial and cultural. The committee, he said, must ensure a two-fold system of broadcasting throughout Canada.

As for the bi-social needs, the committee is compelled to make sure that radio and television do not become routine and conformist and maintain the rate of change that is taking place in both English and French Canada.

Robert Stanbury, the newly appointed chairman, added that before making any recommendations to Parliament on the White Paper they were most anxious to hear people from all areas of broadcasting.

People vs. bureaucracy

Last, but by no means least, S.C. "Cam" Ritchie, vice-president, Canadian Association of Broadcasters and general manager, CKLW Radio and Television, Windsor.

Ritchie said that after hearing the thinking of the legislators and the regulators along with some of the future technological advances, "it is apparent that the advanced mechanical devices and the laws governing their placement and use are just so many machines and pieces of paper, unless we have the people with the thought and ideas to use these wonderful devices."

The future of broadcasting is in the hands of the broadcasters, he said. "The day is here when international programs are a habit and part of our daily broadcast diet. But I do not believe this will

have a disastrous effect on the service that is expected from you by the people in the communities you serve.

"Television and all its glamorous trappings, dramatic achievements and predicted future will be unable to substitute for the daily personal service required from the radio broadcaster in his own community.

"You will be required to integrate your staff and yourself even more thoroughly than now into the 'street corner' activities of the people you serve. You will be required to anticipate the needs and desires of your communities and keep your programming structure flexible enough to accommodate these needs and desires as immediately as they are apparent to you.

"We have been inclined in the past few years to program our radio stations defensively in order that we might not offend those whose authority we fear - and not necessarily to best serve the people who are the ultimate consumers and who deserve the best we can give.

"I submit to you that the authorities will be more greatly impressed and inclined to regulatory flexibility if you encourage a more creative approach in preparing and presenting the endless variety of service that you can offer your listener - the people at the other end of your very personal line.

Ritchie said that everybody has heard the phrase "Wherever you go there is radio."

"To me," he said, "this means you of necessity will have to be constantly recruiting the most creative and intelligent people to staff your stations.

"The interests of large multi-million dollar corporations in the investment possibilities of broadcasting seems to be causing concern. This to me should not be a cause for concern - but should represent a challenge.

"I believe you must continue to improve your service, in your community, to your people - you must create new avenues of service that will so cement your relationship with your listeners - that the authorities who 'grant the privilege of a license' cannot in clear conscience favorably consider that dollars will substitute for your creative abilities to sincerely supply the service you have learned is required where you live."

ACRTF NAMES NEW DIRECTORS



Photo by Herb Nott

The newly appointed board of directors of the ACRTF: Left to right, standing: Marcel Provost, CKVL Verdun; Ben Roberge, CKCN Sept-Iles; Jacques LaRoche, CJLR Québec City; Henri Champagne, CHEF Granby; Jacques Filteau, CFCM-TV Québec City. Seated, left to right: Paul L'Anglais, CFTM-TV Montreal, vice-president; Maurice Dansereau, CHLN Trois-Rivières, president; Conrad Lavigne, CFCL Timmins, immediate past president; Tom Burham, CKRS Jonquière, secretary-treasurer. Missing from photo, Roland Couture, CKSB St. Boniface.

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Communications first

*Digested from an address to the ACRTF
by J.J. Vasseur, Quebec Manager, MacLaren Publicité Limitee*

Canadian marketing can be tackled very efficiently providing marketers appreciate the importance of communications; that is communications or advertising reaching two major language groups, English and French.

I believe that corporations equipped to communicate professionally to these two major markets will have met the challenge. They will have solved the greater part of their marketing objectives.

Let's refer to market data for a moment.

Are there any real market differences between the English and French regions?

After all, if one wants to purchase gas in Toronto or in Montreal, one goes to a service station, very similar in style and service.

Or if one wants to purchase food in Toronto or in Montreal, one goes to a corporate or voluntary chain store where basically the

same products are offered and the service doesn't differ. True, there are more voluntary chain stores and independent stores in Quebec, but the gap is narrowing and soon we will have almost identical distribution systems in this product category.

Such marketing considerations tend to confirm that the real difference between these two major market areas lies in the area of communications, doesn't it?

Let's not jump to quick conclusions and let's review some socio-economic considerations which must be carefully analyzed and interpreted. For instance:

A. Age group composition

(Source - D.B.S. 1961 data)

In the age groups under 30, Quebec's proportion of total population exceeds Ontario's. With 35.5 per cent of her population under 15, Quebec has a substantial edge on Ontario with 32.1 per cent

of her population in this age group. Many of Quebec's fiscal problems can be traced to this concentration of population in an unproductive age group; an age group which demands a great deal of Government expenditure in the form of education and welfare.

In the 15-29 age group, Quebec again has a relatively high proportion of its population - 22.8 per cent versus 20.0 per cent for Ontario. Here too, there are economic overtones, for this is the age group during which young people first enter the labor force. This is the period of their working life when their wages are lowest.

Quebec's population can be summarized as being younger and poorer, while Ontario's is older and richer. This in itself is justification to treat the two markets in dissimilar fashions. Catering to a youthful, but not overly prosperous market suggests differences in the handling of product design, product mix, and youthful appeal in advertising.

B. Family formation

Historically, Quebec families have been larger than Ontario families. This remains true in the 1960's with Ontario families averaging 3.6 members and Quebec families averaging 4.2 members.

In comparing 1961 Quebec family size with that of Ontario, obvious differences exist in families of two children or less with Ontario holding a sizeable edge (21.8 per cent vs. 18.9 per cent of families). Three children families occur with the same frequency in both provinces (13.0 per cent). Quebec has a decided edge in families with four or more children (8.4 per cent vs. 6.5 per cent).

With 22.0 per cent of Quebec families having four children or more compared with only 12.27 per cent in Ontario, there is a greater need in Quebec for the giant economy size package for better pricing advantages.

C. Distribution of population by birth place

Interesting differences exist in the place of birth of the population of Canada's two largest provinces. In Ontario 78.3 per cent of the population is Canadian born, considerably less than Quebec's share of 92.6 per cent. This is a reflection of the high proportion of immigrants who prefer to settle in Ontario because of the province's higher wages, greater employment opportunities and monolingualism.

Quebec, with a very high proportion of her population being Canadian born is less of a melting pot than Ontario. This produces an atmosphere which is much more conducive to the fostering and maintaining of traditions, a phenomenon which probably contributes for a greater degree of brand loyalty.

Communicating with the French element

I could go on for hours pointing out a great number of socio-economic differences between Ontario and Quebec. Differences which must be taken into consideration by marketers. Differences, important enough to warrant extensive research studies into economic and demographic characteristics, consumption patterns and media exposure. Differences which are likely at the origin of

cont'd on page 13



"The Voice of the Bay of Quinte"



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RADIO 610

Present Quebec research is old hat

A plea to the ACRTF, the CAB and individual broadcasters, to pool their various resources and organize a giant motivational research project in the Province of Quebec, was made at the Tuesday morning session of the ACRTF Convention by Gaby Lalande, vice-president, Young & Rubicam, Montreal.

Quoting an old Persian proverb—"It is better to know what a man thinks rather than know his language"—Lalande said he felt the advertising and broadcasting industry needed to get a look at Quebec from within—to find out what its people think. "I don't think there is one single person who can honestly claim that he knows Quebec entirely," he said.

