

Part of the post-war growth of Montreal, the largest city in Canada is the television production record at the CBC. CBC is now the second largest producer of television programs in the world, after New York, and the world's largest producer of French television programs. Photograph is by Studio Lausanne, Montreal.

Canadian
BROADCASTER

NOW IN OUR TWENTY SECOND YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

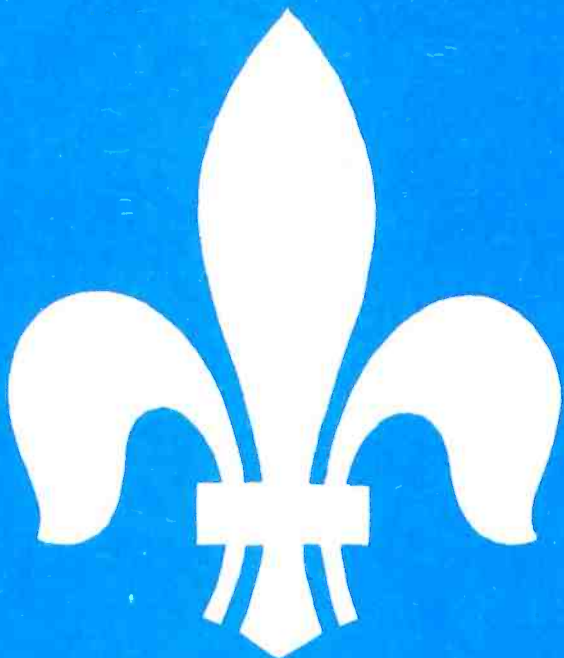
Vol. 22, No. 21

TORONTO

November 7th., 1963

● **INSIDE FRENCH CANADA**

NOUS SOMMES FIERS



RADIO

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

TELEVISION

CKRS-TV	Jonquière, P.Q.	CFM-TV	Québec, P.Q.
CKBL-TV	Matane, P.Q.	CKRN-TV	Rouyn, P.Q.
CFTM-TV	Montréal, P.Q.	CJPM-TV	Chicoutimi, P.Q.
	CKTM-TV	Trois-Rivières, P.Q.	

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

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

AUX délégués de l'ACRTF:

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

L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

CBC WILL SWAP WITH FRANCE

AN AGREEMENT has been signed between the Canadian Broadcasting Corporation and Radiodiffusion-Télévision Française in France under which the two organizations will exchange five TV programs and will co-produce other telefilms.

The CBC was the first to benefit by the agreement as the CBC-TV French network programmed an RTF production of *Cyrano de Bergerac* last month to mark the occasion of the Exposition Française de Montréal.

Four more RTF programs will appear on the CBC French TV network during 1964, and five Canadian productions will be shown on RTF in France.

The agreement to co-produce telefilms calls for a series of 13 half hour films on the United States, and both networks will produce programs depicting the national life of the two countries.

The exchange and co-production is the outcome of talks held in Montreal last June between Marcel Oumet, CBC general manager of French network broadcasting, and Robert Bordaz, director-general of RTF-

Bilingual Variety

THE CBC ENGLISH AND FRENCH television networks will co-produce four bilingual variety shows to be seen simultaneously on both networks this season.

The hour-long shows will feature both English-speaking and French-speaking performers and production will be shared by program and technical staffs of the two networks.

The first program, scheduled for mid-month, is called *A Show of Two Cities, Deux villes se rencontrent*, and is being produced by Don Hudson of CBC Toronto with Roger Fournier of CBC Montreal.



HALF MILLION SEE RADIO AT WORK

MORE THAN 500,000 VISITORS to Quebec City's best-attended Provincial Exhibition saw radio as it happened through the special glass-enclosed operating studios of CJLR, Quebec City.

The station was complete in every detail. More than 500 guests were interviewed on the air, each receiving samples of products from sponsors—Allen's Fruit Drinks, Brodie Flour, Coorsh Meats, Majestic Soap, Matinee Cigarettes, Paragon Sales, and Citadel Glass

plus a free ticket on a \$33,000.00 home raffle. Youngsters got balloons and flags, and housewives "J'ai Écouté CJLR" shopping bags.

CJLR's next promotion goal is ice studios for the Quebec Winter Carnival Jan. 22 to Feb. 11.

As build-up for this project, Jacques LaRoche, CJLR's president, just visited Toronto for a special French Canadian dinner to 45 senior executives of Canadian companies held at Les Cavaliers Restaurant.

Alimony: disinterest, compounded annually

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

The *trend* is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

MORE THAN 98%
OF THE PEOPLE IN
QUEBEC CITY LOOK
AT TELEVISION ...
ALL LOOK AT TELE 4

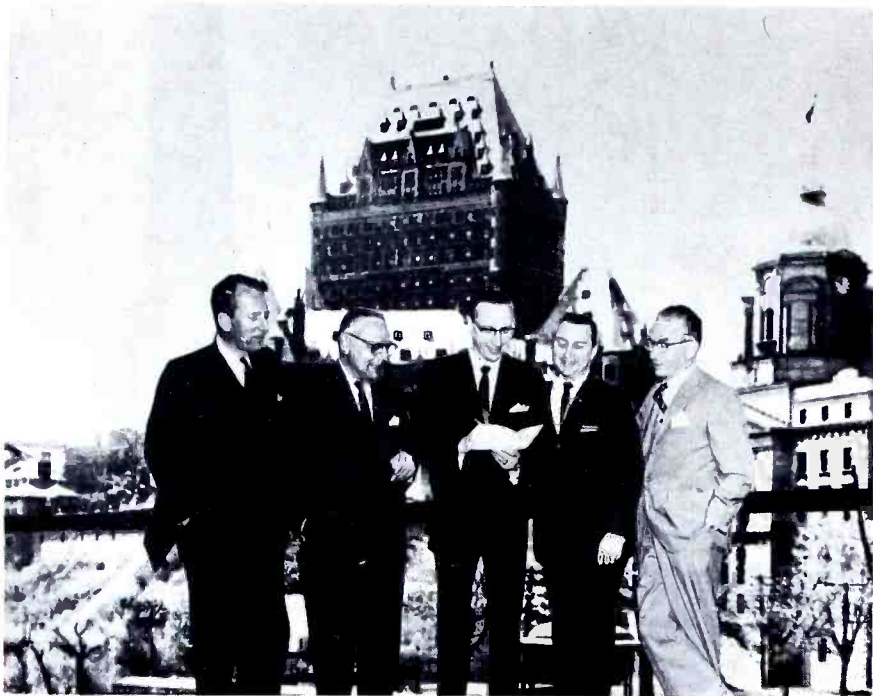
CFCM-TV/FRENCH



Télévision de Québec (Canada) Ltée

Representative HARDY RADIO & TELEVISION LTD. - Montreal & Toronto,
Scharf Broadcast Sales - Vancouver, Weed Television - U.S.A.

PREMIER LESAGE WILL ADDRESS FRENCH BROADCASTERS



- * Program Exchange
- * Benefits of Advertising
- * The French Market

Premier Jean LeSage is scheduled to address the convention, at their annual dinner.

One major attendance prize being offered is a holiday in Rome for two people.

In the photograph, ACRTF directors are seen at their final meet-

ing before the convention is called to order.

From left to right, they are Raymond Crépeault, C JMS, Montreal, ACRTF director; Aurèle Pelletier, CHRC, Quebec City, vice-president; Henri Audet, CKTM-TV, Trois Rivières, ACRTF president; Marcel LeBoeuf, C K C V, Quebec City, secretary-treasurer; Paul L'Anglais, Paul L'Anglais Inc., Montreal, also an ACRTF director.

THE FRENCH-LANGUAGE broadcasters will storm the ancient citadel of Québec for the tenth annual convention of l'association canadienne de la radio et de la télévision de langue française at the Château Frontenac November 17-20.

Known familiarly as the "French CAB", the ACRTF has chosen as the theme for this convention "Ra-

dio and Television in Today's Society".

Among topics to be discussed are:

- * Bilingualism and Biculturalism
- * Radio Sales (RSB)
- * Television Sales (TVB)
- * School Broadcasting

'CF's Romper Room Goes French

A DEFINITELY GALLIC FLAVOR was predominant in the songs-games- and-stories format of CFCF TV, Montreal's *Romper Room* during the weeks of October 14 and 21... as this pre-schoolers' special swung into a fortnight of bilingualism.

The reason for *Romper Room's* French flair was the presence of two guests—4½ year old Denise Duquette and 5 year old Daniel St-Cyr, both of Montreal. The youngsters neither speak nor understand English, and for this period, Miss Ellen, Channel 12's *Romper Room* teacher, led activities and directed her young charges in both English and French.

The idea to invite French-speaking youngsters to the program came from "our fantastic mail from French homes," reports Miss Ellen. "Many mothers write that they, as well as their children, have learned to understand English better by watching our show. We certainly hope the reverse will be true."

One of the mothers of Miss Ellen's two guests has summed up the general feeling. Writing to Miss Ellen about her child's appearance on the program, she said: "It should be a lot of fun for your French-speaking admirers and listeners...and, besides, both groups should benefit from this innovation."



JACK T.J. FENETY, joined station in 1945 following five years service in Canadian Army. Starting as announcer, rose to present position of Station Manager and Vice-President of Radio Atlantic Ltd. Widely known as an air personality, has been a feature newscaster for 18 years. Active in community affairs and in broadcasting generally. Is Director for Atlantic Region on C.A.B. Board and a Past President of Atlantic Association of Broadcasters.

Jack Fenety of CFNB, Fredericton, N.B. says:

"...penetrating - accurate - fast and factual..."

"The 'responsible broadcaster' is aware of the responsibility that is his in presenting the news of the day. He is aware of the facts. He is constantly seeking the kind of reporting and news writing that best present to his listeners the facts in and behind the news.

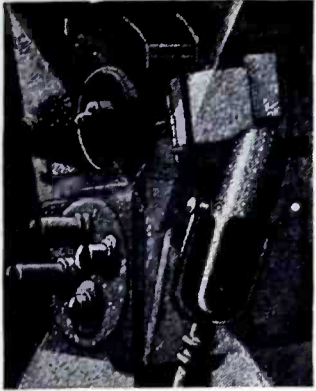
"It not being possible to have correspondents around the world, he must select a news service which fulfills most, if not all, of the standards he seeks. Such a service is United Press International - World wide in scope - penetrating - accurate - fast and factual. Here is an ideal news service for even the most discriminating of 'responsible broadcasters'."

JACK T.H. FENETY,
Manager,
RADIO ATLANTIC
CFNB, FREDERICTON, N.B.

UNITED PRESS INTERNATIONAL

575 University Street, Montreal, Phone 866-9357





CANADIAN BROADCASTER

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

Published twice a month by
R. G. LEWIS & COMPANY, LTD.,
 3rd Floor, 219 Bay St. - Toronto 1
 EMpire 3-5075

25¢ a copy
 (Directory Issues, \$1.00)
 \$5.00 a Year
 \$10.00 for Three Years

November 7th, 1963. Vol. 22, No. 21

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 Production Dept. **BRIAN McDOUGALL**
 Advertising Dept. **HUGH B. FIDDAMAN**
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DORWIN BAIRD - - - - - Vancouver
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Typography and Make-up by
 Canadian Broadcaster

Lithographed by
 Bickerton Litho

Editorial

Canadian Business Is a Two-Way Street

This is the issue we dedicate each year to French-language broadcasters.

Called "Inside French Canada", we assemble articles and information, designed to help national advertisers make more profitable use of French-language radio and television stations in promoting the sale of their goods and services.

People who live in the parts of Canada where French is spoken differ in considerable degree from their fellow-citizens in English-speaking Canada, and this is as it should be. However, we believe it to be to the mutual advantage of both that such information about the scheme of living of French-Canadians be interpreted to those who might more profitably exploit their own businesses in Quebec and other French-speaking areas, given more knowledge of the way these potential customers live and think.

It has frequently been said, and we sincerely agree, that French-Canadians are reasonable in their demands that people who are attempting to sell them some sort of a bill of goods should address them in the buyer's language. And this does not just mean in the French tongue. It means that these English-speaking merchants and salesmen not only owe it to the French to *speak* French. Of even greater importance is a duty to *understand* French people and their philosophies.

At the present time there is a distinct movement in this direction on the part of English-speaking business people, and this is encouraging to those who have been advocating such a trend through the years. But there is another point.

There are two sides to every question.

While it is a simple matter of good manners for people with something to sell in French-Canada both to speak and think in

French, by the same token, it is also reasonable for English-speaking people to be approached by French-speaking people, who also understand the language and the thought processes of the people they are trying to sell.

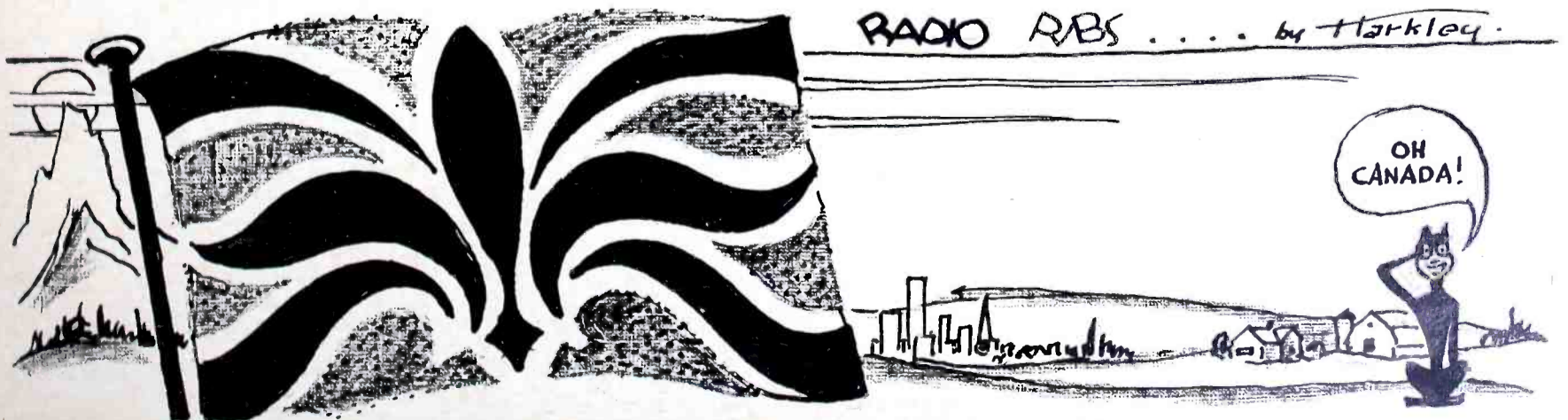
Concerned as we are with the question of French-language broadcasters trying to interest advertisers from the rest of Canada in using their stations, one of the vital needs, and one which is terribly neglected—is for stations and their sales representatives to have market information available which will enable prospective buyers first to see the advantage of advertising in Quebec City, Rimouski and St Georges de Beauce and, second, to enable them to use this advertising with the best possible effect.

In Canadian advertising, there has always been a dearth of market facts and figures and other information supplied to advertisers by stations. The need is even great between English-speaking stations and English-speaking advertisers. But how much greater is this need when there is a language barrier to surmount?



Whether in ordinary life or in the world of business, Canada is a dual-language country. It is neither an English-language country, nor a French. It is English *and* French. And this dual character must be maintained if Canada is to continue.

While it is highly desirable that as many Canadians as possible speak both languages—not only for the good of the country but for themselves as well—it is far more important that an understanding between Canada's two components be nurtured and fostered, so that both in personal relationships and in business too, English-speaking and French-speaking Canadians gain a mutual knowledge, understanding and respect.



CANADA IS HEADING FOR A GREAT AWAKENING

by BEN HOLDSWORTH

THE NEWS during the past year has been enlivened at frequent intervals by fiery speeches, demonstrations and violence in Quebec. Apart from the extremist uproar, however, it is plain that much is stirring in French Canada.

Not only have we seen significant evidence of a fundamental change in the position of Quebec (and other French-speaking parts of the country), we have seen an awakening awareness of the problems of change in our country.

The public press has recently carried announcements of the forthcoming Royal Commission on Bilingualism and Biculturalism. Briefs and submissions are invited from interested parties.

Since one important aspect of the relationships between English- and French-speaking Canada is in communications, we interviewed a cross-section of Canadians engaged in the communications industry—advertising, marketing, public relations and industrial relations. We asked for views, not for formal briefs, although it is possible that some of the individuals would like to go further with this broad subject.