"What we need to explore Quebec is research and lots of it. It is the most important tool we have, yet we don't use it. We have plenty of the cold statistics—population, households, retail sales, income, age groups, time spent with various media and so on, but we do not have any research that tells us what the people of Quebec think."

He admitted there had been several odd motivational studies conducted in Quebec. These however, he said, were usually translations from basic English questionnaires, tabulated by a computer, then retranslated into English and more often than not the interpretation was misleading. On top of all that, the results were usually kept under lock and key and never made available to anybody but those who commissioned the study.

What Lalande advocated was a large, continuing motivational study throughout Quebec—urban, semi-urban and rural—the results of which would be put into a research "bank" and made available to advertisers, agencies and broadcasters whenever it was needed.

He pointed out that all kinds of facilities are available. For example, Laval University has one of the most complex and well organized data processing systems in North America, which is only being used a part of the time.

He said he had spoken to Laval and they would be more than willing to make their facilities available to the industry on one condition—that they have access to the results of any research for

study and experimentation.

Lalande then handed the meeting over to three speakers, whom he described as being representative of the articulate people that make Quebec what it is. They were: Roger Lemelin, writer and businessman—the man who wrote the Plouffe Family; Roger Duhamel, the Queen's Printer and Brigadier Guy Gauvreau, president and general manager, Place Bonaventure, Montreal.

Greatness through compromise

Lemelin said Canada's cultural problems challenge the country to overcome them and become, in his

words "a highly civilized people, one of the world's leading peoples. Since we have a neighbor like the United States, it is by style, ethics and a clear cut personality that we will make our presence felt."

In a bilingual country like Canada, Lemelin said, this course is beset by difficulties. "It is through a multitude of compromises, the balancing of some profound opposing forces that we will attain greatness."

The resurgence of activity on all levels in French-speaking Canada, he said, is a formidable asset for the country. By making French Canada more perfectly

French, Canada will become more perfectly Canadian.

An emerging generation

Following Lemelin to the rostrum to talk on Quebec culture, Roger Duhamel gave a brief rundown on some of the successes that have been enjoyed by French-speaking Canadians in all areas of the arts, particularly writing, poetry and the theatre.

He credited radio and television with bringing about a renewed interest in French Canada's artists. Apart from the fact that both media provide employment for a great

cont'd on page 13

One Canada

Co-existence in justice and equality

The Prime Minister of Quebec told the French language private broadcasters (ACRTF), at their convention in Toronto last week, that his province must establish harmonious relations with the whole of Canada, especially neighboring Ontario.

Guest speaker at the Monday luncheon and supported at the head table by Ontario's Premier John Robarts, the Hon. Daniel Johnson called on the broadcasters to present "Quebec's hopes and goals in their true light" and, in so doing, "promote co-operation and harmony among the various elements of the Canadian people to a singular degree."

Beaming at his Ontario counterpart, John Robarts, between whom and the Quebec premier there obviously exists the deepest of respect and rapport, Mr. Johnson opened up with the reflection that "a convention of French language broadcasters in the city of Toronto is an event that seems to me particularly full of significance and promise.

"Better than all the speeches that might be made on the subject," he said, "this gathering demonstrates that differences of language and culture, far from constituting insurmountable barriers, increase, on the contrary, our opportunities for exchange and mutual enrichment."

He envisioned "that new Canada we must build together, where two cultural communities will be able to set forth the more

resolutely on the path to solidarity and economic co-operation, the better assured they are at the outset of their identity and their legitimate differences."

Johnson said: "It is not in order to isolate herself and still less in order to weaken Canada as a whole that Quebec is calling for a greater measure of fiscal and political autonomy.

"It is in order to fulfil herself better at all levels, and by this very fact to be in a position to bring a more effective contribution to the cultural enrichment and the economic growth of the whole country," he said.

Mr. Johnson expressed total agreement with Premier Robarts' quest, contained in a statement of October 26, in which he said: "If we can meet the present requirements for financial redistribution, then we shall be able to concentrate on the broader and basic questions of reshaping the Canadian federation prior to entering into more binding arrangements."

Stating that this was an objective entirely shared by the government of Quebec, Mr. Johnson said: "I long for the day once we have assured the harmonious coexistence of our two great families, in justice and equality, by means of new fiscal and constitutional arrangements; I long for the day when we shall finally be able, all together, to devote all our energy to the economic development of Canada and of all its parts."

ANNOUNCEMENT S & T ANNOUNCEMENT



JACK HODSON

Stephens & Towndrow, CBS Radio of Canada Limited, is pleased to announce the appointment of Mr. Jack Hodson as Sales Executive, Toronto.

A specialist in promotion and merchandising, Mr. Hodson has, for the past six years, operated his own company, which provided a management training service to several international advertisers.

Earlier in his career, Mr. Hodson served as an account executive in three of Canada's leading advertising agencies, and, as Advertising and PR Director for a well-known insurance company, had responsibility for national sales training.

The trend is to balanced programming

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Canada must decide on foreign industrial control

Professional people, and people in the service industries, including advertising, are becoming increasingly dependent on clients who reside outside the country, and this is due to the fact that in primary industry, 70 per cent of the oil and gas business and 60 per cent of the mining business in Canada is controlled abroad.

Former Finance Minister Walter Gordon told a meeting of the Advertising & Sales Club of Toronto, last month that Canadians are just beginning to realize that 60 per cent of all manufacturing facilities are also controlled outside of Canada, and for this reason lawyers, engineers, advertising and insurance agents, and people in all phases of finance were becoming hesitant about speaking publicly of their fears about what is happening to Canada.

"Understandably, perhaps one's own livelihood and one's personal self-interest must be considered," he said.

The situation would not change until Canada made clear rules and regulations respecting foreign ownership and control of our busi-

ness and resources, as was done in Mexico, he said.

"Sooner or later Canadians will have to choose whether they want to make more of the decisions that affect their lives, even if this means the kind of positive action many people shrink from. I do not believe this decision can be put off much longer."

Disaster ahead

The speaker predicted disastrous unemployment, especially in such Ontario border communities as Windsor, London, Hamilton, Toronto, St. Catharines, Oakville, Malton, Belleville and Brockville, if a North American Free Trade policy was adopted, as approved in the recent resolution at the Liberal Party Conference.

A staunch advocate of economic nationalism, Mr. Gordon singled out the electronic, electrical and appliance industries as likely to be closed down if complete free trade was introduced, and cited the case of two farm equipment companies after free trade was introduced in 1949. One factory in Brantford was closed and another

company moved its executive offices to the States, he said.

Stating that free trade was bound to bring some sort of merger with the U.S., Gordon said many of his views on economic nationalism are contained in his recent book, *A Choice for Canada*.

"In fact, we would be foolish to sacrifice our economic independence, without at the same time working out some terms of political union," he said.

"Those of you under 40, and half the eligible voters in the next general election will be under 35, should be more concerned with this decision than the members of my generation," he said. "After all, you are the people who will be living here the longest. I urge all of you, especially those in the younger age groups, to study these questions carefully — to resolve your choice for Canada — and, having done so, let your members of parliament and members of the government know what your wishes are."

The speaker was thanked by Harry E. (Red) Foster, who said: "Most admen would settle for a

good share of audience, and I think there has been a significant sales increase for your product in this presentation. There should be a 100 per cent response in all parts of Canada for Mr. Gordon's devotion to country, zeal and determination in expounding his views, both inside and outside his party."

"MAN IN SPACE" FLIES HIGH

Man in Space, a series of one-hour specials produced by Seven Arts Television, has been sold to six markets in Alberta.