Individual comments ranged all the way from the cynical to the deeply disturbed. Some of the views are reproduced herewith. A few of the more notable phrases which cropped up included: "The French have no reason to bellyache about lack of opportunity in industry—they haven't tried hard enough, haven't educated themselves thoroughly enough."

"If we in the rest of Canada had to contend with the ingrown, provincial outlook of English-speaking Quebecers, we'd be separatists too."

"I think the broadcasting industry and the press have a long way to go in both languages; I cringe at the pronunciation of so many newscasters, for example...we could start right there, in aiding biculturalism and bilingualism...on both sides..."

"I believe it is really a national, multi-cultural question, not just French and English..."

All of the following statements were made by persons qualified to express thoughtful opinions on "biculturalism", and its concomitant "isms", since each has lived and worked in both French- and English-Canada. Some are of so-called Anglo-Saxon (meaning non-French) stock. Some are of French birth or extraction. Most are bilingual, or in several cases multilingual, and all have reasons to be proud of being Canadians-cum-Canadiens.

■■■

Let us look at the opinions:

Mr. L—Toronto-born, bilingual, professionally trained as an economist,

now in public relations, management consulting, with a firm having branches in five cities:

"I was introduced to Quebec and French-speaking Canadians by the early stages of Les Visites Inter-provinciales. My oldest son is now back from his first summer of the same exposure. He and I agree that this is a very rich, important experience in our lives. Can this be done on a much wider basis?"

"I have no doubt that an interchange of trainees in industry (especially our industry of communications) for a four-month period or longer would be important not only to the development of the individuals, but of the firms and industries which have such a stake in our land and its future.

"What about an exchange-apprentice scheme by the advertising agencies, the clients, the research firms, the PR people? And how about those nomadic broadcasting people who have not really been nomads? Let's get more of our communications professionals more aware of the entire country...of Canada as a whole."

■■■

Mr. R—Montreal-born, multilingual, now in television in Ontario as an agency executive, widely travelled across the country:

"My mother was French, my father Montreal Irish. How mixed up can you get in one family? Well, I think the fact that my grandmother was Polish, and a bit of Eastern Townships English crept in somewhere, made a great difference in my views on many things.

"Y'know, the strength of Canada is its continuity of tradition. We have to remember that it is only in recent times that a truly national system of news and communications has been possible. I think it's up to us in that industry—the national dissemination of news about products and services and people and ideas—to take a broader look at this thing.

"I know the St. Henri district in Montreal, and I know St. Boniface in Winnipeg, and all the other pockets of mixed-up nationalities in this mixed-up country. And I've seen places like Ilamtramck and the Tenderloin across the border—they've been through it too. How has the United States gone along this road? I know they've had a lot of problems, and still have. They've had a great mixing-up of peoples.

"Shouldn't we try to learn from their experience? What about a lot more exposure on TV of the many language groups which make up Canada? What about advertisers using more Canadian names and models with backgrounds from other lands?"

The Icelandic people of Winnipeg have done a lot for our country, as have the Ukrainians and the Greek people. Why the concentration on British and French types in commercials? I simply don't think it is a matter of two people, French and English, who've fallen out..."

■■■

Mr. D—Quebec-born, multilingual, traveled in many countries, now advertising agency executive:

"My own feeling is that we have a problem of regionalism. It's not just French and English: it's West and East. It's Maritimes versus 'Upper Canada'.

"Perhaps the most important problem is the B.C. and Newfie feeling—both isolated provinces in many ways. They've both shown their feelings recently in power-development ideas independently of the country... We need a strong pulling together East-to-West, all provinces and territories against a much too powerful pull from south of the border in too many matters.

"I think the most dramatic thing we could do would be to make the Northwest Territories real provinces—and give them the kind of communications we have here. Alaska didn't belong as a State of the U.S. any more than our own Northern regions.

"And this business of travel. Why go to Europe or the Caribbean? Let's get our advertising people awake: the style boys are all going to Italy, or Trinidad, or someplace. It's in the smart magazines, on our commercials, in the news coverage. Our automotive guys have not used Canadian scenes as much as they could. I don't say that a shot of a gal in a Canadian-made sweater taken at a smart Montreal or Vancouver hotel is bad—I just say there's more to our country, and it's more photogenic than some of the studio stuff.

"Isn't there some way that we can get the vision and the subsidies in money that we need for a really Canadian approach to advertising and broadcasting?"

■■■

Mr. M—Ottawa Valley-born, bilingual, former agency executive, now representative of media in both English-speaking and French-speaking Canada:

"I have a feeling that we have let down the whole industry by not getting together. What I mean is that all of the media and media rep. houses who operate in each of the major advertising centres have not served the country at large. We've been so competitive, we've forgotten to sell and—more important by far—promote full interest in, and understanding of each market, each region, each peoples.

"My suggestion is that we have

a pooling of information resources in each of the major advertising centres. It's hard, for example, for the smaller advertisers and agencies in Toronto to get a really up-to-date and objective source of facts on other regions outside Ontario, including not only French-speaking Canada (which is more than the Quebec market by a long shot), but all other marketing regions. I assume that the BIG advertisers and the BIG agencies know everything about everything; but occasionally they might want some fast information, too!

"I suggest an all-media pool, which might be fairly joined by the research and government people too, to set up a central information service about national marketing in each of the major centres, starting with Toronto and Montreal. Do you suppose it might be difficult? I don't get any feeling of opposition, if somebody would start it."

■■■

Mr. R—Montreal-area man by birth and education, bilingual, of both French- and English-speaking extraction, now advertising agency executive in Toronto:

"I think we've got to look at the field-work side of our business a lot more than we have in the past. We get so involved—maybe it's better described as hidden and protected—in meetings, committees, discussions at home office. We forget to get out and learn from the people, the district salesmen, the retailers, the media men on the spot, to say nothing of the consumers of the products we sell... It's about time we in our industry—both English- and French-speaking, Eastern and Western, and so forth—got out to see the markets of our land.

"Especially I want to see the creative people in the industry, writers, artists, promotion-types, merchandising juniors, photographers—in all phases of marketing, newspapering, broadcasting, manufacturing, agencies, PR—get to the land and the people.

"How often it is the account man who travels to Montreal and Vancouver (and sees nothing of the market, really), but the creative man and the media buyer left behind in the four walls of the office...It's wrong!"

■■■

Mr. S—born in Quebec province, bilingual, of both English and French stocks; general manager of a division of a very large Canadian company; has spent time in company's other international divisions; now based near Toronto:

"When I was first told I would move to Toronto, I objected. I wanted my family to grow up in Quebec, and to travel not only to other parts of Canada, but to the U.S. and to other lands.

"let's see more of our people . . ."

"Now that I am here, I've decided that their education, like mine, has been broadened a great deal by coming away from Quebec... We are, however, not certain that we're learning much about Canada, just Ontario. Now I am convinced that we must overcome this in-looking regionalism.

"We are now seeing, after a family vacation trip to the West Coast, that we, in both Ontario and Quebec, must look at much broader horizons—as we found it, we believe that our friends in Calgary and Vancouver, and elsewhere; must learn to look to the whole of Canada. Our provincialism is out-of-date...in today's world...and we must all have a sharp look to our 'front door-step attitudes'.

"What can we all do in industry? Move more people around, in sensible ways; expose our people to others of all kinds, in all places which are Canadian.

"My company is going to do this on an accelerated scale, after my own experience, I can tell you. We're taking a long look at the whole management training program...it must become a national program, not only of recruitment, but of training as well. I commend this view to others in management, especially in Quebec and Ontario!"

■■■

Mr. H—sales executive, bilingual;

married to French-speaking lady (a writer); schooled in both English- and French-speaking Canada:

"My wife and I believe that if the Quebec separatists become serious—and they are not a serious group at this time—we will join them in declaring a new country. But we make this statement only to wake up our friends!

"As you know, we have tried to sell a lot of our friends and business associates on the All-Canadian idea, as others have, too. We don't mean the sloppy, or the sensational attention-getting approaches—both of which are extremes. We should be much more concerned than we are about the influence from the U.S. sources—and we are not being superficially funny when we say that there may be a greater danger to Confederation from the U.S. attractions to our communications industry in most parts of the country, than the dangers of a breakaway by Quebec (which is basically anti-U.S., I think), or of a split of British Columbia or Newfoundland away from a strong Confederation. Both these regions, as you know, still bargain as independent units.

"We believe that the attractions in other directions require much profound thought on the part of the people who can do something about it. This is not the politicians, really, but the advertising. PR, market-

continued on page 8

DON'T FORGET!

CHFA

There are

"Canadiens

Français"

in Alberta, too!

And they own

their own

station:

CHFA



680 Kcs — 5,000 Watts. Edmonton, Alta.

REPRESENTATIVES:

Hardy Radio & TV, 2 Carlton St., Toronto.
1500 Stanley St., Montreal

Radio-Television Representatives Ltd.
1131 Richards St., Vancouver

Broadcast Representatives, 318 Alpine Bldg., Calgary.
211 Dayton Bldg., Winnipeg.

Devney-O'Connell, 535 Fifth Ave., New York.
185 North Wabash Ave., Chicago.

NOW IN VICTORIA

**QUALITY
MUSIC**

C-FAX



CLARE COPELAND

May 1963 — Clare Copeland appointed General Manager, 14 years All-Canada Radio and Television. June 1963 — Charles R. Smith, Engineering Consultant, 33 years in Broadcasting, chiefly with All-Canada. July 1963 — J.W. "Bill" Hustler, 9 years Radio and Television, appointed



CHARLES R. SMITH



J.W. "BILL" HUSTLER

General Sales Manager, Sept. 1963 — Hugh A. Curtis, 14 years Production, Sales and Sales Management at Radio CJVI, Victoria, appointed Regional Sales Manager. Sept. 1963 — change of ownership approved. Quality Music — Two commercials per quarter hour — Call Air-Time Sales, Toronto and Montreal, and Scharf Broadcast Sales, Vancouver.



HUGH A. CURTIS

... spending some real time in Quebec."

continued from page 7

ing, communications people who are supposed to be professionals in this.

"I'd like, seriously, to see a small, well-selected group of the real 'pros' get down to the bare facts about Canada, off the record



**INSTANT
COMMERCIALS**
**INSTANT
ANIMATION**

Une "Bananza"
stations canadiennes-
françaises

and with jackets and garters off...if you see what I mean...but somebody has to start it.

"I went, as others did, to a series of a similar nature, meetings sponsored by the government, with PR and manager people, concerned with Canada's image abroad, the whole export of Canada idea. Let's do it for ourselves. But not under any government auspices.

"Under whose? Maybe the media groups, all by their naked selves. Are they strong enough to visualize this? I don't know...but nobody is better qualified, in my belief...certainly not the manufacturing interests, or labor, or agriculture, or governments..."

Mr. J—born in Montreal, educated in Toronto, bilingual, assistant chief of economics and research division of a large Canadian bank:

"ACTION STATIONS!"

CFCN
RADIO/TV
CALGARY

CFAC
CALGARY

RADIO
1

FOR
HOUSEWIVES

Contact your
ALL-CANADA man

"Perhaps I should be very cautious, but I strongly urge the people of Quebec to join the present century.

"We hear of the moves of the present Quebec government to take advantage of the resources of the province. My own feeling—and this is anonymous, of course—is that the Province, as such, is too late.

"The vast developments of the basic industries, including power, are already in the hands of persons outside Quebec. Look at the Labrador developments (which our friends in Quebec city think they have accommodated by arranging sales via Quebec Hydro across the province from sources not in the Province such as Hamilton Falls and others). These are economic tomfoolery.

"I think that the people of Quebec have come into this age. The present Government is going at it well, but at a snail's pace, really, in many ways.

"On the other hand, has the rest of Canada helped? Has the rest of Canada even understood? I doubt it. And the reason I advance is this: the rest of our citizens didn't have any real idea of the facts of Quebec—and still don't.

"Let's see more—by the thousands—of our people spending some real time in Quebec. I would especially like to tell my friends in broadcasting and advertising and public relations and journalism that they are doing a disservice to themselves by not coming to Quebec to see for themselves..."

ST-DENIS HEADS FRENCH AGENCY FOR SOUND FRENCH ADVERTISING

THE FORMATION of a new French-Canadian advertising agency in Montreal, Publicité Chanteclair Ltée, has been announced by its president, Gerry St-Denis, as the result of a growing need to get complete autonomy to supply to clients good sound French advertising, entirely in French.

"Approximately 97 per cent of the advertising agency business in Canada is controlled by English-Canadian and United States agencies," St-Denis said, "and it wasn't until 1950 that the concept of even a French department in advertising agencies was born. In that year three French-Canadians, including myself, were elected directors of a large English-speaking agency for the first time. This was the start.

"Chanteclair," he added, "is the only French-Canadian agency to obtain a statute of complete autonomy based on maturity and experience of its personnel to service large corporations."

Chanteclair was incorporated under the company laws of the Province of Quebec September 9, and is a complete agency, essentially French Canadian. It was formed to supply a typical French service in research, market analysis and creative advertising.



Chanteclair is affiliated with a large Canadian agency, The Baker Advertising Agency Limited, and, because of its affiliation, will be serving all Baker clients when French marketing and advertising problems are involved. The same basic principle will apply with Chanteclair clients when English marketing and advertising problems are analysed. The Baker organization will be called upon to solve English problems for Chanteclair French clients.

Chanteclair's two main objectives are to develop the French portion of large advertising accounts, mainly Anglo-Canadian corporations, and to develop French Canadian business originating in the Province of Quebec.

READY TO MEET ENGLISH CANADA HALF WAY

by GERRY St.-DENIS
President, Publicité Chanteclair Ltée.

IMPORTANT CULTURAL and psychological changes are taking place right now in French-Canada and they are certainly prophetic signs of a still deeper revolution. The changes, which are especially notable in the province of Quebec, are prompted by a variety of influences.

Under the pressure of its own vitality and the influence of its environment, old social structures are being shaken. A new order is shaping up and this, of course, raises important readaptation problems.

Among the main structures which are evolving rapidly are:

- * The regular tendency towards urbanization,
- * The radical changes in the educational domain,
- * The rising of a new "élite",
- * The changing relations between the clergy and the laity,
- * The integration of French-Canada into the whole country.

For decades, French-Canadians' craving for reform in many areas was kept bottled up by various pressures. Today the cap is off. The structure of French-Canada is effervescing with new ideas. Here are a few striking examples:

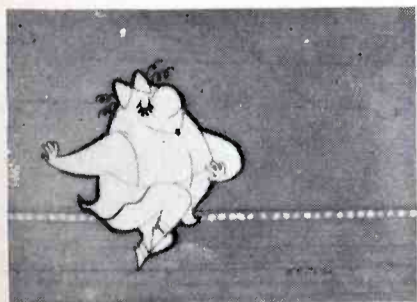
In a Province where socialism was equated with communism a few years ago, an election has been won on a platform of nationalization of private power companies.

A French language group campaigns openly for secular schools. Separatists have their own political party.

In Quebec and Rome, Cardinal Léger is identified with a "progressive element within the Catholic church".

The Red Ensign is trampled under foot in Place Ville Marie.

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**INSTANT
COMMERCIALS**
**INSTANT
ANIMATION**

Versions françaises
de la librairie
entière

French language newspapers reflect increasing popular concern about the "national" destiny of French Canadians.

Only eight years ago, former Prime Minister Louis St-Laurent told a French speaking audience in Quebec: "Gérard Filion, of *Le Devoir*, said a few days ago that the Province of Quebec cannot be a province like others. I, myself, am not of this opinion. I believe that the Province of Quebec can be a province like the others."

The fact that no political leader in Canada today would dare to phrase his thoughts in this way is a measure of the changes that have taken place.

More and more, French-Canada is conscious of its association with the other regions of Canada. French-Canadian society is no more a thing to itself.

It is in the process of integration with the Canadian community. It is willing to make the necessary adaptations providing the citizens of other groups in Canada are willing to do so—this is the old law of give and take.

In the psychological sphere, the French Canadian society has been through an evolution in three phases: passivity turns into personal initiative; sentimentalism into sincere realism; and individualism into a much better developed social sense. The first step was revealed by the development of a powerful co-operative movement, allowed by large industrial, commercial and financial

enterprises, including important insurance companies.

One can retrace the growth of realism in the social and political spheres but particularly in universities and independent organizations. French-Canadians today are banking on realistic and scientific education to produce economists, technicians, engineers and leaders of industry.