James Lovick Ltd., Edmonton, negotiated the deal on behalf of their client, Alberta Government Telephone. Sam R. Kunitzky, director of Canadian sales, represented Seven Arts.

The series will commence on six stations in January with the showing of *Gemini*, the first episode; it will be seen in prime time for six consecutive weeks on CFCN-TV Calgary, CBXT-TV Edmonton, CJLH-TV Lethbridge, CKSA-TV Lloydminster, CHAT-TV Medicine Hat and CKRD-TV Red Deer.

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MONTREAL WINNIPEG VANCOUVER

cont'd from page 8

such slogans as: "Vive la Différence."

Despite all these considerations, I feel that Canada's marketers must concentrate upon effective communications to both elements. This will undoubtedly ensure better yield and as more systematic data is available pertinent to the French and English markets, then it can be used to penetrate those markets better.

In marketing in Quebec, we must fully appreciate that we are communicating to a French element, more conscious than ever before of its mother tongue and we must try very hard to improve common use of its language.

Some of them, *Dreamers*, hope to hear French all the way to Vancouver.

Some of them, *Awake but Unrealists*, hope to see the making of a separate country.

Most of them, *Dans le Vent*, simply expect to be reached by proper use of French.

This means that advertisers must be in a position to offer top-notch French creativity, top-notch French copywriting.

The advertising agencies that have accepted this fact are indeed working toward a prosperous Canada. Advertising agencies should fully realize that their efforts in catering to two major markets can only help to maintain closer relations between East and West. Indeed, advertising agencies owe it to our country to constantly improve effective communications to the English and French markets.

In order to achieve this idea in communications, agencies must be organized as follows. This of course particularly applies to Montreal offices of national advertisers.

We must have two completely separate creative groups, one English-speaking group and one French-speaking group.

The English copywriting staff should be expected to master the English language and exclusively produce English language advertising.

The same principle applies to the French creative group.

The reasoning behind this organizational set-up is based on the fact that a person can only do effective copywriting in his mother tongue or in the language most commonly used and in the language which he has studied.

True, there are a fair number of bilingual advertisers, that is persons who can communicate equally as well in English and French; persons who will show very slight differences in accents in either language. But I still maintain that these persons will only perform accurately and precisely in the language that has been the language at home and in school.

Having established these two creative groups, one must ensure communications between these two groups in cases where the campaigns must reach Quebec and

Ontario. This can be achieved by two major operations.

1. This is where agency research departments now become indispensable. For agency research departments, complementary to a number of other research services, must be working very closely with both French and English creative groups.

In this capacity, the research department is expected to conduct surveys, quick surveys in most cases, pertinent to:

Message recall
Message believability
Message comprehension
Concept testing.

Some of these projects can be costly and are often at the specific request of a client which puts up the bill.

Most of these projects can be completed quickly and simply serve to reassure the creative group that it is passing on a message meeting with the objectives of the campaign. Creative departments should have budget allocations to provide funds for these studies which often don't exceed \$300, but yet ensure better communications.

In the case of agencies with offices in Toronto and Montreal, research departments in both centres must have frequent contacts to maintain this desirable link between French and English creativity.

Henceforth, research departments in Toronto and Montreal should be staffed with French and English personnel in both centres to facilitate the implementation of research.

2. Internal communications must be established between French and English creative departments right from the beginning of the development of the campaign.

It may seem unbelievable that, even today, campaigns have been brilliantly conceived and executed for the English-speaking markets and at the eleventh hour, it is realized that the campaign must be adapted to the French market.

Such nightmares for both creative groups could result in mediocre French campaigns that don't follow the initial marketing and advertising objectives.

Furthermore, which is worse, the client doesn't really obtain the professional services of the agency. In many instances, the client will not appreciate this situation as he doesn't have any knowledge of French. This makes matters worse since the judge of the campaign now is the French consumer.

As I mentioned earlier, advertisers must communicate to French consumers in a language that is acceptable to them. The lack of doing this can only hamper the efforts of so many to maintain a united country.

Watch for the pitfalls

The implementation of such a scheme undoubtedly will capitalize. However, it creates a number of pitfalls which I will bring to

your attention:

1. It is still difficult to locate properly trained French researchers. This is temporary as the French universities are now putting much more emphasis on marketing, thus providing us with good potential.

2. This procedure can slow up the development of campaigns if lack of proper planning occurs. This is a drawback that can be overcome by better liaison and planning by the account group.

3. This will inevitably increase

production costs and reduce agency profitability. As for production costs, they will soon be recovered by better return on effective advertising. As for agency profitability, one could revert, if necessary, to commission and fee arrangements or strictly fee arrangements to handle French advertising. I am quite sure, as we go on, that this financial problem can be overcome by some other alternative should the above not be practical.

Quebec Research *cont'd from page 9*

many, the public at large is also being exposed to the works of people previously unknown.

Moreover television, he said, which initially appeared as a serious competitor to the theatre, has brought an entirely new public to it—a younger generation often better prepared and more educated than their elders, who will no longer tolerate mediocrity.

Duhamel said the provincial government, through its Department of Cultural Affairs, was helping a great deal by making available moneys for such things as scholarships, literary awards, artistic competitions and grants, which until recent years were non-existent.

Quebec cannot go it alone

Last speaker of the morning session, Brigadier Guy Gauvreau, presented ACRTF delegates with his views on Quebec as an industrial power.

Gauvreau, like the two previous speakers, Lemelin and Duhamel, also referred to the increased activity in Quebec and although economic and commercial he said it could not be isolated from the cultural and educational activity since they all had one pivotal point—people.

To illustrate the business activity he pointed to the total costs of goods and services produced in Quebec last year, which amounted to \$13.4 billion, a 43.5 per cent increase over 1960.

During the same five-year period, labor income swelled by 47 per cent to \$6.9 billion; shipments by manufacturers advanced by 38 per cent to \$9.8 billion and unemployment dropped more than 40 per cent.

With all the rapid expansion of industry and the successful efforts of the Quebec Government to stabilize the provincial economy,

Gauvreau said he could not stress too much the fact that Quebec cannot go it alone without serious and irreparable damage to its strong economy and consequently, to its people.

"I am a French-Canadian," he said, "who tries to live up to the ideals of the French-Canadian culture. But I feel that a Quebec which secedes from Canada would lose not only its culture but its wealth because it would be an isolated pocket in an English-speaking North America."

He cited a study by the Quebec Bureau of Statistics, as one logical argument against secession.

The Bureau reported that almost half of the sales of Quebec industry were made in other provinces and nations. Manufacturers rely for nearly 46 per cent of their sales on markets outside the province. One third of production goes to other provinces. The report, based on 1961 statistics, also states that in the primary goods area, exports of pulp and paper and metals from Quebec exceeded \$2 billion.

"One could say," he went on, "that this places Quebec in a strong bargaining position in that the province produces many goods which the rest of Canada needs. But many of these products are based on natural resources which form the backbone of Quebec's economy."

To develop these resources, Quebec depends heavily on such things as heavy machinery and automobiles from points outside the province, he said.

Gauvreau ended by saying that the future of Quebec is very bright. For those interested in what specifically lies ahead for La Belle Province, he suggested they visit the crystal ball in Montreal next year.

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Feature films prove threat to TV's film series

The uneasy marriage of the feature film industry to television was finally consummated on the night of September 25, with the showing on the ABC-TV network in the U.S., and the CTV network in Canada of the three-hour "blockbuster", *The Bridge on the River Kwai*.