Although individualism is deeply rooted in the French Canadian, by tradition and by heritage, he is developing a greater and much sharper social sense, along with the rest of the country.

The new French Canadian is beginning to make an important contri-

bution to the development of the dual identity of the whole country.

Most of the time, what separates English and French-speaking Canadians is the absence of precise information on one another, stupid prejudices based on mutual ignorance and the lack of understanding, unfortunately too general—of the real principals of democracy.

If we want to achieve a better understanding and closer co-operation between the two racial groups in this country, the leaders on both sides have to learn more about the mentality and behavior of the other group. Or, as a French philosopher once said: "Love arises out of knowledge."

THE FRENCH VOICE OF THE OTTAWA VALLEY



HULL OTTAWA

Representatives:

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

ANNOUNCEMENT

CKPR RADIO AND TELEVISION



WILLIAM G. MOYER



BERNARD RILEY



RONALD H. KNIGHT

H. Fraser Dougall, President and General Manager of CKPR Radio and Television, is pleased to announce the following appointments: In his new position of Broadcast Manager CKPR Television and AM-FM Radio, Mr. Moyer will supervise Programming and Production. Mr. Riley as Program Director

CKPR Radio will assist Mr. Moyer with CKPR AM Radio Programming. Mr. Knight as News Director CKPR Television and AM-FM Radio will direct the activities of CKPR's 5-man news team and area correspondents.

CANADA IS HEADING FOR A GREAT AWAKENING

by BEN HOLDSWORTH

THE NEWS during the past year has been enlivened at frequent intervals by fiery speeches, demonstrations and violence in Quebec. Apart from the extremist uproar, however, it is plain that much is stirring in French Canada.

Not only have we seen significant evidence of a fundamental change in the position of Quebec (and other French-speaking parts of the country), we have seen an awakening awareness of the problems of change in our country.

The public press has recently carried announcements of the forthcoming Royal Commission on Bilingualism and Biculturalism. Briefs and submissions are invited from interested parties.

Since one important aspect of the relationships between English- and French-speaking Canada is in communications, we interviewed a cross-section of Canadians engaged in the communications industry—advertising, marketing, public relations and industrial relations. We asked for views, not for formal briefs, although it is possible that some of the individuals would like to go further with this broad subject.

Individual comments ranged all the way from the cynical to the deeply disturbed. Some of the views are reproduced herewith. A few of the more notable phrases which cropped up included: "The French have no reason to bellyache about lack of opportunity in industry—they haven't tried hard enough, haven't educated themselves thoroughly enough."

"If we in the rest of Canada had to contend with the ingrown, provincial outlook of English-speaking Quebecers, we'd be separatists too."

"I think the broadcasting industry and the press have a long way to go in both languages; I cringe at the pronunciation of so many newscasters, for example...we could start right there, in aiding biculturalism and bilingualism...on both sides..."

"I believe it is really a national, multi-cultural question, not just French and English..."

All of the following statements were made by persons qualified to express thoughtful opinions on "biculturalism", and its concomitant "isms", since each has lived and worked in both French- and English-Canada. Some are of so-called Anglo-Saxon (meaning non-French) stock. Some are of French birth or extraction. Most are bilingual, or in several cases multilingual, and all have reasons to be proud of being Canadians-cum-Canadiens.

■ ■ ■

Let us look at the opinions:

Mr. L—Toronto-born, bilingual, professionally trained as an economist,

now in public relations, management consulting, with a firm having branches in five cities:

"I was introduced to Quebec and French-speaking Canadians by the early stages of Les Visites Interprovinciales. My oldest son is now back from his first summer of the same exposure. He and I agree that this is a very rich, important experience in our lives. Can this be done on a much wider basis?"

"I have no doubt that an interchange of trainees in industry (especially our industry of communications) for a four-month period or longer would be important not only to the development of the individuals, but of the firms and industries which have such a stake in our land and its future.

"What about an exchange-apprentice scheme by the advertising agencies, the clients, the research firms, the PR people? And how about those nomadic broadcasting people who have not really been nomads? Let's get more of our communications professionals more aware of the entire country...of Canada as a whole."

■ ■ ■

Mr. R—Montreal-born, multilingual, now in television in Ontario as an agency executive, widely travelled across the country:

"My mother was French, my father Montreal Irish. How mixed up can you get in one family? Well, I think the fact that my grandmother was Polish, and a bit of Eastern Townships English crept in somewhere, made a great difference in my views on many things.

"Y'know, the strength of Canada is its continuity of tradition. We have to remember that it is only in recent times that a truly national system of news and communications has been possible. I think it's up to us in that industry—the national dissemination of news about products and services and people and ideas—to take a broader look at this thing.

"I know the St. Henri district in Montreal, and I know St. Boniface in Winnipeg, and all the other pockets of mixed-up nationalities in this mixed-up country. And I've seen places like Hamtramck and the Tenderloin across the border—they've been through it too. How has the United States gone along this road? I know they've had a lot of problems, and still have. They've had a great mixing-up of peoples.

"Shouldn't we try to learn from their experience? What about a lot more exposure on TV of the many language groups which make up Canada? What about advertisers using more Canadian names and models with backgrounds from other lands?"

The Icelandic people of Winnipeg have done a lot for our country, as have the Ukrainians and the Greek people. Why the concentration on British and French types in commercials? I simply don't think it is a matter of two people, French and English, who've fallen out..."

■ ■ ■

Mr. D—Quebec-born, multilingual, traveled in many countries, now advertising agency executive:

"My own feeling is that we have a problem of regionalism. It's not just French and English: it's West and East. It's Maritimes versus 'Upper Canada'.

"Perhaps the most important problem is the B.C. and Newfie feeling—both isolated provinces in many ways. They've both shown their feelings recently in power-development ideas independently of the country... We need a strong pulling together East-to-West, all provinces and territories against a much too powerful pull from south of the border in too many matters.

"I think the most dramatic thing we could do would be to make the Northwest Territories real provinces—and give them the kind of communications we have here. Alaska didn't belong as a State of the U.S. any more than our own Northern regions.

"And this business of travel. Why go to Europe or the Caribbean? Let's get our advertising people awake: the style boys are all going to Italy, or Trinidad, or someplace. It's in the smart magazines, on our commercials, in the news coverage. Our automotive guys have not used Canadian scenes as much as they could. I don't say that a shot of a gal in a Canadian-made sweater taken at a smart Montreal or Vancouver hotel is bad—I just say there's more to our country, and it's more photogenic than some of the studio stuff.

"Isn't there some way that we can get the vision and the subsidies in money that we need for a really Canadian approach to advertising and broadcasting?"

■ ■ ■

Mr. M—Ottawa Valley-born, bilingual, former agency executive, now representative of media in both English-speaking and French-speaking Canada:

"I have a feeling that we have let down the whole industry by not getting together. What I mean is that all of the media and media representatives who operate in each of the major advertising centres have not served the country at large. We've been so competitive, we've forgotten to sell and—more important by far—promote full interest in, and understanding of each market, each region, each peoples.

"My suggestion is that we have

a pooling of information resources in each of the major advertising centres. It's hard, for example, for the smaller advertisers and agencies in Toronto to get a really up-to-date and objective source of facts on other regions outside Ontario, including not only French-speaking Canada (which is more than the Quebec market by a long shot), but all other marketing regions. I assume that the BIG advertisers and the BIG agencies know everything about everything; but occasionally they might want some fast information, too!

"I suggest an all-media pool, which might be fairly joined by the research and government people too, to set up a central information service about national marketing in each of the major centres, starting with Toronto and Montreal. Do you suppose it might be difficult? I don't get any feeling of opposition, if somebody would start it."

■ ■ ■

Mr. R—Montreal-area man by birth and education, bilingual, of both French- and English-speaking extraction, now advertising agency executive in Toronto:

"I think we've got to look at the field-work side of our business a lot more than we have in the past. We get so involved—maybe it's better described as hidden and protected—in meetings, committees, discussions at home office. We forget to get out and learn from the people, the district salesmen, the retailers, the media men on the spot, to say nothing of the consumers of the products we sell... It's about time we in our industry—both English- and French-speaking, Eastern and Western, and so forth—got out to see the markets of our land.

"Especially I want to see the creative people in the industry, writers, artists, promotion-types, merchandising juniors, photographers—in all phases of marketing, newspapering, broadcasting, manufacturing, agencies, PR—get to the land and the people.

"How often it is the account man who travels to Montreal and Vancouver (and sees nothing of the market, really), but the creative man and the media buyer left behind in the four walls of the office...It's wrong!"

■ ■ ■

Mr. S—born in Quebec province, bilingual, of both English and French stocks; general manager of a division of a very large Canadian company; has spent time in company's other international divisions; now based near Toronto:

"When I was first told I would move to Toronto, I objected. I wanted my family to grow up in Quebec, and to travel not only to other parts of Canada, but to the U.S. and to other lands.

"let's see more of our people . . ."

"Now that I am here, I've decided that their education, like mine, has been broadened a great deal by coming away from Quebec... We are, however, not certain that we're learning much about Canada, just Ontario. Now I am convinced that we must overcome this in-looking regionalism."

"We are now seeing, after a family vacation trip to the West Coast, that we, in both Ontario and Quebec, must look at much broader horizons—as we found it, we believe that our friends in Calgary and Vancouver, and elsewhere; must learn to look to the whole of Canada. Our provincialism is out-of-date...in today's world...and we must all have a sharp look to our 'front door-step attitudes'."

"What can we all do in industry? Move more people around, in sensible ways; expose our people to others of all kinds, in all places which are Canadian."

"My company is going to do this on an accelerated scale, after my own experience, I can tell you. We're taking a long look at the whole management training program...it must become a national program, not only of recruitment, but of training as well. I commend this view to others in management, especially in Quebec and Ontario!"

■■■

Mr. H—sales executive, bilingual;

married to French-speaking lady (a writer); schooled in both English- and French-speaking Canada:

"My wife and I believe that if the Quebec separatists become serious—and they are not a serious group at this time—we will join them in declaring a new country. But we make this statement only to wake up our friends!"

"As you know, we have tried to sell a lot of our friends and business associates on the All-Canadian idea, as others have, too. We don't mean the sloppy, or the sensational attention-getting approaches—both of which are extremes. We should be much more concerned than we are about the influence from the U.S. sources—and we are not being superficially funny when we say that there may be a greater danger to Confederation from the U.S. attractions to our communications industry in most parts of the country, than the dangers of a breakaway by Quebec (which is basically anti-U.S., I think), or of a split of British Columbia or Newfoundland away from a strong Confederation. Both these regions, as you know, still bargain as independent units."

"We believe that the attractions in other directions require much profound thought on the part of the people who can do something about it. This is not the politicians, really, but the advertising, PR, market-

continued on page 8

DON'T FORGET!

CHFA

There are
"Canadiens"
Français"
in Alberta, too!

And they own
their own
station:

CHFA



680 Kcs — 5,000 Watts. Edmonton, Alta.

REPRESENTATIVES:

Hardy Radio & TV, 2 Carlton St., Toronto.
1500 Stanley St., Montreal

Radio-Television Representatives Ltd.
1131 Richards St., Vancouver

Broadcast Representatives, 318 Alpine Bldg., Calgary.
211 Dayton Bldg., Winnipeg.

Devney-O'Connell, 535 Fifth Ave., New York.
185 North Wabash Ave., Chicago.

NOW IN VICTORIA

QUALITY
MUSIC

C-FAX



CLARE COPELAND

May 1963 — Clare Copeland appointed General Manager, 14 years All-Canada Radio and Television. June 1963 — Charles R. Smith, Engineering Consultant, 33 years in Broadcasting, chiefly with All-Canada. July 1963 — J.W. "Bill" Hustler, 9 years Radio and Television, appointed



CHARLES R. SMITH



J.W. "BILL" HUSTLER

General Sales Manager, Sept. 1963 — Hugh A. Curtis, 14 years Production, Sales and Sales Management at Radio CJVI, Victoria, appointed Regional Sales Manager. Sept. 1963 — change of ownership approved. Quality Music — Two commercials per quarter hour — Call Air-Time Sales, Toronto and Montreal, and Scharf Broadcast Sales, Vancouver.



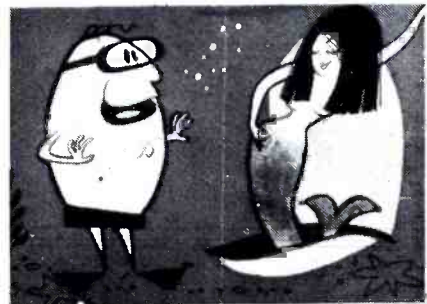
HUGH A. CURTIS

... spending some real time in Quebec."

continued from page 7

ing, communications people who are supposed to be professionals in this.

"I'd like, seriously, to see a small, well-selected group of the real 'pros' get down to the bare facts about Canada, off the record



**INSTANT
COMMERCIALS**
**INSTANT
ANIMATION**

Une "Bonanza"
stations canadiennes-
françaises

and with jackets and garters off...if you see what I mean...but somebody has to start it.

"I went, as others did, to a series of a similar nature, meetings sponsored by the government, with PR and management people, concerned with Canada's image abroad, the whole export of Canada idea. Let's do it for ourselves. But not under any government auspices.

"Under whose? Maybe the media groups, all by their naked selves. Are they strong enough to visualize this? I don't know...but nobody is better qualified, in my belief...certainly not the manufacturing interests, or labor, or agriculture, or governments..."



Mr. J — born in Montreal, educated in Toronto, bilingual, assistant chief of economics and research division of a large Canadian bank:

"ACTION STATIONS!"

CFCN
RADIO/TV
CALGARY

CFAC
CALGARY

RADIO
1

FOR
HOUSEWIVES

Contact your
ALL-CANADA man

"Perhaps I should be very cautious, but I strongly urge the people of Quebec to join the present century.

"We hear of the moves of the present Quebec government to take advantage of the resources of the province. My own feeling—and this is anonymous, of course—is that the Province, as such, is too late.

"The vast developments of the basic industries, including power, are already in the hands of persons outside Quebec. Look at the Labrador developments (which our friends in Quebec city think they have accommodated by arranging sales via Quebec Hydro across the province from sources not in the Province such as Hamilton Falls and others). These are economic tomfoolery.

"I think that the people of Quebec have come into this age. The present Government is going at it well, but at a snail's pace, really, in many ways.

"On the other hand, has the rest of Canada helped? Has the rest of Canada even understood? I doubt it. And the reason I advance is this: the rest of our citizens didn't have any real idea of the facts of Quebec—and still don't.

"Let's see more—by the thousands—of our people spending some real time in Quebec. I would especially like to tell my friends in broadcasting and advertising and public relations and journalism that they are doing a disservice to themselves by not coming to Quebec to see for themselves..."

St-DENIS HEADS FRENCH AGENCY FOR SOUND FRENCH ADVERTISING

THE FORMATION of a new French-Canadian advertising agency in Montreal, Publicité Chanteclair Ltée, has been announced by its president, Gerry St-Denis, as the result of a growing need to get complete autonomy to supply to clients good sound French advertising, entirely in French.

"Approximately 97 per cent of the advertising agency business in Canada is controlled by English-Canadian and United States agencies," St-Denis said, "and it wasn't until 1950 that the concept of even a French department in advertising agencies was born. In that year three French-Canadians, including myself, were elected directors of a large English-speaking agency for the first time. This was the start.

"Chanteclair," he added, "is the only French-Canadian agency to obtain a statute of complete autonomy based on maturity and experience of its personnel to service large corporations."

Chanteclair was incorporated under the company laws of the Province of Quebec September 9, and is a complete agency, essentially French Canadian. It was formed to supply a typical French service in research, market analysis and creative advertising.



Chanteclair is affiliated with a large Canadian agency, The Baker Advertising Agency Limited, and, because of its affiliation, will be serving all Baker clients when French marketing and advertising problems are involved. The same basic principle will apply with Chanteclair clients when English marketing and advertising problems are analysed. The Baker organization will be called upon to solve English problems for Chanteclair French clients.

Chanteclair's two main objectives are to develop the French portion of large advertising accounts, mainly Anglo-Canadian corporations, and to develop French Canadian business originating in the Province of Quebec.

READY TO MEET ENGLISH CANADA HALF WAY

by GERRY St.-DENIS
President, Publicité Chanteclair Ltée.

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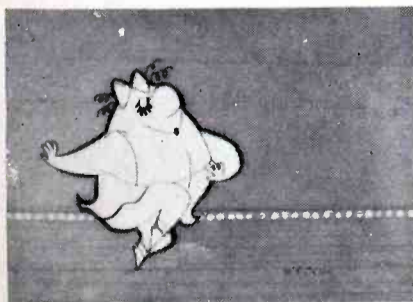
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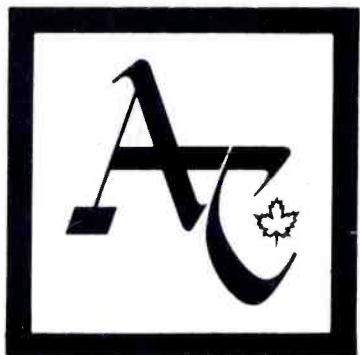
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INSTANT
COMMERCIALS
INSTANT
ANIMATION

Versions françaises
de la librairie
entière

...Et voici encore une raison pourquoi l'idée All-Canada predomine...



**ALL-CANADA
BROADCASTING**

**FACT
BOOK**

Entendu? Quoique notre Fact Book se presente en anglais, nous avons grande confiance que vous autres Canadiens n'auront jamais peur de simple fait.

In 44 tightly edited pages you get the salient facts about the emergence, growth, extent and purposes of Canadian broadcasting, and of the markets it serves.

**HELPEZ VOTRE SELF D'UNE
COPIE**



ECRIVEZ A

ALL-CANADA RADIO
Marketing and Sales Development
Division
1000 Yonge Street, Toronto

OVER THE DESK

IF YOU CAN KEEP YOUR HEAD when all about you are losing their's, the chances are you don't run a trade paper, and if you do, that you haven't just switched from good old-fashioned letter-press and installed VariTyper machines and are setting your "stuff" in your own office.

We have.

Or had you heard?

It's just like learning to drive a car all over again. Not that I ever did drive...well that is.

Even the language is different. Technically that is. As far as what goes into the paper, there seem to be just about as many boobs this

way as there were that. And as for work, you only know when it's Sunday because you go to the office in a sport shirt.

We're grateful to the reader-friends who have commented kindly on the New Look. We'd also like to thank the ones who haven't noticed a change. What greater compliment could there be than this?

(It reminds me of how, when I go off on a trip and leave the staff to get out an issue, I often think how horrible it would be if they sniffed it all up and nobody noticed.)

But what I want to know is, where are the crepe hangers who told me, before the change, that I

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

was crazy with the heat...that we'd never get the work out...that you can't print solids by offset...etc. etc. I guess these were the same people who told me back in 1941, just before I started "The Broad", that the broadcasting business could never maintain a trade paper.

Well, I just want to go on record right now with the thought that it's been and is being a new lease on life, and it's mainly because of the terrific co-operation we've been getting all over. (Restores your faith in human nature, and more especially, private enterprise.)

Over at the VariTyper office, Grell Vauthier, the guy who sold us the stuff, just lifts his phone when it rings and says, "What's happened now, you stupid soandso?" But this isn't all. He right away sends over a service man to fix it...well sometimes...but more often to suggest we plug the bloody thing into the socket before we start setting type with it.

Then there's Jimmy Gibson, the cameraman etc (especially the etc.) from Bickerton Litho, who gathers up the remains when we've put them together. Jimmy has kindly delayed the birth of his first-born until this issue gets out. How much more could you ask?

Over and above everyone else is Ralph Bickerton himself, who is really the carbonation in the coke, the froth on the beer and all that sort of thing. He keeps us grinding it out, and his formula is so simple. He just says, "We can't get the goddam thing out if you don't churn out the stuff."

DATE WITH DESTINY
"IN THIS TWENTIETH CENTURY, Canada has a date with destiny."

Veteran broadcaster Bob Bowman came across this tag—where he cannot remember—and it gave rise to an idea which may make a significant contribution to Canada.

Bob feels that Canadian youngsters in general are by no means well-informed about Canadian history. He mentioned Canadians—old ones as well as young—who can ream off the names of the presidents

UHER 4000 REPORT-S TAPE RECORDER for the PROFESSIONAL



8 REASONS WORTH INVESTIGATING!

- All transistor, portable.
- Operates anywhere on 110-250V (50 or 60 cycles), on its own rechargeable battery, or 6-12-24 DC.
- Trouble-free operation in any position as well as professional speed stability assuring the finest reproduction on studio equipment.
- Four standard tape speeds.
- Solid all-metal construction.
- Dimensions: 11" x 8" x 3", weight: 7 lbs.
- Frequency response (± 3 db); 40 to 20,000 c.p.s. at $7\frac{1}{2}$ i.p.s.
- Exceptional quality at low cost.

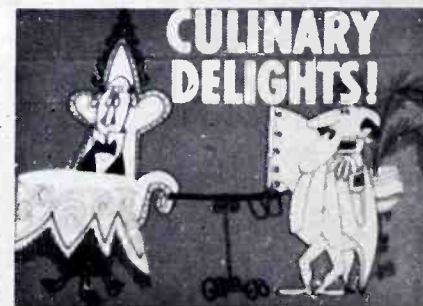
For further information contact:

ROBERT BOSCH (CANADA) LTD.
TORONTO 18 MONTREAL 18

1355

Most people are down on the things they're not up on.

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



**INSTANT
COMMERCIALS**
**INSTANT
ANIMATION**

Offers an Animated
TV Commercial
"Mat" Service

of the United States, but for the life of them can't remember the prime ministers of Canada.

He was also struck with the relative lack of interest in the forthcoming (1967) Canadian Centennial, and, at the same time, sees a very marked indication that not just English and French Canada, but Western and Eastern and Central Canada are far from united.

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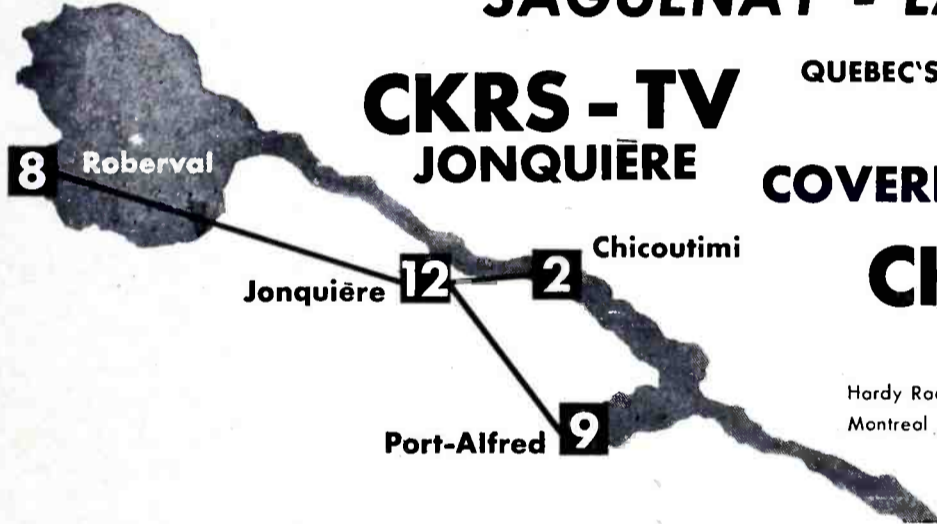


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ANNOUNCEMENT

CKOS-TV APPOINTMENTS "The Shamrock Stations"



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...Et voici encore une raison pourquoi l'idée All-Canada predomine...



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Marketing and Sales Development
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OVER THE DESK

IF YOU CAN KEEP YOUR HEAD when all about you are losing their's, the chances are you don't run a trade paper, and if you do, that you haven't just switched from good old-fashioned letter-press and installed VariTyper machines and are setting your "stuff" in your own office.

We have.

Or had you heard?

It's just like learning to drive a car all over again. Not that I ever did drive...well that is.

Even the language is different. Technically that is. As far as what goes into the paper, there seem to be just about as many boobs this

way as there were that. And as for work, you only know when it's Sunday because you go to the office in a sport shirt.

We're grateful to the reader-friends who have commented kindly on the New Look. We'd also like to thank the ones who haven't noticed a change. What greater compliment could there be than this?

(It reminds me of how, when I go off on a trip and leave the staff to get out an issue, I often think how horrible it would be if they sniffed it all up and nobody noticed.)

But what I want to know is, where are the crepe hangers who told me, before the change, that I

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

was crazy with the heat...that we'd never get the work out...that you can't print solids by offset...etc. etc. I guess these were the same people who told me back in 1941, just before I started "The Broad", that the broadcasting business could never maintain a trade paper.

Well, I just want to go on record right now with the thought that it's been and is being a new lease on life, and it's mainly because of the terrific co-operation we've been getting all over. (Restores your faith in human nature, and more especially, private enterprise.)

Over at the VariTyper office, Grell Vauthier, the guy who sold us the stuff, just lifts his phone when it rings and says, "What's happened now, you stupid soandso?" But this isn't all. He right away sends over a service man to fix it...well sometimes...but more often to suggest we plug the bloody thing into the socket before we start setting type with it.

Then there's Jimmy Gibson, the cameraman etc (especially the etc.) from Bickerton Litho, who gathers up the remains when we've put them together. Jimmy has kindly delayed the birth of his first-born until this issue gets out. How much more could you ask?

Over and above everyone else is Ralph Bickerton himself, who is really the carbonation in the coke, the froth on the beer and all that sort of thing. He keeps us grinding it out, and his formula is so simple. He just says, "We can't get the goddam thing out if you don't churn out the stuff."

DATE WITH DESTINY
"IN THIS TWENTIETH CENTURY, Canada has a date with destiny."

Veteran broadcaster Bob Bowman came across this tag—where he cannot remember—and it gave rise to an idea which may make a significant contribution to Canada.

Bob feels that Canadian youngsters in general are by no means well-informed about Canadian history. He mentioned Canadians—old ones as well as young—who can ream off the names of the presidents

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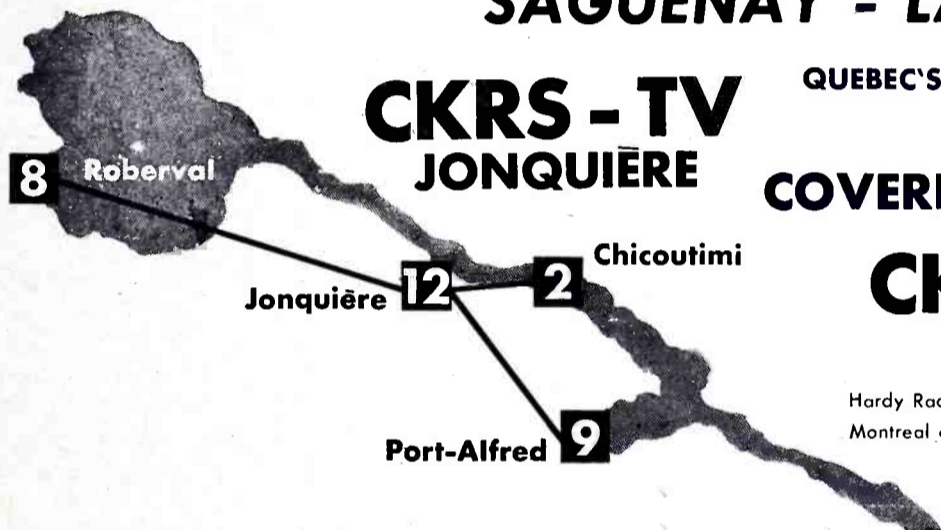


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THE TELEROMANS GO ON and on and on

CBC FRENCH NETWORK'S téléromans — weekly serialized drama programs — have been a top TV attraction in French Canada since 1953, one year after the start of Canadian television.

The téléroman format is unique in television. It features half-hour episodes presented over a 39-week period, and some of the stories have been continued for several seasons.

The only other serialized TV drama in Canada at the moment is the CBC English Network's *The Serial*, a series of plays in 8-10 episodes, and *Scarlet Hill*, now in its second season as an afternoon serial.

Téléroman viewing is almost a ritual in more than half-a-million homes along the French Network. From 1½ to 2¼ million viewers followed each of the five téléromans presented on the 1962-63 schedule. The continuing plot and suspense of this type of drama is no doubt habit-forming. But this is only one aspect of their drawing power.

CBC's Research Division, working with Canadian Facts Limited, interviewed 4,000 Canadians in an attitude survey and came up with the conclusion that:

"A popular light drama fea-

ture on the CBC French Network, the "teleroman", is so highly-regarded by French-speaking viewers that they rate it as one thing more than anything else thought to be 'especially good about the CBC'."

This fall, the French Network has increased its téléroman schedule to six 39-week serials, three of them new.

The new shows are Marcel Dubé's *De neuf à cinq*, a drama about office intrigue in the Montreal business world; Guy Dufresne's *Septième Nord*, the first téléroman about doctors and hospital life; and Jovette Bernier's *Rue de l'Anse*, which takes place in a small seafaring community on the Gaspé coast.

Back on the network screens and continuing where they left off last season are Claude-Henri Grignon's *Les Belles Histoires des pays d'en haut*, a legendary story of the Laurentians around 1900, now in its eighth season; Louis Morisset's *Filles d'Eve*, about five working girls who share a fancy Montreal apartment, now in its fourth season; and Réginald Boisvert's *Le Pain du jour*, a story of small-town life in modern Quebec, now in its second season.

The téléroman has always been a great favorite with sponsors. This year's sponsor line-up: *De neuf à cinq* (American Motors - Imperial Tobacco); *Septième Nord* (Chrysler Corporation); *Rue de l'Anse* (General Motors - H. J. Heinz); *Les Belles Histoires* (Lever Bros. - Pepsi-Cola); *Filles d'Eve* (Coca-Cola - Colgate - Palmolive); *Le Pain du jour* (S. C. Johnson - Kellogg).

TELEROMANS' POPULARITY

The fondness of French-Canadians for serialized drama dates back to the early years of radio and shows no sign of abating.

Claude-Henri Grignon's *Un Homme et son péché*, on which his *Les Belles Histoires* is based, ran

SCENES from the CBC Téléromans discussed in this article, starting from the top:-

"*Les Belles Histoires des pays d'en haut*," **Andrée Champagne and Jean-Pierre Masson.**

"*Filles d'Eve*," **left to right: Monique LePage, Pierre Thériault, Andrée Lachapelle and Gisèle Dufour.**

Marthe Thiéry and Paul Hébert in "La Balsamine."

"*Joie de vivre*," **with Huber Loiselle and Denise Saint-Pierre.**



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CHOV-TV, Pembroke

CFCL-TV Timmins

for 24 years on CBC French radio. Jean Desprez's *Jeunesse dorée*, another radio evergreen, is still going strong after 22 years on the network.

Critics have occasionally found fault with the themes, the plots and even the French spoken in some of the serials. But all seem to agree that, by and large, the téléroman has faithfully portrayed the French-Canadian people and their way of life. The skilfully written continuity of the serials has been the work of many of French Canada's leading novelists and playwrights, notably Marcel Dubé, Roger Lemelin, Germaine Guèvremont, Louis Morisset, Robert Choquette, Françoise Loranger, Eugène Cloutier and Guy Dufresne.

A revealing comment on téléroman writing was made by Jean Desprez in a 1961 interview with "Le Nouveau Journal". Said she:

"I know my public well, having written for it for more than 20 years. I can say that 90 per cent of them would rather cry than laugh. It's simple. I amuse them while making them cry. And once my scripts have been written and televised, I cast them aside. They are not written for posterity."

Some téléroman authors are best-known for a certain type of writing. Lemelin is a master of French-Canadian humor, Dufresne is noted for his historical writing, Grignon ably recreates conditions in rural Quebec in the days of colonization, Dubé and Loranger have imbued their works with elements of deep tragedy, while Choquette and Morisset have captured the moods of present-day Montreal.

The téléromans deal with a wide range of human emotions and the scene may shift rapidly from one depicting the felicity of French-Canadian home life to one alive with some dark, brooding intrigue. But the situations are invariably pertinent and altogether believable.

Characterization is perhaps the strongest factor behind the téléromans' magnetic appeal. Among the more familiar characters are such past and present personalities as the gregarious Père Gédéon and the sentimental Mama Plouffe of Lemelin's *La Famille Plouffe* (The Plouffe Family) and *En haut de la pente douce* (The Town Above) which were also presented on English TV; Madame Velder of Choquette's *La Pension Velder*, set in a boarding-house patterned on many a Montreal boarding-house; and Séraphin Poudrier, the ruthless miser of Grignon's *Les Belles Histoires*. The latter has even become a part of the language. In Quebec, a stingy individual is often called "a Séraphin", much as a miser is called "a Scrooge" in English.