This 1957 Academy Award winner was sponsored by the Ford Motor Company, and rating-wise clobbered all opposition, playing in the U.S. to an estimated 60,000,000 viewers. Ford's neatly integrated commercials introduced its 1967 line of automobiles while the opposition, (General Motors)

ANNOUNCEMENT

CHSJ RADIO



The appointment of Doug Burrows as Manager, Radio Station CHSJ Saint John, N.B. was announced recently by George A. Cromwell, General Manager, CHSJ Radio and Television.

Doug has been associated with CKY Winnipeg, CKGM Montreal and more recently as operations manager at CFBC in Saint John. He brings to CHSJ eighteen years of broadcast experience in both sales and programming.

was doing the same on the other two networks, NBC and CBS, (and the CBC in Canada) with such highly rated programs as *Bonanza*, *Andy Williams* and *Garry Moore*.

Kwai won the day and the subsequent announcement that ABC and CBS had completed deals to invest over \$90,000,000 in feature films in prime-time over the next five years, made the implications obvious to both film and TV executives — a new golden age may be dawning for both industries.

The movie moguls see the big TV buys as a new form of financing for their multi-million dollar productions, as it was reported ABC paid about \$2,000,000 for the two showings of *Kwai*, and then charged Ford \$1,200,000 for sponsorship, plus another \$600,000 for air-time. ABC could pocket a handsome profit the second time around, (hinted to be about \$3.2 million gross).

Secondly, the networks' willingness to pay such sums, (and indications are that more deals are in the works) reveals the great dearth of good film fare available, at a time when the public appetite for it on TV is growing at an alarming rate.

Disenchantment with current series showed up in the first Nielsen ratings of the season, when only four of the 34 new shows stirred up enough interest to reach the top 20 programs on network TV. Meanwhile, *Kwai* proved that ratings can almost be bought, if a sponsor is willing to pay enough for them. In any event, Ford was happy with the cost-per-thousand of *Kwai*, and the outdrawing of both other networks put together.

The chips fall fast

In the new deals, CBS is paying \$800,000 each for 63 MGM features, including *Night of the Iguana* and *The Sandpiper*. Eighteen of the films haven't even been made yet.

ABC was reported to have paid over \$19,000,000 for 17 recent box-office hits from Twentieth Century-Fox, including the shelling out of the largest amount ever paid for a film on TV — \$5,000,000 for two showings of *Cleopatra* in 1971, or later. ABC is also buying 32 pictures from Paramount for \$20,000,000.

The 45 features from the MGM library include such titles as *Cat on a Hot Tin Roof*, *The Yellow Rolls-Royce* and *North-by-Northwest*. Several of the films in the CBS-MGM deal have already been on the NBC network, leading the Hollywood filmmakers to anticipate recurring profits from more than one network. The *Cleopatra* deal includes such spectacles as *The Longest Day*, *The Agony and the Ecstasy* and *The Daring Young Men and Their Flying Machines*, *The Robe* and *Von Ryan's Express*. ABC's package from Paramount includes *Hud*, *Mantrap*, *Shane* and *The Greatest Show on Earth*.

Movie boom hits weekly series

TV people see the network movie boom hitting directly at the creative producers of weekly series, only one of which (*Rat Patrol*) has so far this year made it into the ten top-rated shows of the season. There may also be repercussions at the local stations, who will experience long delays in the arrival of top-flight features via the syndicated route.

As if this wasn't enough, last year the networks started commissioning the studios to produce new feature films specifically for TV. Universal pioneered this technique, producing four films in 1965, but so far, only two of them have been shown on TV. It will produce three more this year for NBC.

In Canada, Murray Chercov, executive vice-president of CTV, says his network is associated with the Universal-NBC package deal and will show six newly-produced features each year for the next five years.

"In regular feature buying, with only two nets in Canada, we can afford to be more selective," Chercov said, pointing out that CTV is presently doing business with MGM, Universal, MCA, Seven Arts and two commonwealth companies.

Merv Stone, manager, TV programs on film, for the CBC network, said the corporation will

continue its same general pattern of film buying with an eye to quality and color.

Current productions on CBC are from Warner Brothers, United Artists and Seven Arts. He said CBC buys in three ways: for the nine CBC stations as a block; for the affiliates; and a combination of both.

Regarding the astronomical prices ostensibly being paid for packages of features, Stone said: "These days it's possible to make figures read almost any way you want. It's a very dangerous game to take them out of context." To achieve such results in the ratings, as *Kwai* did, he said, "Some semblance of quality is needed, and there are not many of these films about."

Bruce Ledger, vice-president and general manager of Screen Gems (Canada) Ltd., felt *Kwai* was "definitely the start of a trend", and said his company was currently selling a package of 40 post-1960 titles via the syndicated route across Canada, in almost every market. These include: *The Victors*, *Man From the Diner's Club*, *Dr. Strangelove*, *Ghengis Khan* and *Bye Bye Birdie*, which was world premiered on CHCH-TV Toronto-Hamilton last month.

Ledger attributed part of the popularity of feature films on TV to the introduction of color, growing and shifting of the population, and the fact that only ten per cent of the people are now going to theatres.

Charles Chaplin, vice-president and Canadian sales manager of Seven Arts Associated Corporation, said: "It's a very well known fact that the only programming viewers consistently watch is feature movies, because of their varying plots, casts and action." He said it was also the most economical buy for advertisers in terms of cost-per-thousand.

Chaplin said Seven Arts is currently distributing in Canada 1750 feature films, of which 358 have French language dubbed sound tracks and 207 are in color. The company also has available 671 cartoons, eight series and nine TV specials. He said CBC has bought *Volume Ten*, consisting of 33 films of the 50's and 60's, of which 29 are in color, and the CTV network has acquired *Volume 11*, a package of 43 features, of the 50's and 60's, 26 of them in color.

cont'd on page 15

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermatt

Plans are laid for educational radio and TV

Quebec's education department says it intends to appoint a committee soon, "to develop a plan for educational radio and television in the province." The department feels Quebec will need at least three TV channels in the near future for the transmission of educational programs on the UHF band.

Marcel Massé, minister without portfolio attached to the department, said Quebec hopes to commence educational programming by the start of the next academic year in September 1967.

He said the committee would be in charge of choosing staff and equipment and also be responsible for programming on the proposed network.

A statement by the education department referred to the recent White Paper on Broadcasting, which favors the establishment of a federal body to take charge of issuing broadcasting licenses to public service stations, and said the department intends to collaborate fully with the Board of Broadcast Governors, but feels "it is clear that, as we see it, we are entirely responsible for the schedule and content of any radio-television broadcasts whatsoever."

"Any agreement between the federal government and Quebec about the use of radio-television... for educational purposes should ensure that the education department has exclusive authority in this field," the statement said.

Working with the CBC, the department plans to set up training for lighting and sound technicians and engineers by 1968, and has plans underway for the construction of studios for educational telecasting.

"We would like to set up a pilot project for adult educational television by 1967 in certain parts of Quebec, for the retraining of workers and persons without jobs," the department said.

cont'd from page 14

Several other film magnates contacted by this paper were tight-lipped about their current deals, or future plans. One had even been cautioned by his principals in New York not to say anything for publication. However, it was noted that the big package deals include three or four "name titles", and 28 or 30 lesser known features, some of which have been seen on network TV already, and some that had rough going in local syndication, but now, because of the dire need of the networks to satisfy increasing public demand, are going to get another chance.