If the characters are real, it goes without saying that the actors who play the roles must be extreme-

ly talented. Doris Lussier has made his Père Gédéon the most endearing comedy type in French Canada's entertainment world. Téléroman villains may come and go but the most despised character is still Séraphin, as interpreted by Jean-Pierre Masson. Amanda Alarie as Mama Plouffe, Lucie de Vienne as Madame Velder, Jean Coutu as "Le Survenant", Paul Desmarteaux as Curé Labelle and Ovila Légaré as the autocratic French-Canadian millionaire Jérémie Martin, are only a few of the other memorable characters brought to life by téléroman stars.

THE FIRST TELEROMANS

The first téléroman, Lemelin's *La Famille Plouffe*, made its bow November 4, 1953 and stayed on for six seasons, to be followed by the other Lemelin success *En haut de la pente douce*, from 1959 to 1961. On the CBC English Network, *The Plouffe Family* and *The Town Above*—with the same cast—were presented from 1955 to 1958.

Another early téléroman success was *Le Survenant* (1954-57) based on Germaine Guèvremont's novel of the same name, which was also published in English as "The Outlander". A poetic story about a strange visitor to a small community near Sorel, it was followed by two other memorable téléromans by Madame Guèvremont, *Au chenail du moine* (1957-58) and *Marie-Didace* (1958-59).

From 1955 to 1958, one of the leading serials was Guy Dufresne's *Cap-aux-sorciers*, a gripping drama wrapped in legends told by sailors on the Lower St. Lawrence. Dufresne also wrote *Kanawio* (1961-62) which focused on Iroquois-Huron rivalry around 1660.

"Two developments have occurred in recent years which indicate a trend for the future of the téléroman," says Gérard Robert, CBC French Network drama supervisor. "We have been showing more 'adult' téléromans, such as, *Sous le signe du lion*, and our facilities make it increasingly possible for us to present téléromans using outdoor settings. Two examples are *Les Belles Histoires*, parts of which are filmed in the Laurentians, and *Filles d'Eve*, produced in various locations in Montreal.

The advent of television offered a fascinating new outlet for French Canada's producers, artists and technicians. And they were to make the most of it.

In ten years, TV production out of Montreal has expanded to a degree surpassed only by New York. As a result, Montreal is today the world's largest producer of French TV programs.

The role played by the remarkably successful téléroman in the achievements of the first decade is undeniably a major one.

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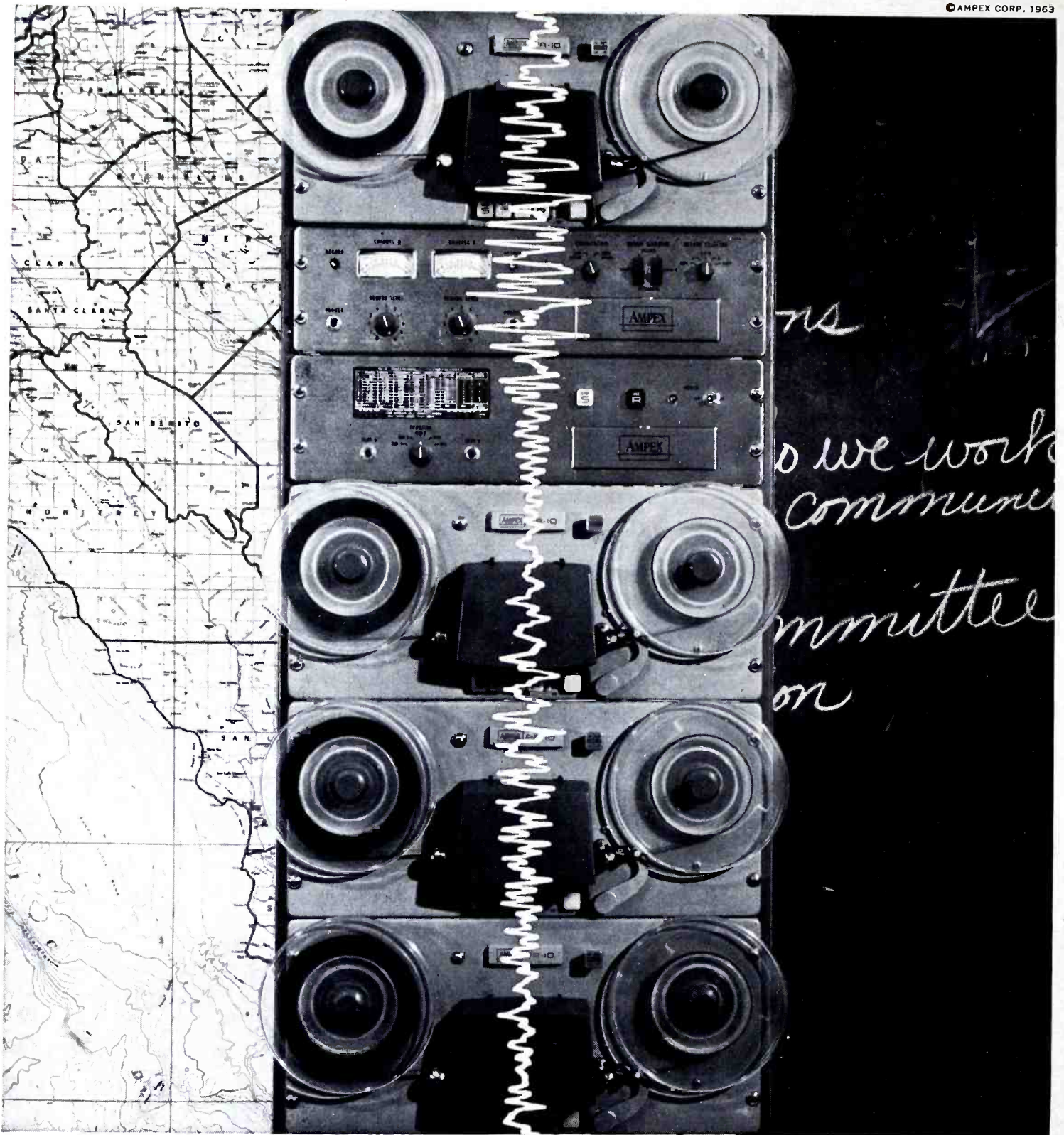
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desk console or a table-top cabinet. With it you can duplicate music, speech, or, if you want to, just sounds. It won't copy ten hours of tape in four minutes like the larger Ampex 3200 system, but then, it only costs a fraction as much as the 3200. Both are part of a growing family of Ampex products that make communications easier and faster. For more information, please write the only company providing recorders, tapes and core memory devices for every application worldwide: Ampex of Canada Ltd., 1458 Kipling Avenue No., Rexdale, Ontario. Phone: Cherry 7-8285.

French TV Commercials

MORE READY TO PRAISE...OR CONDEMN

by MICHAEL DAVISON, Manager, Schwerin Systems Ltd.

THE ADVERTISER who wants to get his English-language commercials in front of French-Canadians may well be practising a false economy if he takes the more usual and cheaper course of ordering a dubbing job without some form of pre-testing.

Recently Schwerin Systems Limited completed a review of nearly one hundred French-language TV commercials for almost thirty different brands, conducted at their regular test sessions in Montreal.

The most basic finding to come out of this review was that an alarming percentage of these French-language commercials were not effective when it came to increasing brand preference. On the other side of the coin, the successful commercial scored very strongly—generally returning preference increases larger than any encountered in the same product fields in English.

In order to understand what factors seemed to have contributed most to these extremes of effectiveness, all these commercials were screened and analyzed in a number of ways—hard vs. soft sell, animation vs. live action, and so on.

No single aspect of presentation technique was common to the high-scoring or the low-scoring commercials, but another consideration did seem to have a very real bearing on their effectiveness with French-Canadians.

What was the origin of each commercial? Was it an adaptation to the French environment utilising French talent and settings? Or was it a straight French-language ver-

sion of what was originally intended for English-speaking viewers?

Schwerin's research indicates that adaptation has been much more effective than translation. The scores for each approach were compared with the scores of the corresponding English-language versions which had been tested in Toronto.

Commercials that simply translated their basic message into French averaged only about 70% as effective as their English versions had been, but the adaptations averaged more than 50% better than their English counterparts.

The superiority of the adapted commercial to the merely translated commercial has several basic roots. In many cases, the adaptation approach allowed the advertiser to capitalize on two areas of French-Canadian responsiveness by recasting with local performers and by permitting the utmost viewer involvement with family themes and situations. The handful of successful translated commercials did not depend on personal involvement: they relied mainly on factual product stories and demonstrations, where the portrayal of people was not an essential part of the sell.

PRESTIGE OF THE STAR

Other tests suggest French-Canada may be the last stronghold in North America of the stand-up presenter in the form of local television stars who enjoy enormous popularity and prestige and can readily gain a high degree of identification. Similarly, the family is an especially important symbol in Quebec and ac-

cordingly family themes and convivial social settings (eg. dancing) tend to boost effectiveness.

Simplicity is always a virtue in television advertising. In French television advertising it appears to be a necessity—a minimum number of copy points and uncomplicated visual presentation.

One fairly obvious explanation of this lies in the nature of the language. French, being a more formal language, requires a larger number of words to convey the same thoughts. Therefore, acceptable audio scripts in English commercials may become overly full when translated into French so that the basic ideas may become submerged in a welter of words.

French-Canadians can more readily be driven away from the advertised product by elements in a commercial which they find distasteful. In other words, an ineffective commercial in English-speaking Canada will, in most cases simply cause no change to or from the brand advertised. In French-Canada, consumers are not hesitant about moving away from the brand advertised, if the commercial incurs their displeasure.

To put it simply, French Canadian viewers are more ready to approve, more ready to condemn what appears on their television screens.

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CHOV, Pembroke
CKTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins

CFJR Radio, Brockville

CBC RADIO APPOINTMENT



Mr. Tom Wagner

Mr. Tom Wagner has been recently appointed to the steadily growing ranks of CBC Radio Sales, Toronto. Except for 3½ years as Flying Officer with the RCAF during World War II Mr. Wagner has served continuously in the direct selling and public relations fields.

He will be responsible for serving advertisers and agencies in the Toronto area—selling CBC radio both nationally and selectively.



JOHN A. RADFORD

The Board of Directors of the Eastern Ontario Broadcasting Company Limited, Brockville Ontario has announced the election of John A. Radford as President of the Company. Mr. Radford has been serving as Managing Director of Radio Station CFJR, Brockville and he will continue to hold this position. He has had many years of successful administrative and industrial management experience gained in Ontario and California, as well as long personal association with broadcasting. Mr. Radford is a graduate in engineering from the University of Toronto and he served with the R.C.A.F. in Europe during World War II.

Too much of the world is run on the theory that you don't need road manners if you're a five-ton truck.

"ACTION STATIONS!" **CFCN**
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59 **10,000 watts** · **62** **10,000 watts** · **56** **1,000 watts**

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



Solid acceptance

Both Canadian TV networks (and many private stations) are now happily using modern solid state equipment designed and manufactured in Canada by

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- VIDEO TEST SETS
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Jean A. Pouliot, Managing Director, Télévision de Québec (Canada) Ltée. and Vice President (Television) C. A. B.

Jean A. Pouliot says:

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This kind of customer reaction is one of the reasons why Ampex has sold 10 VR1100s in Canada since April

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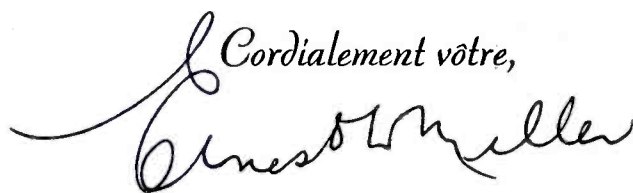
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* TM Ampex Corp.

A Tous Mes Amis de l'ACRTF

Permettez-moi dans cette édition spéciale en français de 'Canadian Broadcaster' de vous remercier pour votre support de RCA Victor durant la dernière année.

J'anticipe avec plaisir la Convention 1963 de l'ACRTF, qui sera tenue à Québec en novembre, et je vous invite par la présente à communiquer avec moi durant cette convention et à discuter tout aspect de la radiodiffusion dont vous pourriez être intéressés.

Cordialement vôtre,


E. W. Miller, Gérant

Vente des Produits Techniques

Division du Québec



CFCF's "Surprise Party"

Out Of The Studio - Into The Outdoors

NOT JUST A ONE-SHOT SPECIAL or even a weekly show, but five days a week all summer long, CFCF-TV Montreal's *Surprise Party* made an annual summer expedition out of the comfort of its air-conditioned studio and into the wilds of a daily one-hour remote.

"It's a completely separate world of television," says producer-director Ken Buckley, "one where acts of God become a major concern. However, this summer—the program's second season in the open air—the elements were kind.

"The Bug", as the station's videotape mobile unit is called, journeyed to a zoo in Montreal and another in Granby; to the RCAF base at St. Hubert; to the site of the 1967 World's Fair; to a reproduction of a western town; to a Sea Cadet camp; and, of course, every program is an exciting excursion into the world of children.

IMAGINATION PLUS HONESTY

Magic Tom Auburn, the host of *Surprise Party*, says he never ceases to be amazed by children, "and especially by their marvellous thought processes. They can see fairytales, adventure and romance in the simplest things. And children offer us two qualities that are rare in adults, an unbelievable imagination and a complete frankness and honesty."

This frankness can be embarrassing at times, he admits. During the visit to the Granby zoo a ringlet-crowned tot insisted on telling Magic Tom (and the whole television audience), two or three times, that she'd seen the hippo perform a natural function right in his wading pool—obviously a matter of great interest, worthy of mention, and, in her eyes, a completely acceptable TV topic.

"I don't think anybody ever really minds," says Magic Tom. "I guess anyone who works with youngsters on television has crossed the bathroom barrier at one time or another."

Magic Tom and producer-director Buckley are wise in the ways of the kindergarten to grammar school group, the age bracket on which the show's "children talking to children" format concentrates, but their travels this summer brought them in touch with today's teenagers as well.

"Almost everywhere we went we saw youngsters being supervised, and beautifully so, by teens. And most of them were donating their services. I just didn't realize it before, but the poor teenager is maligned right and left and it's a few sour apples that are giving them all a bad name.

"I sincerely hope parents and children learned something from seeing this side of today's teens on our show. I know I did."

Not that *Surprise Party* is always pointing up truths, no matter how subtly. Most of the shows are devoted to just fun, or a palatable combination of education through fun.

"There are ways and ways of

showing the small-fry what they should and shouldn't do," says Buckley. "We like to think our method is pretty good."

INTERNATIONAL ASPECT

In its own way, *Surprise Party* took up the cause of international and

Roumanian, Italian and German boys who now call Canada home.

Still in an international vein, on July 4 the show visited Rouses Point, the American town at the border crossing near Lake Champlain. "It's surprising, but the highlight of their Independence Day



Wearing a quiet safety hint, Magic Tom Auburn talks to Sea Cadets David Baxter and Paul Miller on a "Surprise Party" remote at the S.S.S. Venture, in Pointe Claire, just outside Montreal. Following their chat with Magic Tom, the boys gave a demonstration as to the best procedure to follow in "righting" a capsized sail-boat.

inter-racial problems, by taping three shows at a "Friendship Camp" for New Canadian boys. The New Canadian Bureau in Montreal operates the camp to bring together youths of different nationalities and initiate them to the Canadian way of life.

On these three shows Magic Tom chatted with Polish, Lithuanian, Portuguese, Belgian, Japanese, Hungarian,

celebrations was the visit from a Canadian TV show," says Buckley.

The success of the goodwill visit and the program brought other invitations to take the show to two centres in Vermont and another in New York.

While *Surprise Party's* on-location visits go off smoothly on the air,

Buckley admits to some hazards behind the scenes.

At the St. Hubert RCAF station the camera had to travel, unrehearsed, between two parked aircraft, to catch a shot of Magic Tom talking to the base commander. "Six more inches and we'd have owed the government a couple of planes," Buckley recalls. "I don't think the budget could have taken it."

At Frontier Town, the re-creation of a town in the old West, a crew member looked up from re-winding cable to see three horses and riders bearing down on him. "How would it look on my insurance claim?" he quipped, "Run down by the Dalton Gang."

Such perils are all worthwhile when the mail is filled with letters of praise from parents—"you deserve every pat those sticky little hands can give you"—and from the children themselves. The reviews, too, are a reward for the *Surprise Party* team effort.

PRAISE FROM THE PRESS

Commenting on the "telepathic communication" between Auburn, Buckley and the cameraman in a column headed "Auburn Technique Beats Linkletter's", Montreal Star TV critic Pat Pearce wrote, "The eye of all three for a photogenic tot in an unaware moment is both keen and fond. In the middle of chatting with a bunch of school children, for instance, they may suddenly spot a chubby sprat asleep in its stroller. And not only spot it, but come back to it at the exact moment it stirs, stretches, looks clearly at the world and topples forward back to sleep. Enchanting. This kind of picture has immediate warmth."

Of Magic Tom, Miss Pearce writes, "Auburn himself has a way with children, something I must say I find constantly surprising. His is not the breezy, back-slapping clown style. But the kids respond. He can evoke the natural response, and the kind of expressions and atmosphere the show's camera is remarkably quick to spot."

CFGM increased its audience over 500 per cent on the average in all half hours between May and August — McDonald Research Ltd.

CFGM

COUNTRY MUSIC

1310

Destroys The Spirit Of Revolution

Can it happen here?

How, in these enlightened and democratic times, does a government seize a national broadcasting system that is the property of the people and convert it into the mouth-piece of the ruling political party?

It is a painless operation performed on the table of time. If it takes place in a climate of fear or uncertainty, the greater is its degree of success. At most, all that should be felt are a few pinpricks. A good bed-side manner is essential, and as long as listeners are assured that what is being done is in the national interest, they will come to accept both the appropriation and the medicine.

It has its roots in infiltration, and infiltration is seldom observed before it is obvious. The loss of freedom in broadcasting is one of the most serious deprivations a nation can suffer; particularly, when that service has enjoyed a reputation for impartiality. As the tool of politics it becomes a wheel on which the mind of a nation is shaped and moulded to monstrous forms.

I believe it can happen anywhere.

The National Government of South Africa has now gained control of the ears and the minds of all South Africans by the simple expedient of seizing the South African Broadcasting Corporation, and transforming it from an impartial, autonomous Crown Corporation into an out-and-out propagandic machine for itself.

The writer, a former employee of SABC who rebelled against the "tyranny", and who insists on anonymity because of relatives still in the Republic, is now living in Canada, and is eager to tell the story of the domination of a whole country by authoritarian control of the air.

The South African Broadcasting Corporation is an autonomous body responsible to the Minister of Posts and Telegraphs, and derives its income from listenership fees and commercial radio revenue. There are no private or independent radio stations.

There is no television.

In the Minister's view, television is a decadent form of entertainment designed to corrupt youth and public morals. If one is to believe the Minister, television will not be introduced into South Africa while he is in office.

I believe it will be introduced at an appropriate psychological moment as a sop or distraction in a crisis period.

CONTROL OF BROADCASTING

In 1958, ten years after it had come to power, the South African National Party took the final steps to gain complete control of broadcasting.

A former storm trooper in the militant, wartime, pro-Nazi South African fifth-column, *Die Ossewa-Brandwag*, Dr. Piet J. Meyer, was appointed chairman of the South African Broadcasting Corporation in

THESE FRENCH LANGUAGE RADIO AND TELEVISION STATIONS

are members of BBM, potent evidence of the ever increasing support enjoyed by the national organization operated by and for Canada's Broadcast - Advertising Industry.

RADIO

- CHAD Amos, Que.
- CBJ Chicoutimi, Que.
- CJMT Chicoutimi, Que.
- CJEM Edmundston, N.B.
- CHLC Hauterive-Baie Comeau, Que.
- CKCH Hull, Que.
- CKRS Jonquière-Kenogami, Que.
- CKLS La Sarre, Que.
- CKBL Matane, Que.
- CBAF Moncton, N.B.
- CBF Montréal, Que.
- CJMS Montréal, Que.
- CKAC Montréal, Que.
- CKLM Montréal, Que.
- CKVL Montréal-Verdun, Que.
- CHNC New Carlisle, Que.
- CBV Québec, Que.
- CHRC Québec, Que.
- CKCV Québec, Que.
- CJBR Rimouski, Que.
- CHRL Roberval, Que.

RADIO

- CKRN Rouyn, Que.
- CHGB Ste. Anne de la Pocatière, Que.
- CKCN Sept Iles, Que.
- CHLT Sherbrooke, Que.
- CFCL Timmins, Ont.
- CHLN Trois Rivières, Que.
- CKTR Trois Rivières, Que.
- CKVD Val D'or, Que.
- CKVM Ville Marie, Que.

TELEVISION

- CHAU-TV Carleton-New Carlisle, Que.
- CKRS-TV Jonquière-Kenogami, Que.
- CKBL-TV Matane, Que.
- CFCM-TV Québec, Que.
- CJBR-TV Rimouski, Que.
- CKRT-TV Rivière Du Loup, Que.
- CKRN-TV Rouyn, Que.
- CKTM-TV Trois Rivières, Que.



The BUREAU of BROADCAST MEASUREMENT

75 Eglinton Avenue East

Toronto 12, Ontario

Phone 485-9464

...their purpose being to whitewash the government.

1959. He was known for his wartime activities, anti-British bias, and authorship of a book in which he emphasized the missionary role of the Afrikaner, "God's chosen people in Africa", and the name he gave his son, born when Hitler was at the zenith of his power—Izan, which is Nazi spelled backwards.

Hard on the heels of his appointment new posts were created for other party men. The editor of Prime Minister Verwoerd's own newspaper was given the brand new, but nebulous post of Cultural Advisor. A statistics clerk from the railway offices became director of finance, and yet another civil servant found himself at the head of personnel and listenership.

They are all believed to be members of one or another of the many secret societies whose aims are the promotion of the Dutch Afrikaners and their ideologies.

All key posts were soon held by men who supported apartheid and Afrikaner ideologies in general. The few remaining dissidents presented no real problem. They could either resign or be over-ruled. Many resigned, and they were soon replaced by "right thinking" men.

FIRST WITH THE NEWS

The first assault was on news broadcasts.

Received in English from the bureaus of Associated Press, United Press International, Reuters and the independent South African Press Association, it was decided that to give items the correct slant, news would be translated into Afrikaans first, by Afrikaans news writers, and then back into English before broadcast.

All racial explosions and discriminatory practices in the United States and Britain are given great prominence on all national news-casts, as are any pro-apartheid statements from the outside world, irrespective of the authority of the source.

The negro problems of the Southern States are spotlighted to emphasize the relative freedom from such disturbances in South Africa! Internal racial clashes are minimized almost to a point of insignificance.

Apparently innocent news items frequently have far deeper meaning than first occurs to the listener. On

polling day in the referendum for a republic, in October 1960, listeners to early morning news were told: "Today the people of South Africa go to the polls to vote for a republic. This represents the culminating event in an historic struggle on the part of a large section of the nation...."

When protests are lodged they are either ignored or, after a suitable lapse of time, the incidents are explained away.

Soon news programs on current affairs appeared. Their purpose being to whitewash government actions and to put across the official point of view.

Weekly talks critical of news and newspapers commenced, their aim being to discredit the English-language press, which, although independently owned, supports the opposition. It is continually under fire for alleged misrepresentation and inaccuracies, and is always fair game for sniping radio news-writers.

In its two year run the program has been singularly successful in destroying the confidence of readers in many English dailies.

When I left South Africa, the Minister of Justice had become embroiled in an extended verbal war with the national students' union, a tedious affair in which he called them Communists (criminal libel in South Africa), from a privileged position.

They in turn said, "We are not. Say it in the open." At this point the SABC took up the cudgels on his behalf, leaving the Minister free to get on with the affairs of state.

"Communist" is Afrikaner jargon for anything or anyone anti-apartheid.

Much time is devoted to emotionally charged ideological programming, particularly on the Afrikaans transmission, where talks on

subjects such as "Land of our fathers", "Historical Moments" (re-capping British outrages in the Anglo-Boer War) and "Friends of South Africa", are popular.

Canada would almost certainly not be included in the latter, as she has not been forgiven for John Dief-

continued on page 22



Mr. Weldon Tracey

After a brief absence, Mr. Weldon Tracey returns to Toronto Office of the Canadian Broadcasting Corporation to resume his duties as radio sales representative.

In addition to his duties in serving Toronto agencies, Mr. Tracey will be active in soliciting business in Montreal.

Mr. Tracey's considerable sales experience, both in private industry and with the Corporation qualifies him to present the fact-packed CBC radio story to all levels in business.

Standard Hi-Fi and Super

SOUND EFFECTS

Over 1500 Different Effects

EXCLUSIVE WITH



WA. 2-2103

CALDWELL EQUIPMENT CO. LTD.
347 JARVIS ST. TORONTO

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
Soon 10,000 Watts
1320 KC

C J L M
JOLIETTE
1,000 Watts
1350 KC

Reps: Hardy Radio & TV Limited

Memo

from Radio Reps Limited
to Red Hopps,
CFRN,
Edmonton, Alta.

Congratulations on your 29th Station Birthday! As the first employee of Dick Rice, your 50,000 watts are a far cry from 1934. You really cover the Big E of the West. Send back the rest of the Argos. We need them in Toronto.

GORDON FERRIS
Radio and Television Reps Limited.



INSTANT COMMERCIALS
INSTANT ANIMATION

Offers Top Animation to Low-Budget Accounts

"...constituted nothing less than trial by radio..."

continued from page 21

enbaker's anti-apartheid stand at a Commonwealth Prime Ministers' conference some years ago.

TRIAL BY RADIO

When the "Sabotage Act" claimed its first house-arrest victim, 60 year-old Mrs. Helen Joseph, the SABC replied to public protest in a series of peak-hour talks on Communism. In the first talk the action of the Minister was vindicated and Mrs. Joseph described as a Communist of dangerous proportion.

This constituted nothing less than trial by radio.

In the farcical trial of the late 1950's in which all 156 accused were acquitted, Mrs. Joseph was not only cleared of treason, but prosecuting counsel confessed he was unable to establish that she was a Communist. This, despite the fact that he had called expert witnesses on the doctrine!

Alan Paton, author of "Cry The Beloved Country" and leader of the South African Liberal Party, was given the same treatment when refused a passport by the authorities.

Broadcasting to schools was given a new look, and children, too, were treated to a lecture on Communism and Mrs. Joseph. Great stress is laid on the imminent "Communist threat" in weekly talks on current affairs for children aged 10

years and over! And this particular broadcast is the only schools program that is given a repeat airing.

POLITICAL MONOLOGUE

When Justice Minister Vorster, a Nazi sympathizer who spent the war years in an internment camp, steam-rolled his "Sabotage Act" through parliament, it raised a great hue and cry. After a safe lapse of time the SABC decided to expose the Minister to his critics, and broadcast a "press conference", featuring the Minister and four journalists.

The Corporation took no chances. They selected the journalists—two from the English press and two from the Afrikaans, but none from the African (negro) press. Since the Afrikaans press, with the exception of one or two dailies, is controlled by the Verwoerd group, which includes most cabinet ministers and the Justice Minister, their representatives could be relied upon not to embarrass.

From the English side they chose a society and theatre columnist, who relied on radio work to supplement his earnings, and a young reporter with little experience of the type required.

The resulting "conference" was nothing more than a political monologue, interrupted by occasional discreet and innocuous questions.

As far as the public was concerned, the Minister "had the press stone cold". Yet another triumph!

In January 1960, an opposition parliamentarian asked the Minister responsible for broadcasting services, whether it was true that he intended introducing frequency modulation, and whether he intended ultimately to broadcast only on FM, thereby rendering AM obsolete. His particular concern was that South Africans would find themselves restricted to state-controlled radio.

The Minister's reply was that he was unaware of the future plans of the SABC, and that he was not responsible for its actions.

In December of the same year, the Minister announced that Very High Frequency radio would be introduced at a cost of \$36 million. The funds would be made available through a loan from the treasury.

Until July 1, 1962, South Africa's 12 million non-whites had to be content with 10 hours programming in African languages every week. Non-whites constitute at least four-fifths of the population.

On that date, the SABC commenced its full time programming for negro listeners—on FM only.

Broadcasting to negroes is strictly controlled.

Newscasts are carefully vetted, "undesirable" news items omitted, and talks geared to indoctrinate. An advisory committee, consisting of white Afrikaners only, counsels on program content for negro consumption.

The appropriation of radio has secured a lion's share of the communications media for Verwoerd. He himself, his party and colleagues have interests in the film, publishing and press fields. They also publish a number of periodicals for negroes which are distributed through the various education departments. Film companies churn out miles of emotional, ideological drama, termed "historical drama" for the purpose of securing government grants.

CONCEIVED IN APATHY

It is inconceivable that a people who fought Nazism in the Second World War should find themselves the subjects of a Nazi-style dictatorship today. And yet they have only themselves to blame.

What is happening in their country was conceived in apathy, an electoral disease peculiar to English South Africans, and born of illiberality.

What of protest?

Certainly the voice of protest is audible, but it has decreased in volume over the years. Opponents are a vocal but very small minority, and legislation of the past three years has considerably muted their cries.

"With the radio we have destroyed the spirit of rebellion." (Dr. Joseph Goebbels, 1935)

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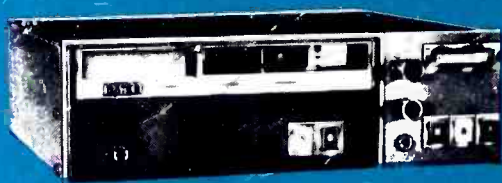
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PRODUCTS WITH A FUTURE

GATES TRANSISTORIZED CARTRIDGE 11 MONAURAL/STEREO PROFESSIONAL CARTRIDGE TAPE SYSTEM



1, 2 OR 3 CUE TONE

- Exclusive positive insert opening
- Separate record/play heads
- Small—3½" high
- Plug-in modular construction

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

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



CANADIAN MARCONI COMPANY

BROADCAST & TV STATION EQUIPMENT SALES
Head Office: 2442 Tréanton Ave., Montreal 16, P.Q.

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL HALIFAX

All-Canada Seminar

ALL-CANADA MEN HEAR SPONSORS IN FRANK BRAINSTORMING SESSION

More than a hundred owners and managers of radio and television stations represented for national time sales in this country and the United States by All-Canada Radio and Television Limited took part in a day-long work conference last month in Toronto.

The seminar, entitled "Time... for Sales", featured candid discussion of problems common to advertisers, their agencies, and broadcasters.

Following a series of closed panel sessions in which representatives of leading advertisers, agencies and stations stated some



ALBERT J. ELIAS,
in his keynote speech, commended All-Canada for its establishment of offices in seven American cities.

pretty blunt views and answered numerous questions, the conference was opened to the advertising "public". More than 200 participated in a two-hour examination of "The Seven Keys to Improved National Sales".

A resolutions committee composed of Gerry Gaetz, managing director of Selkirk Holdings Limited, Edmonton; W.T. Cruickshank, president of CKNX and CKNX-TV, Wingham; Hal Crittenden, general manager of Trans-Canada Communications Limited, Regina; J.M. Nathanson, president of Cape Breton Broadcasters Limited, Sydney, and W.W. Vanderburgh, advertising manager of Coca-Cola Limited, Toronto, concluded the conference with positive recommendations.

In a luncheon address, keynoter Albert J. Elias, vice president of Vick Chemical Company, New York, outlined what U.S. marketers want from Canada. He laid it on the line where Canadian station representatives have been falling down in the past and summed up his concept of the current Canadian scene.

"Reps in Canada are working harder and accomplishing more now than they ever have," he said. "Those who are not, find out pretty quickly from the stations they serve. The days of the captive market are gone for most stations. More advertisers are spending more money. Television and radio are

fighting other media for the lion's share of the media dollar.

"The rep plays an increasingly important part in the growth of advertising and in the increased station revenue. He is the middle man... an expert who can wear two hats — one for the stations he reps and the other for the agencies and advertisers to whom he sells. If he knows all he can about each, he is in a better position to successfully accomplish his purpose — A few of the highlight quotes and comments of the day:

Don't horse around with prices. Plan, publish and maintain the rate structure.

Sell products — not time!

Once in a while advise a client *against* a certain campaign and recommend a better plan.

Follow up the campaign with suggestions for improvements.

Influence more decisions and decision makers with more complete market data.

Broadcasting means constant, daily and intimate contact with people.

Too much garbage is going in — so too much garbage is coming out.

No advertising is bad — the difference is in the amount of waste.