Some plain talk from Kodak about tape:



The lowdown on low-noise tapes... and on low-speed tapes

Designing a "low noise" tape is a bit like trying to fit a six-foot man with a pair of pants tailored for a five footer. Cutting off his legs is a solution... but it lacks elegance. Tapewise, if all you do is use a low-noise tape, you end up with lowered output; i.e., mighty short legs. And if you push up the gain, where's the low noise you were hoping for?

The art of low noisemanship requires a bit more finesse. And it's not so hard to master if you take a listen to KODAK's Type 34A Hi Output Professional Tape. Try this test: Listen to a "no signal" tape at high gain. Now turn down the gain until the hiss disappears. Wouldn't it be nice if you could listen to the tape that way? The solution, obviously, is to pick a tape you can put a lot on—and play it back at low gain... and low noise, naturally!

Enters the star. Compared to our own Type 31A Standard Play Tape, and to the low-noise product from a competitor we must keep mum about, the chart below reveals that KODAK Type 34A Hi Output Tape gives five or more additional decibels of undistorted output. At similar output levels, Type 34A is just as quiet as the next fellow's. It does this with no increase in print-through over general-pur-

pose tapes. Pretty nice for silence lovers. The values expressed in the chart are in decibels at optimum bias settings using our Type 31A as the reference.

Some like it slow. In medieval times, a favorite subject of theological discussion was just how many angels could dance on the head of a pin. KODAK can provide no informed opinion on this question, but leaps into the fray when it comes to how much signal you can squeeze on a given length of tape. Since tape started, tape speeds have been dropping. First it was 15 ips, then 7½ ips; the day of 3¾ ips is here for some. And the recorder manufacturers still haven't stopped. Who knows where it will end.

But there are some problems involved. At 15 ips a single cycle of signal at 1,000 cycles-per-second covers 15 thousandths of an inch longitudinally on the tape as it travels by. At 1⅓ ips (to go to extremes) it's down to less than 2 thousandths of an inch. As a result, as tape travel speeds decrease, tape "resolution," to borrow a photographic word, becomes more and more important. A second problem is that external magnetic flux on the tape available to thread the reproduce head also decreases in propor-

tion. This means that you need a high-efficiency tape. Last but not least, the tape itself has to be thin for maximum footage on a given reel. People buy long-playing tapes because they play long.

Put all these problems together and our trusty KODAK 11P ½ Mil Double Play Tape sounds better and better. Look at the chart which compares it to a premium-priced famous name brand recently improved for low speed... and to a competitive general-purpose tape. KODAK 11P shows off as well as the first, and better than the second. Figures are in decibels using our 11P as the reference.

	Competitive double-play tape	Premium-priced competitive "improved" low-speed tape	KODAK 11P double-play tape
Optimum bias	+0.5	-0.5	0.0
Sensitivity at 37.5 mil wavelength	-0.6	-1.2	0.0
1 mil wavelength	-2.5	-0.2	0.0
0.6 mil wavelength	-2.6	+0.4	0.0

KODAK Sound Recording Tapes are available at most electronic, camera, and department stores. New, 24-page, comprehensive "Plain Talk" booklet covers all the important aspects of tape performance, and is free on request. Write: Canadian Kodak Co., Limited, Toronto 15, Ontario.

	KODAK 31A Tape	Premium-priced competitive low-noise tape	KODAK 34A Tape
Bias	0.0	+0.4	+0.8
Sensitivity at 37.5 mil wavelength	0.0	-3.0	+2.1
Input at 2% harmonic distortion	+10.0	+11.4	+13.0
Output at 2% harmonic distortion	+11.5	+10.7	+16.3
Saturation Output	+20.0	+19.0	+23.6
Maximum Dynamic Range	75.0	79.0	79.0
Modulation S/N Ratio			
-20 to 1000 CPS	62.0	57.0	62.0
-1000 to 15,000 CPS	64.0	65.0	67.0

CANADIAN KODAK CO., LIMITED, Toronto 15, Ontario

Most U.S. sponsors feel color is worth the cost

Seventy-five of the chief advertising officers of the top hundred U.S. advertisers feel the additional expense of color in TV commercials is worth it.

This is the result of a survey conducted by *TV Film Trends*.

Contacted late this summer by researchers from Trendex Inc., these officers gave a variety of reasons for their preference for color:

- "Presents a better image of the company to the public."
- "No comparison with unattractive black and white."
- "Effectiveness of color more than makes up for difference."
- "Cost is not that great if done on production scale."

- "We think it is—top management isn't so sure."

- "Has greater potential influence on the consumer."

- "By virtue of the audience, enthusiastic salesmen."

- "From my own subjective judgment."

- "Color is much more effective."

- "Surveys and our belief in recruiting audience response."

- "Over-all costs are comparable to black and white."

These admen admitted these were their own opinions, and not necessarily those of their bosses. They said top management wasn't so sure (yet).

In the survey, two out of three advertising executives agreed color commercials will have a "significant effect" on the marketing of consumer products and gave the following reasons:

- "We depend on consumer appeal, and color has it;"

- "It gives added appeal to food products;"

- "In the beauty and style business there is nothing like it;"

- "Will primarily influence packaging which must be attractive."

Trends says a parallel study among production heads of the 50 agencies with the largest TV billings brought similar opinions. Two out of five agency men reported they specify color in 90-100 per cent of commercials, and feel the differentials were warranted in seven out of ten cases. Ninety-two per cent of the corporate admen gave the nod to color for "greater selling efficiency," compared to 68 per cent of the agency men.

However, the agency executives felt color commercials were from 80-100 per cent more effective "in getting the sales message across".

It should be noted that these statistics and quotes are from below the border, where Julian Goodman, president of NBC, estimates there are now eight million color sets in operation, and this figure will double in 1967.

Goodman feels 30 per cent of all TV homes in the U.S. will be watching programs in color during the next television season, and the formation of the new TV "generation" of young people, 25 and under, who have grown up with TV in their homes. He said this generation, "for whom TV was governess, teacher, nursemaid and friend, will hardly sit still for the status quo, but will seek newer and wider interests—becoming an increasingly sophisticated and diversified audience".



SOLILOQUY

No more conventions until April! What shall we do for laughs? Might as well go home and play around with the wife and kids.

HE WRITES GOOD

Any day now, Gordon Sinclair will invite me out to his house to look at his books—of which he has a complete set.

SILENCE IS GOLDEN

I am contemplating joining an old-established club whose main claim to fame is that none of the members know one another.

AUDREY STUFF

Then there's the gal who was so dumb, she was a strong believer in coffee breaks because they helped keep her co-workers awake all day.

JUST CAN'T LOSE

The publicity man never worried about the order in which he listed his stars in his advertising, because "those who matter don't mind and those who mind don't matter."

HOMEWARD BOUND

He was tense with excitement over the football game he was watching on TV (in color yet). The score was 14-14 and there was one minute to go, when he walked over and switched off the set, muttering: "Damned if I'm going to get caught in that mob."

HOT NEWS

Gordon Fairweather (PC-Royal) suggested that the name of the defunct CBC program, *This Hour Has Seven Days*, be revived for telecasting of Commons debates.

B FOR BREVITY

We're awarding a special Beaver for the critic who wrote a comprehensive five-word review of a recent TV drama—"Allirk and no play."