Radio & Television stations are in the driver's seat when it comes to projecting new ideas and techniques.

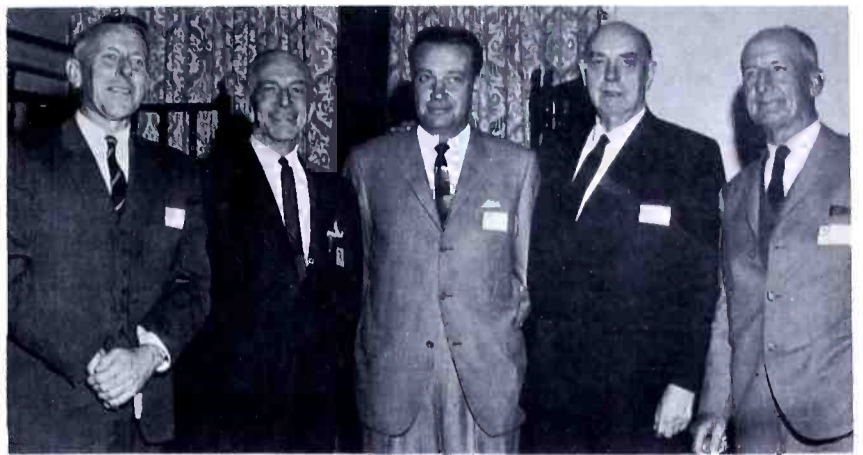
Get to know the advertiser and his product — this doesn't mean by-pass the agency — but know *both!*

Agencies are not in show business but stations are.

When a radio or television station makes a sale, station personnel have in effect been added to the client's sales team. This can be a good sales addition or a poor one.

Radio & Television sales station people should work closely with clients in each market.

All-Canada president J. Stuart MacKay, said All-Canada would pre-



J. STUART MacKAY and Reo Thompson, president and general manager of All-Canada Radio and Television Ltd. were joined by three industry veterans at last month's conference. From the left, MacKay, John Tregale, one time Time Sales Chief; Thompson; Guy Herbert former vice-president and general manager; Clifford Sifton, in his capacity of All-Canada director.

pare a bound volume covering the entire background information that led to the conference, the agenda and proceedings — which were recorded in full on tape.

The book will include all talks transcribed verbatim, recommendations of resolutions committee and thorough photographic coverage. Tapes will be available on request.

Why Choose Tarzian Recording Tape?

■ Tarzian Tape is manufactured to professional quality specifications by Sarkes Tarzian, Inc., a leading manufacturer in the electronics and communications industries. Given good sound in the first place, Tarzian Tape will keep it for you — and give it back undiminished and undistorted. There are four sizes, from which you can choose the right one for every recording requirement:

- 1½-mil acetate in 3, 5, 7, 10½, 14-inch reels plus hubs;
- 1-mil acetate or 1-mil Mylar* in 3, 5, 7, 10½, 14-inch reels plus hubs;
- ½-mil tensilized Mylar in 3, 3¼, 5, and 7-inch reels.

Look at a reel. The oxide surface is smooth, tightly bonded—your protection against flaking, abrasion, wow and flutter. The windings are perfectly slit, perfectly wound—that's tape to capture every high, to give you virtually flat response for all recording frequencies. Now listen. You'll find distortion less than 2½% at maximum recording level (as measured by U. S. Navy Specification W-T-0061); uniformity that stays within plus or minus ¼-decibel from "Record" or "Playback" to "Stop."

We don't know where you can find better audio tape than Tarzian—at a price that makes it practical for every recording assignment. We'll deliver a reel or a carload. Just say the words. Tarzian Tape. Write for a free sample and attractive prices.

*DuPont Trademark.

E. J. PIGGOTT ENTERPRISES, Limited

Instantaneous Recording Service Division
40-42 Lombard Street • Toronto 1, Ontario, Canada
Authorized Canadian Representative
for Sarkes Tarzian, Inc., Magnetic Tape Div.



TO DEVELOP TV SALES

Ross A. McCreath, Manager, Television Division of All-Canada Radio and Television Limited, announces the appointment of Lee Raeburn to the TV Division as Director of Business Development.

Mr. Raeburn brings to All-Canada 12 years of broadcasting experience, the last 10 years in Television Sales and Sales Management.

He will be based in All-Canada's Toronto Head Office.

STATION CALLS

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

CJCJ, Woodstock, N.B.

WOODSTOCK'S NEWEST supermarket, Save-Easy, operated by Atlantic Wholesalers Ltd., promised to throw one of the biggest parties

ever known in Woodstock when their huge parking lot was paved. They kept their promise, and with the help of CJCJ radio, the gala event was made a huge success.

Desilu Sales (Canada) Ltd.



Jean Boisvert

M. Dana S. Murray, gérant, Desilu Sales (Canada) Ltd, annonce la nomination de Jean Boisvert comme représentant au Québec de Desilu Sales (Canada) Ltd, avec bureau à Montréal. Depuis 1946, M. Boisvert a travaillé avec des compagnies de réalisations de films dans la province de Québec et à New York. Son travail a compris la direction et la réalisation de films, de pièces de télévision, de séries dramatiques et d'annonces pour la télévision et la radio pour Quebec Production Corporation, Renaissance-Films, l'Office National du Film, McKim Advertising, Niagara Films et Titania Film Corporation. M. Boisvert fut le premier réalisateur de télévision embauché par la Société Radio-Canada à Montréal et pendant cet engagement a réalisé et dirigé plusieurs pièces de télévision, ballets, opéras et séries hebdomadaires. Desilu Sales (Canada) Ltd., offre ses programmes en anglais et en français. Le bureau de Montréal est situé à 822 Edifice Carré Dominion, téléphone 866 - 4397.

The supermarket's representative approached CJCJ with his plans for what they wanted, when, and how much of a budget was available. Immediately CJCJ personality Walter Tompkins organized just what Save-Easy and its customers wanted.

Although Woodstock is a Saturday night town, Friday, September 27 was chosen as *the night*. The store closed at 6 p.m. and reopened from 8 till 11 p.m. with all CJCJ and Save-Easy staffers dressed western style, Stetsons and all. Jon's home-

made full size chuckwagon was pressed into service to handle hot dogs and Coke which sold for five cents. Tremendous grocery bargains and give-aways were thoroughly radio advertised so when the store opened at 8 p.m. there was a lineup of waiting customers.

Once the buying action was underway, it must have seemed an eternity of work for the Save-Easy staff who never stopped filling shelves. They had to call the warehouse to send up more supplies several times.

While the adults shopped, the younger set were entertained outside and particularly enjoyed themselves with the free tubs of ice cream that Walter kept throwing into the crowd. Throughout the evening he tossed potato picking gloves, bananas, oranges, peanuts, chewing gum, and, finally, good size cuts from a 6' roll of bologna.

Earlier in the evening Walter had roped off the dancing section of the area. His Open House band set up stage on the back of a stakebody truck. Ned Landry, three-time North American Fiddling Champion and CJCJ's singing star, Mary Lou Francis were added as special attractions.

The whole affair was so successful that another one is being planned. As Harvey Mesheau of Atlantic Wholesalers put it: "It is my privilege to work with quite a number of radio stations on behalf of three groups in three provinces. Your station is certainly one of the tops in local area media."

CFRA ANNOUNCEMENT



Terence G. McGovern

Mr. Frank Ryan, President of CFRA Broadcasting Limited, announces the appointment of Terence G. McGovern as Promotion Director of Radio Station CFRA and its FM affiliate, CFMO. Mr. McGovern comes to these stations after almost 14 years promoting circulation sales with the Ottawa Journal.

Bomber executive, television station CJAY-TV and the A&W Drive-in Restaurants. Dubbed the "Eye Spy Football Club", its members are entitled to purchase \$2.00 tickets at any A&W drive-in for half the price. Fans become official members of the club by picking up their cards at CJAY-TV and presenting them at an A&W Drive-in to become eligible for the bargain priced tickets.

To add show business sparkle to the games, station personality Bob Burns marches onto the field during the half-time intermission, leading a troop of seven beautiful A&W cheer leaders. The "Eye Spy Club" section of the stadium joins Burns and his seven majorettes in a series of ear splitting cheers read from a printed song sheet. Pasteboard megaphones are supplied to the fans and the stadium rings to the shouts of "We Want the Bombers."

CJAY-TV has contracted for one thousand tickets per home game, and they are regularly snapped up in a total sell-out within twenty-four hours.

The executive of the Winnipeg Blue Bomber Football Club are enthusiastic in their praise of the idea, and claim there has never been such spirited vocal support of the home town team in the stadium's history.

The "Eye Spy Club" has been a shot in the arm for home town football, but it should also be noted that the idea sells hamburgers too. A&W drive-in advertising executives didn't wait long for results. It came in the form of heavily increased traffic with a corresponding increase at the cash register.

CJAY-TV, Winnipeg

DECLINING ATTENDANCE figures at the Winnipeg Blue Bombers home games resulted in the formation of a unique partnership designed to increase ticket sales and instill enthusiasm in the crowds at Winnipeg stadium.

The partnership consisted of a three-way alliance between the

CFOX, Pointe Claire

COUNTRY MUSIC was first introduced to Montreal listeners back in 1951 when Gord Sinclair Jr., then on the staff of CFCF radio, presented *Western Swing*, a program made up entirely of Country and Western Music.

CHRC
80 À VOTRE RADIO

CHRC/FM

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



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

REPS. HARDY RADIO AND TELEVISION LTD. — CANADA
YOUNG CANADIAN LIMITED

When, in 1960, Gord opened his own station, CFOX, he brought *Western Swing* with him, and, from the very beginning, it has been one of CFOX's most tuned-in stations.

CFOX radio and the show's impressarios, Brown and Foster, were quite pleased with the large and highly enthused audience the show had, especially since the only advertising used to promote it was a two week campaign of 2-sixty second announcements each night on *Western Swing*, plus posters distributed throughout the city.

In September, Brown and Foster, combined their efforts to bring three of the brightest lights in C & W Music to the Verdun Auditorium in Montreal. In spite of the heavy rain and high winds, over 3,500 people turned up to see and hear Johnny Cash, June Carter and George Jones perform.

Although CFOX has always offered a varied sound musically, *Western Swing* has proved to be very popular throughout its three years on CFOX. The station says: "...as long as the people keep listening, CFOX will keep playing Country and Western Music."

CHOV, Pembroke

CHOV-RADIO PEMBROKE, in cooperation with the O'Brien Theatre and its manager, Arnold Malloy, staged a new and different promotion for the theatres current feature "The Great Escape".

CHOV personality Roger Stanion was locked in a cage placed in

front of the theatre. Listeners were invited to come to the theatre early and try to set Roger free. All they had to do was select a key from a lucky key chain. If the person picked the correct key, it unlocked the cage and, temporarily, set Roger free. Anyone successful in releasing him received complimentary passes.

M. J. Murray, O'Brien Theatre chain general manager reported excellent box office returns and was very satisfied with the promotion.

CKRM, Regina

RADIO STATIONS CKRM Regina, Saskatchewan and KEYZ Williston, North Dakota, together with the State Line Club, which borders on Montana and North Dakota, joined forces to sponsor an "International Show", giving manufacturing and retailing firms from Canada and the U.S. a chance to combine their fashion and cosmetic ideas.

Besides giving the fashion firms in Regina a chance to expand their retail area into the Northern parts of Montana and North Dakota, this show promoted the city as a major shopping centre in the west.

Canadian and American models were used for the three shows which attracted capacity crowds from both sides of the border.

Producer and commentator for the shows was Joan Wadsworth, marketing director—women's editor for CKRM Regina, and emcee for the event was Ray David, commercial manager of KEYZ, Williston.

low cost
ONE BUY
gets you these
FOUR MARKETS

- *Timmins*
- *Kirkland Lake*
- *Kapuskasing*
- *Rouyn-Noranda*

HERE ARE THE FIGURES

Population	336,500
TV Homes	67,600
Buying Income	\$423,977,000
Retail Sales	\$242,635,000

CFCL Television

Ask PAUL MULVIHILL, Toronto and Montreal

A TOPFLIGHT TEAM

SELLING FOR YOU ON

CHLT-TV & CHLT-RADIO

Every announcer heard on CHLT Radio is seen on CHLT-TV. This double exposure means every time your radio spot is produced locally, the voice is that of a well-known television personality. TV covers two thirds of the counties in the province and radio blankets the Eastern Townships.

RADIO

● Chlt-tv Channel 7

186,000 watts audio
316,000 watts video

● Chlt-radio 630 Kc

10,000 watts day
5,000 watts night

CUTS & SPLICES

News from the film front —
Television — Industrial —
Features — Syndications

"THE BIG ONE" currently in production at Omega Productions Inc. is a television series of 13 quarter-hour skiing lessons and demonstrations with Olympic Gold Medallist Anne Heggveit. Produced in both English and French versions (Miss Heggveit is bilingual), the shows

combine interiors shot in a ski lodge set at Omega's studios and exteriors filmed around St. Saveur in the Laurentians, and cover the ski scene from the selection of proper equipment and pre-ski exercises to instruction in complicated manoeuvres on the slopes.

The series was produced in color and the sponsor who buys the TV series ("it can be completed for immediate scheduling," says sales director Bob Harwood) will have the rights to showings of the color films to ski clubs, at lodges, and such. *Skiing with Anne Heggveit* was produced and directed by Jean Yves Bigras with camera work by Henri Michaud.

Among the television commercials keeping Omega busy is a series of institutional commercials for Molson's Brewery for use on its quiz program on the French TV network. The one-minute spots give progressive reports on doings at the site of the World's Fair, Expo '67,

and Omega hope the series will run through to 1967.

IT'S OFF WITH THE OLD, on with the new, in television series for the CBC French TV network, at Artek Film Productions. Two Artek-produced series have wound up long runs; *Orientalism*, a total of 75 half-hour films on vocational guidance subjects, completed a three-year run this spring; and *A La Pointe de l'exploration* finished this fall after two years with 60 half-hour programs.

One new series is in production now with two full crews travelling throughout the province of Quebec for *Fishing and Hunting in the Province of Quebec*. The 39-week half-hour program will take viewers to James Bay and Anticosti Island, to Fort Chimo for caribou, the North shore of the St. Lawrence for small white whales, to La Verendrye Park in the Laurentians for bear.

This series, directed by André Legault, was originally scheduled for the fall of '64, but the seven shows already completed are being spotted through programming now and will take over a regular time slot in January.

The first of the year Artek will go into production on another series for the CBC French TV network. The 32 half-hour documentaries will deal with immigrants and their problems in Canada, and shooting will take crews from Halifax to Vancouver, into the U.S. and to Europe for a month. The programs are scheduled for fall 1964.

NEW CHALLENGE in filming sports events was met by Briston Films Ltd. a few weeks ago with a six-day bicycle race, the first to be held in Montreal in about 20 years and the first ever for the Briston crew.

The sprints and spills of the 24-hour-a-day six-day event will go into a half-hour black and white film sponsored by Dow Brewery, being produced in both French and English for distribution by Dow.

In more familiar sports terri-



INSTANT COMMERCIALS
INSTANT ANIMATION

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FOR PARTICULARS WRITE OR CALL

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STAY IN SCHOOL CAMPAIGN

THANKS TO BUSINESS LEADERS

Eight of Canada's most influential business leaders lent their support to the "Stay In School" campaign of Northern Broadcasting Limited. The taped messages were broadcast approximately 270 times over each of Northern's five Radio Stations—CKWS Kingston, CHEX Peterborough, CJKL Kirkland Lake, CKGB Timmins and CFCH North Bay.

Listeners and educators have praised the project. At least 40 other Radio Stations located from one coast to the other secured taped duplicates of the messages for use in their own programming. Doubtless these messages have been broadcast several thousand times in all parts of Canada.

Northern Broadcasting is proud to have provided the means whereby these prominent Canadians have been given the opportunity to persuade young people of the wisdom of securing maximum education. We wish to publicly thank the gentlemen pictured here for generously giving of their valuable time to help the youth of our country!

NORTHERN BROADCASTING LIMITED

425 University Avenue, Toronto,

CKWS RADIO-TV, KINGSTON; CHEX RADIO-TV, PETERBOROUGH; CFCH-TV, NORTH BAY. TRINOR RADIO: CJKL, KIRKLAND LAKE; CKGB, TIMMINS; CFCH, NORTH BAY.