THE MELODY LINGERS

There's a touch of whimsy about the background story of the noted news commentator who started his career sweeping his father's stable.

WANTED

Immediate opening for experienced switcher. Contact:

The Production Manager
CKSO Television
Sudbury, Ontario

AVAILABLE

Production man. 7 years experience including sales, announcing, program director, music director. Good music operation preferred. Permanent. Married.
Box A-917
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

AVAILABLE

Newman with eight years experience desires managing director position. Former American Broadcasting Company foreign correspondent. Write:

Box A-916
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

WANTED

Montreal — Professional motion picture film laboratory requires experienced personnel, all categories, printing, developing, sensitometric control, timing, inspection, finishing, supervision, etc. Experienced only apply.
Telephone A. Nalven, 484-1186, for interview appointment.

Our employees know about this ad.

AVAILABLE

Have ten years experience to back up my claim that I can sell your station and help your salesmen sell. Experience covers all phases of broadcasting including major markets.

Bill Konyk
129 Horton Ave. E.
Winnipeg 25, Man.
Phone (204) 222-9440

AVAILABLE

Canadian, some past radio training, employed 20 yrs. publishing, writing, p. r. advt. now seeks creative challenge in religious or education radio. Have unique idea for 'inspirational readings' appealing to mature audience. Age, 42, single, good voice, speak Spanish, French. Relocate.
Box A-919
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

ALL NIGHT PERSONALITY

Outstanding opportunity exists for well qualified all night personality on leading station in major Ontario market. Successful applicant will be an experienced, responsible broadcaster, and will enjoy good pay and complete benefits. Send full details, including recent photograph and audition tape, to:
Box A-915
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

NIGHT ANNOUNCER

CFAM/CHSM, Altona, is looking for a full-time announcer for all-night programming. Applicants should have some radio experience, and some knowledge of classical music is essential. Remuneration commensurate with ability. Send an audition tape, résumé and two personal references to:
Elmer Hildebrand
CFAM/CHSM
P.O. Box 1000
Altona, Manitoba

COPYWRITER WANTED

A major radio and television station in Montreal requires the services of a copywriter, experienced in radio and/or television copywriting. Applicants please send résumé to:

Box A-918
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario
All replies will be held in strictest confidence.



Canadian radio costs less per thousand than U.S.

The Radio Sales Bureau, dedicated to the formidable task of helping Canadian advertisers use Canadian radio with greater effectiveness, has added a new set of data to their basic radio presentation, *Radio Alive*—a reach and cost per thousand comparison between radio in the U.S.A. and Canada.

They have taken four American cities, calculated the performance of the AM radio stations in those markets and then selected four Canadian cities of approximately the same size and determined how many Canadian stations it would take to equal or surpass the performance of the U.S. stations.

As can be seen from the three examples, Canadian radio outperforms U.S. radio by a large margin. In each case a lower number of Canadian stations was needed to provide a greater reach at a lower cost.

Peter Harricks of RSB, who is largely responsible for digging up

this information, recently presented this story to a number of agencies in New York City and reports that it met with extremely favorable reaction. He is currently getting geared up to expose this data to Canadian advertisers and agencies.

MARKET	AM STNS IN MARKET	POPULATION	STATION	AVERAGE PERSONS REACHED PER 1/4 HOUR 6-9 AM MONDAY THROUGH FRIDAY				TOTAL (00)	1 MIN COST	CPM PERSONS
				M (00)	W (00)	T (00)	C (00)			
Portland, Ore.	13	877,000	KEX	83	88	13	1	185	\$ 37.00	
			KGW	34	56	2	1	93	25.00	
			KISN	55	79	48	12	194	34.00	
			KOIN	64	93	8	6	171	35.00	
			KPDQ	7	9	-	-	16	9.00	
			KPOJ	19	22	2	3	46	15.00	
			KRDR	16	21	-	1	38	12.00	
			KWJJ	36	41	1	2	80	14.00	
			KXL	28	32	1	-	61	18.00	
			KAPM	9	7	-	-	16	7.50	
				351	448	75	26	900	\$ 206.50	\$ 2.29
Vancouver, B.C.	9	840,300	'A'	281	286	20	6	583	\$ 48.00	
			'B'	117	117	3	4	241	25.00	
			'C'	92	113	3	-	208	32.00	
				490	516	26	10	1032	\$ 105.00	\$ 1.02

MARKET	AM STNS IN MARKET	POPULATION	STATION	AVERAGE PERSONS REACHED PER 1/4 HOUR 6-9 AM MONDAY THROUGH FRIDAY				TOTAL (00)	1 MIN COST	CPM PERSONS
				M (00)	W (00)	T (00)	C (00)			
Albuquerque, N.M.	10	306,800	KABQ	13	20	3	7	43	\$ 14.00	
			KARA	3	5	1	2	11	5.50	
			KDEF	7	6	1	5	19	7.00	
			KGGM	19	25	3	4	51	12.40	
			KLOS	2	5	4	-	11	6.30	
			KOB	42	38	6	6	92	25.00	
			KQEO	27	43	32	9	111	22.00	
			KRZY	19	19	2	4	44	10.00	
				132	161	52	37	382	\$ 102.20	\$ 2.68
Calgary, Alta.	5	311,700	'A'	81	109	40	7	237	\$ 30.00	
			'B'	52	87	10	15	164	30.00	
				133	196	50	22	401	60.00	\$ 1.50

MARKET	AM STNS IN MARKET	POPULATION	STATION	AVERAGE PERSONS REACHED PER 1/4 HOUR 6-9 AM MONDAY THROUGH FRIDAY				TOTAL (00)	1 MIN COST	CPM PERSONS
				M (00)	W (00)	T (00)	C (00)			
Cleveland, Ohio	8	2,041,800	WABQ	11	23	6	5	45	\$ 17.85	
			WERE	55	89	2	2	148	35.00	
			WGAR	82	106	-	-	188	65.00	
			WHK	100	162	56	24	342	65.00	
			WIXY	37	38	3	2	80	30.00	
			WJMO	37	95	11	10	153	20.00	
			WJW	168	175	14	5	362	50.00	
			WKYC	110	164	62	13	349	65.00	
				600	652	154	61	1667	\$ 347.85	\$ 2.09
Toronto, Ont.	7	2,020,600	'A'	639	859	48	21	1567	\$ 95.00	
			'B'	338	476	279	109	1202	75.00	
				977	1335	327	130	2769	\$ 170.00	\$ 0.61

SIGHT & SOUND

continued from page 3

The union spokesman says the strike would not affect theatrical pictures, or television entertainment films.

A contract covering the 17,000 members of the Screen Actors Guild is being negotiated in New York.

■ ■ ■ The BBM Bureau of Measurement board of directors meeting in Toronto last week recommended for approval proposed new rate increases for BBM radio and television audience reports.

All members are being asked to vote on the recommendation and a special general meeting will be held December 1 in the King Cole Room of the Park Plaza Hotel in Toronto to decide the outcome.

The rate increases, if approved, will be as follows:

All television stations will face an average hike of 26 per cent.

All radio stations, except those reported once a year, will pay an average of 25 per cent more. The once a year stations can look forward to a reduction of 23 per cent.

Advertising agencies' fees will be increased 49 per cent, while advertisers' fees will go up by 13 per cent.

Current BBM membership is just short of 500, although Bill Byram, BBM's president, expects to hit that mark by the December 1 meeting.

■ ■ ■ CBC production employees will vote November 23-24 to decide whether they will be represented by the Canadian Union of Public Employees or remain with the International Alliance of Theatrical Stage Employees.

The Canada Labor Relations Board ordered the vote after a majority of production employees signed CUPE membership application cards. Some 1,200 of the 1,584 production employees involved are in Toronto and Montreal.

■ ■ ■ The efforts of Maclean-Hunter Publishing Co. Ltd. to dispose of control of CJCH-TV Halifax and take over the reins at CFCN-TV Calgary culminated last month with the BBG's recommendation for approval in both instances, following their Winnipeg hearings.

CJCH Ltd., licensee of CJCH-TV Halifax, CJCH-TV-1 Canning, CJCH-TV-2 Bayview and CJCH-TV-3 Amherst, was given permission to transfer 504 shares of capital stock in CTV Atlantic Ltd., the majority shareholder in CJCH-TV.

In effect, Maclean-Hunter has relinquished its controlling interest in CJCH-TV (through CTV Atlantic Ltd.) to Spence Caldwell, Finlay MacDonald and others.

CFCN Television Ltd. of Calgary, licensee of CFCN-TV Calgary and rebroadcasting stations at Drumheller, Banff and Brooks, Alta., will be allowed to

transfer 64,312 common shares of capital stock in the company to Maclean-Hunter, giving the publishing company control of the station.

Back of this announcement was the BBG's approval of the sale of the CTV Network to its affiliated stations early this year.

This sale went through on the understanding that the Board would reject any future applications for transfer of ownership or control, which would result in one interest holding shares in more than one network station.

Because of its interest in the Halifax station, Maclean-Hunter's application was denied.

Now, disposal of its Halifax holding has enabled M-H to qualify under the regulation for ownership of the Calgary station.

BBG recommendations are subject to ratification by the Transport Department, which is usually automatic.

■ ■ ■ A series of 365 featurettes, of 60-90 seconds duration—one for each day in 1967, is available from the CAB Program Exchange on a sponsorship or sustaining basis.

Titled *Calendar Canada*, the featurettes are being written for the CAB by Hugh Bremner, news editor of CFPL London, Ont., and an experienced author and world traveller.

The CAB hopes members will program the featurettes, one each day in 1967, as a Centennial project, and is making them available for as little as 25 cents per episode.

Scripts will be delivered in monthly batches, with the January 1967 group already in circulation. The CAB recommends they be read by well-known station personalities in each area.

Bremner has compiled the scripts, based on major historical events that took place on the same day as the air date of the programs. For instance, the January 15 script deals with Lord Durham, who consented to come to Canada and write his famous report on January 15, 1838; the January 21 episode describes the sailing of Canadian troops for the Boer War from Halifax, January 21, 1900.

The CAB describes *Calendar Canada* as a capsule review of important events in history which led to Confederation and Canada's 100th birthday. It says listeners will learn about Canadian history and relive the perils and hardships faced by our forefathers in building a great nation.

■ ■ ■ The social hours between 5:00 and 8:00 pm were taken over by French language radio in Toronto on November 9.

At the Royal York, CKVL Verdun was celebrating their 20th anniversary. On hand to greet agencies, advertisers and the trade press were Jack and Judah Tietelman, Corey Thompson, Marcel Provost, Jack Selinger, Andy McDermott and other station staffers.

Uptown at the Westbury, CJMS Montreal treated hundreds of guests to an *Evening Under Montreal Skies*—their way of saying thanks to the advertising people for all the business. Ray Crépault and Rocky Demers from CJMS were on hand along with all the Stephens & Towndraw people.

■ ■ ■ Lego Building Toys, recommended by the Canadian Toy Testing Council for its durability and imaginative uses, is getting an added Christmas boost this year.

E. A. Westendorp, director of marketing for Samsonite of Canada, Limited—producers of Lego—said 19 major TV stations across Canada are carrying specially prepared 60-second commercials, featuring Lego's new gear and motion sets, and expected to make over 15,000,000 impressions between November 14 and the day before Christmas.

Participating stations are: CFTM-TV and CFCF-TV Montreal; KVOS-TV Vancouver; CHRE-TV Regina; CHAB-TV Moose Jaw; CFCN-TV Calgary; CJCH-TV Halifax; CKCW-TV Moncton; CFCM-TV Quebec; CFRN-TV Edmonton; CJAY-TV Winnipeg; CHSJ-TV Saint John, N.B.; CJON-TV St. John's, Nfld.; CFTO-TV Toronto; CHCH-TV Hamilton; CKCO-TV Kitchener; CJOH-TV Ottawa; CFPL-TV London; CKLW-TV Windsor.

■ ■ ■ Four new part-time members and a new Senior Counsel were appointed to the Board of Broadcast Governors, before the opening of the Ottawa hearings, October 24.

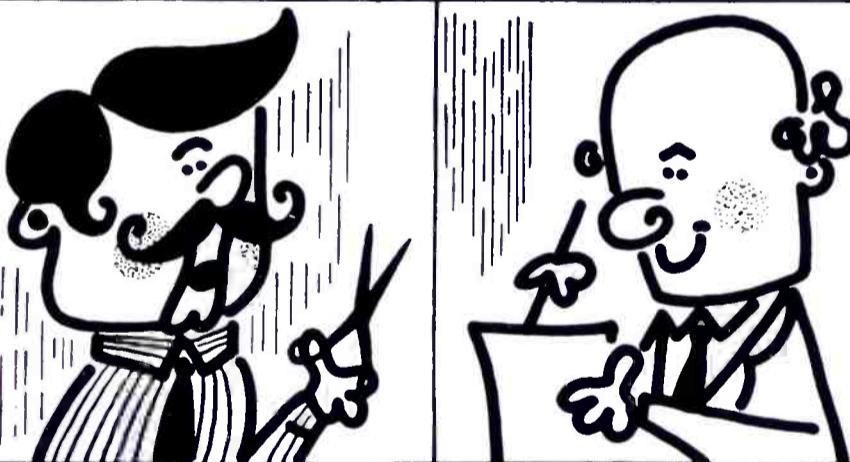
The new members serving three-year terms are: Dr. Gordon Waddell Thomas of St. Anthony, Nfld.; Major Reid of Souris, PEI; Edouardina Dupont of Trois Rivières, PQ, and Professor Guy Rocher of Montreal.

Melville M. Goldberg was named Senior Counsel. He graduated with honors from the University of Toronto, in Political Science in 1948; was admitted to the Bar in 1951 and is currently pursuing an MA at Carleton University, Ottawa. He is a director of the Theatre Foundation of Ottawa.

Dr. Thomas, a 48 year old surgeon from Toronto, was educated at McGill, Montreal. Mr. Reid, a farmer, educated at Prince of Wales College, Charlottetown, is 44. Miss Dupont is a past president of the Quebec branch of the Canadian Federation of Business and Professional Women's Clubs. Professor Rocher is a graduate of Montreal, Laval and Harvard Universities. He served on the Quebec Royal Commission on Education and teaches sociology at the University of Montreal.

The appointments bring to 15 the total membership of the BBG. The three full-time members are Dr. Andrew Stewart, chairman; Pierre Juneau, vice-chairman; and David Sim, former deputy minister of Customs and Excise. Juneau and Sim were appointed earlier this year (*Broadcaster*, April 7).

If your brother is a



Barber or a Clinical Psychologist, tell him about SASKATOON.

Saskatoon is just about the fastest-growing place in Canada. But not all the newcomers are engineers and scientists for the potash and chemical booms. People for every trade, profession and business are needed to make a bigger, better Saskatoon.

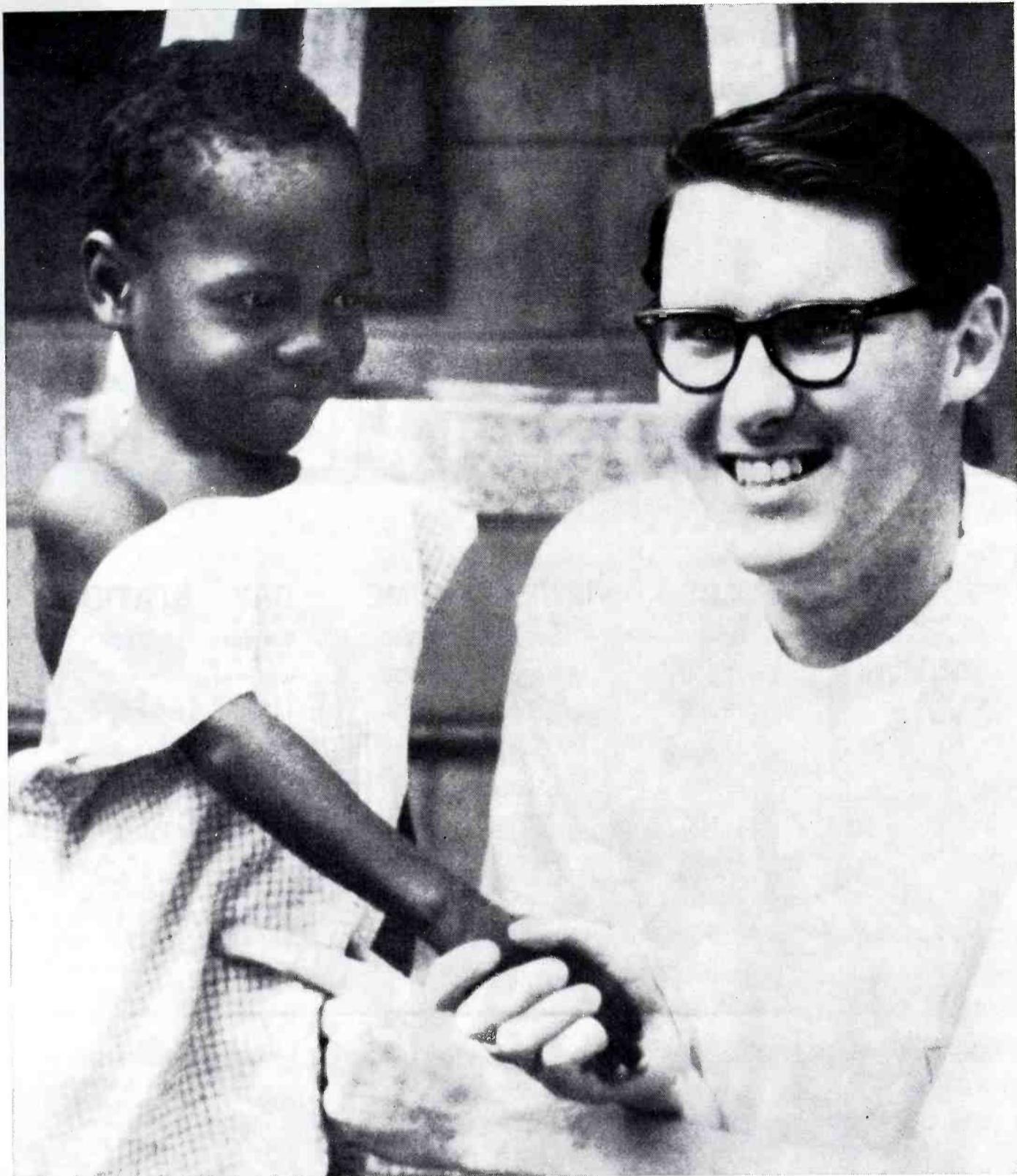
These new people have two things in common with the old-timers:

1. High pay
2. Preference for the sound of CFQC.

Every day there's better business for advertisers on the most popular (by far!) station in Saskatoon and for hundreds of miles around.



How do you say \$250,000 worth of "Thank you?"



Dr. Alex McMahon, a CUSO volunteer, claims he learns more than he teaches.

You can't, of course. No one has yet figured out how to measure thanks in dollars. But here's why we'd like to. CUSO (Canadian University Service Overseas—private, non-profit, enthusiastic) organized a spring recruitment drive to enlist young people interested in working for the underprivileged people of the world. Information was provided to broadcasters all across Canada. Altogether, they donated about \$250,000 of their air-time to this project. And the drive was a resounding success. So how do we say "Thank you"? Or do we just refer you to the more than 35 developing nations—in Africa, South America, all over the world—who are benefitting? Now there's a brand new campaign starting. (You'll be receiving materials shortly.) And maybe, perversely, that's the best thanks we can offer.
Over to you.



CUSO

The Canadian Peace Corps



CFCM-TV

quebec city has



20/20 FRENCH VIEWING

**THE TOP
20 SHOWS***

	HOUSEHOLDS	VIEWERS	TIME	DAY	STATION	THAT OTHER TV STATION
1	CINEMA KRAFT	80,100	247,100	8.45	thursday	CFCM
2	REAL GIGUERE ILLIMITEE	79,900	226,100	9.30	wednesday	"
3	LE SAINT	78,200	250,600	8.30	wednesday	"
4	MA SORCIERE BIEN-AIMEE	77,600	255,500	8.45	monday	"
5	PERRY MASON	75,300	235,500	9.30	sunday	"
6	GAG A GOGO	74,600	218,500	9.30	monday	"
7	LE VIRGINIEN	73,100	232,500	8.00	tuesday	"
8	EN PREMIERE	71,800	216,700	8.00	friday	"
9	GRAND PRIX MUSICAL B.A.	70,900	213,300	9.00	monday	"
10	INVITATION	70,100	199,000	7.30	wednesday	"
11	TELE QUEBEC	69,100	215,900	6.00	thursday	"
12	HISTOIRE D'UNE ETOILE	68,500	222,100	8.30	tuesday	"
13	A LA BRUNANTE	68,000	209,100	9.15	saturday	"
14	COMMENT POURQUOI?	68,000	218,400	8.00	saturday	"
15	SUR DEMANDE	67,200	205,400	7.00	thursday	"
16	TELE QUEBEC	66,100	202,800	6.00	wednesday	"
17	ESCOUADE CRIMINELLE	65,500	208,200	8.15	monday	"
18	JEUNESSE D'AUJOURD'HUI	65,200	215,400	7.45	saturday	"
19	JOEL DENIS	64,700	217,100	8.30	sunday	"
20	CINE SPECTACLE	63,000	217,200	8.15	sunday	"

QUEBEC'S ANNUAL PURCHASING POWER IS OVER **\$915,758,000.**

SALES REPRESENTATIVES :

CFCM-TV - Announcements only:

CFCM-TV - Programs only:

CFCM-TV - Programs and announcements:

Hardy Radio & Television Ltd.

TORONTO MONTREAL WINNIPEG

Paul L'Anglais Inc.

TORONTO MONTREAL

Forjoe-TV Inc. - Stephens & Towndrow

NEW YORK VANCOUVER

*NIELSEN AUGUST 1966