A. G. Mackie
ABITIBI POWER AND PAPER LTD.



J. H. Smith
CANADIAN GENERAL ELECTRIC CO. LTD.



E. H. Walker
GENERAL MOTORS OF CANADA LTD.



Kenneth Winter
CANADIAN KODAK CO. LTD.



Ralph Sewell
COCA-COLA LTD.



Geo. McCall
CHRISTIE, BROWN & CO. LTD.



T. Ralph Hart
LEVER BROTHERS LTD.



W. O. Twaits
IMPERIAL OIL LTD.

tory, the company recently completed a 30-minute color film on the highlights of the Brandon Briar, the Dominion Curling Championship competition for the MacDonald Briar Tankard. Briston Films has covered the curling championships for MacDonald Tobacco Inc. every year since 1952. The film is distributed through Stanfield, Johnson & Hill Ltd. and is shown to almost every curling club in Canada and several in the U.S. each year.

Briston Films was purchased from Jack Bristowe this summer by Leo Thompson, who has been with the company since it opened in 1951, and Robert Mason, who joined the firm seven years ago. They continue to produce "anything in 16mm, including animation."

■ ■ ■

A FAVORITE PROJECT at Film Associates, now going into its fifth consecutive year, is the annual financial report on film for the Aluminum Co. of Canada Ltd. The half-hour black and white film wraps routine financial report information up in a package with general interest material about the company's oper-

ations, and ties it with a ribbon of entertainment value.

The theme of this year's report will be decided upon shortly—last year's subject was sales around the world—and the film will go into production right after Christmas. The report is shown on television, the French version in Jonquière, Quebec and the English version in Kitimat, B.C., for the benefit of Alcan employees, and then is screened at shareholders' meetings, sales meetings and at other inter-company functions.

Last year was the first time an English-language film report was made. Now, thought is being given to producing the report in color in the future. As these moves indicate Alcan's vote of confidence in the filmed annual report, Film Associates' president Pierre Bruneau sees a trend to film moving in on print's monopoly.

■ ■ ■

WHICH CANADIAN FILM company was first to film from an aeroplane? From a helicopter? Rodesfilm Inc. claims the "first" from a hover-

craft, as it covered the first overseas demonstration of the Westland Aircraft Ltd. of England's SR-N2 hovercraft.

Rodesfilm's color film coverage of the 27 ton hovercraft's three-week visit to Canada will be used in the company's world-wide sales program, and still photos by Rodesfilm appeared in leading newspapers at home and abroad with the story of the demonstration. In addition to filming from the hovercraft, crews covered the story by plane and helicopter and on the ground along the route of the demonstration, which included speeding over the Lachine Rapids at 40 knots.

Due for release this month is the first of two 20-minute color films on the Royal Canadian Hus-

sars, both to have both English and French versions. The first production, *The Iron Men*, shows the militia armored regiment in training at its Côte des Neiges Armoury, at summer camp, at Camp Petawawa and, the lighter side of the militiaman's life, at the annual Cavalry Ball.

The film will be sold for television, but Rodesfilm will hold other rights and use *The Iron Men* as a promotion piece to demonstrate its wares.

The second film on the Husars will not be completed till next fall. It will cover the history of the regiment, which was formed during the war of 1812, and will include the colorful Guidon Parade to take place next spring.

ANNOUNCEMENT

BATON BROADCASTING LIMITED APPOINTMENTS



WILLIAM H. COX



VINCENT G. PAUCHUK

E. J. Delaney, general sales manager, announces the appointments of two recent additions to the sales staff of CFTO-TV, William H. Cox and Vincent G. Pauchuk. Mr. Cox and Mr. Pauchuk are appointed CFTO-TV Account Executives immediately. Both of these gentlemen have had extensive national advertising, sales and marketing experience.



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

CFQC

radio — Saskatoon

TELEVISION DIVISION



All-Canada Radio & Television Limited

SELECTIVE TELEVISION IS YOUR BEST BUY

Why? Because you get the big-show audiences at straight card rates. Selective Television is *Flexible Television*—puts you in the driver's seat, market by market. Call your All-Canada Man today. He has the facts. You can reach him in 12 major North American cities.

TORONTO 925-9361	MONTREAL UN1-5656	WINNIPEG WH.2-6861	CALGARY 244-2455	VANCOUVER MU.4-7461
NEW YORK CI.6-1425	CHICAGO 312-372-2528	SAN FRANCISCO 415-362-7159	HOLLYWOOD 462-6676	
ATLANTA 404-875-6644	DALLAS 214-747-3723	DETROIT WO. 1-5438		

WORKS WITH MUSIC LEADERS FOR LIVE STEREO

MONTREAL'S NEW WAVE of interest in sophisticated entertainment was reflected concretely in two positive ways this fall with the birth of a new radio station—CKGM-FM Stereo—and the opening of the glamorous new Place Des Arts concert hall.

CKGM-FM began broadcasting September 16, with a 24 hour a day stereo schedule of quality music, sophisticated talk programs, and a commercial policy which limits interruptions to four times per hour. The new station is evidence of the fantastic growth of FM listening in the Montreal area—from less than 90,000 sets in 1961, to almost 200,000 sets in 1963.

Programming is completely separate from the AM operation, with no simulcasting at any time.

The station's first week of programming bore out the station's promise of sophisticated entertain-

ment. Listeners heard a wide variety of serious and light classical music, well-known show tunes, good jazz, a full length opera, and an uninterrupted two-hour stereo presentation of Shakespeare's "Macbeth".

The station's first "live" stereo show was a remote broadcast of the opening night of Montreal's new Place Des Arts, sponsored by Philips Tape Recorders.

CKGM-FM's music policy reflects another interesting FM pattern in Montreal. FM is the first medium which seems to have crossed all language barriers in Montreal, and CKGM-FM, playing basically instrumental music, with four brief interruptions per hour, gives added weight to the trend.

Because most FM listeners demand the best possible fidelity in music, the station has taken extra precautions to keep the "Sound" technically perfect. Operators, for example, are required to wear white, lint-free gloves when handling discs.

The station plans to work closely with leaders in the field of music in Montreal to develop a special series of "live" stereo programs.

The first step was the donation of a scholarship of \$550.00 to the Faculty of Music at McGill, to be

awarded to a promising performer studying with the Faculty.

PROGRAMS ON CKGM-FM

Some of the "special" programs broadcast regularly on CKGM-FM include features for children, as well as sophisticated adult tastes.

A one-hour weekly production, titled "Introductions", introduces young listeners to the world of music and literature. Each program features a single composer, examines his life, reviewing highlights of his music, and discusses his work in relation to his contemporaries in the fields of art and literature. A printed study guide is being prepared to accompany the series.

Another series, *The Spoken Arts*, is currently tracing highlights in the development of English literature, from Chaucer to Tennessee Williams. Although the material is presented in chronological order, the series is intended as pure entertainment, rather than education.

Sunday evenings on CKGM-FM are devoted to a series under the general title, *FM Theatre*, which, on alternate Sundays, presents a complete Shakespeare play of a full length opera.

Several leading figures in the world of music have already taken part in CKGM-FM's good music programming. Disc-jockey chores on the station's classical music showcase, *FM Festival*, have been handled by Erich Leinsdorf, renowned conductor of the Boston Symphony Orchestra, and also by famed violinist Yehudi Menuhin.

Further personal appearances lined up include folk singer Odetta, and members of Les Grands Ballets Canadiens, and jazzman Miles Davis.

COMMERCIAL POLICY

In order to maintain a distinctive program schedule to appeal to the more demanding FM audience, the station recognized from the outset the need to limit the number of

commercial interruptions, and to impose rigid controls on commercial copy approaches.

It was decided, therefore, to sell time only in program blocks, rather than spots. During the day, the minimum commercial availability was set at a one-hour block, on a rotating basis, from 7 a.m. to 4 p.m. During the evening, time was sold in a minimum of half-hour blocks, rotating from 4 p.m. until midnight.

The result was immediate acceptance, on the part of both audience and sponsors.

PERSONNEL

CKGM-FM operates under the over-all supervision of Geoff Stirling, president and Don Walls, vice-president and general manager.

The actual operation of the FM division is under Assistant Manager Bill Ballentine, formerly production manager of the AM operation, and previous to that a member of the Communications Department of the University of British Columbia.

BBM ANNOUNCEMENT

FIFTEEN ORGANIZATIONS have become members of the Bureau of Broadcast Measurement in the past two months, it has been announced by BBM President Jack Glasier.

New members are:

Canadian Breweries Ltd, Toronto; Beneficial Finance Co. of Canada, Toronto; Modern Film Distributors Ltd, Vancouver; Smith Gent Advertising Ltd, Toronto; CKRM, Regina; CKLC, Kingston; CKCQ, Quesnel; CJRL, Kenora grouped with CKDR, Dryden; CKVM, Ville Marie; the Okanagan Radio group, CKOV, Kelowna, CKOK, Penticton and CJIB, Vernon; CJJC, Langley, CFAX, Victoria; CFGM, Toronto-Richmond Hill.

POSITION WANTED

Young man, ambitious, single, with a good knowledge of Radio & Television Broadcasting. Will work in any capacity. Contact M.B. Schoenfeld, 5757 Glenarden Ave., Montreal 29, Quebec.

CHARLES PERSONNEL LIMITED

Specialists in supplying Help of the Highest Calibre to the Advertising • Marketing and Sales Fields
HU. 7-1576
120 Eglinton East, TORONTO 12

WANTED TO BUY

Used

5 Kw Transmitter
at a reasonable price.

Send details as to make, model, condition and price to
BOX A-708

Canadian Broadcaster
219 Bay Street
Toronto 1, Ontario

MOVE UP WITH CKGM

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

HAVE EXPERIENCE WILL USE

Sales Manager's and National Sales Experience in two of Canada's Major Markets. Would like comparable position in Southern Ontario Market.
Write: Box A-709, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ontario.

WANTED CKDA RADIO

in Victoria, B.C. requires a top air personality. Must be versatile.
Write Manager, CKDA, Hotel Douglas, Victoria, British Columbia.

ATU COMPONENTS

2 Hour Service
GELECO Electronics Ltd.
1262 Don Mills Rd., Don Mills, Ont. Phone: 444-5991 or. BA5-2497

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



FUTURAMA

Then there's the hack writer, who was always going to pay his arrears of room rent, from the cheque the publisher was going to send him, if he accepted the book he was going to write, when he had found a suitable subject and the necessary inspiration.

•••

GOLDEN STAIRWAY

It took the seductive actress ten years to find out she was completely devoid of talent, but by this time she was so famous she no longer needed to work anyhow.

•••

PAN MAIL

Sir: I have been reading your appalling paper since it first started appearing in January 1942 with mixed feelings, but the worst issue of all you have published was the last...I hope.

-:Kindly Critic

•••

MORE OF THE SAME

Sir: You trade paper publishers must have a combine. The jokes you turned down for Lewisite had already been rejected by eight other publications.

-:A Victim

•••

SIGNUS TROUBLE

Passengers in this vehicle who are dissatisfied with the performance of the driver will kindly observe the spray of mistletoe affixed to his coat tail.

•••

AUDREY STUFF

Then there's the gal who was so dumb she thought a coloratura soprano was a singing negress.

•••

CONVENTION TIP

A watch is useless with a speaker who doesn't know enough to sit down. What he needs is a calendar.

•••

WELL HARDLY EVER

Then there's the advertiser who is never late with his copy. We just go to press too soon for him.

•••

VALEDICTORY

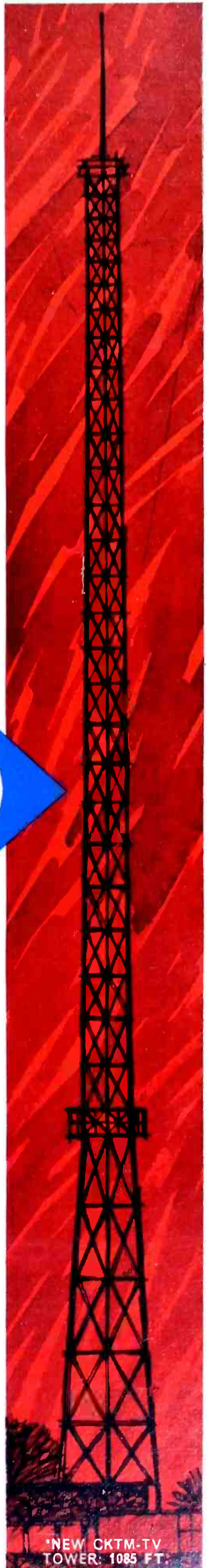
He who laughs last doesn't catch on quick.

TOP TOWER TOP POWER

Higher than the Eiffel Tower in Paris*, the new CKTM-TV antenna now delivers 325,000 Watts of sales power to the rich Trois-Rivières Industrial complex. The highest TV tower in Quebec really blankets the 3rd largest French Market in Canada, reaching over 200,000 families in La Belle Province. Take advantage of this increased POWER to add a new sales PUNCH to your advertising message.



*EIFFEL TOWER:
975 FT.



*NEW CKTM-TV
TOWER: 1085 FT.



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

Teachers' Awards

ENTRIES CLOSE NOVEMBER 30

THE ONTARIO TEACHERS' Federation has set November 30 as the deadline for submissions for its annual awards for educational broadcasting in Ontario. The awards are designed "both as a tangible recognition of the contributions to community life by Ontario's broadcasters, and as a further spur to the general recognition of the importance of education".

The awards may be given for a single program, a series, or any actions in broadcasting which highlight or stimulate interest in education at the school level.

Entries may be made by any private radio or TV station in the province or by any employee or freelance contributor.

Entries take the form of a brief description, to which photographs, scripts, testimonial letters, or other supporting evidence may be added. A sample tape or disc, kinescope or videotape, should be included where possible. The OTF also suggests the endorsement of a local teachers' group.

Submissions should be addressed to Miss Nora Hodgins, secretary-treasurer, Ontario Teachers' Federation, 1260 Bay Street, Toronto 5.

The Radio Award was inaugurated in 1958 and the TV Award was set up in '59. Last year the Awards went to CHUM Toronto for *The Changing Face of Education* and *Let's Talk Education*, and to CFPL-TV London for *Sunshine School*.

CHAB CLAIMS BALLOON FIRST

"FIRST IN CANADA to broadcast from a balloon in free flight" is the latest claim to fame of CHAB Moose Jaw. The station took to the air in the sixty foot high balloon in a promotion for the third annual Plamor Booster Quarter Horse and Shetland Pony Show.

During the three-day show, CHAB personalities broadcast daily from the basket-built-for-two suspended from the balloon, boosting the sale of draw tickets by sending the balloon into flight for every 500 tickets sold. Only 4,000 tickets had been sold in a two-month period prior to the event, but 5,000 more were sold during CHAB's three-day promotion, to send the balloon up for ten flights.



As an added attraction, the balloon was released every evening prior to the Quarter Horse Show, lighted by three thousand watt lamps inside. The nine foot high fluorescent letters on the sides spelled "CHAB in the sky" on one side and "Plamor Boosters" (a local service club) on the other.

And the show broke all attendance records.

Ethnics Are Out

Since going to full Country and Western programming on July 1 of this year, CFGM Richmond Hill has reduced its Ethnic content from five hours a day to two hours and effective Nov 1 has eliminated Ethnic programs completely.

This move has been brought about to accomodate an overflow of English language advertisers and in response to listeners' requests, the station says.

SAY YOU SAW IT
IN
THE BROADCASTER

OUR
SPONSORS
ARE
BUSY
PEOPLE!

CHOV
RADIO-PEMBROKE

See Paul Mulvihill

ACRTF . . .

Les

BONNES NOUVELLES!

toujours

par

BROADCAST NEWS

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS



HARDY RADIO & TELEVISION LIMITÉE

**vous souhaitez la
BIENVENUE AU CONGRES de L'ACRTF**



Pierre Lemieux
Montréal



Jean Senecal
Montréal



Art Harrison
Gérant Général



Marc Legault
Gérant
Bureau de Montréal



Gilles Dussault
Montréal



Dick Sienko
Toronto



Monte Hutton
Toronto



Pat Rowsell
Toronto



Weldon Wilson
Toronto



Charles Powell
Toronto

Postes Français
RADIO

- CHFA Edmonton
- CHEF Granby
- CKRS Jonquière
- CKBL Matane
- CHNC New Carlisle
- CHRC Québec
- RADIO NORD INC.
- CJFP Rivière-du-Loup
- CJAF Cabano
- CHRL Roberval
- CKJL St. Jerome
- CKSM Shawnigan
- CJSO Sorel
- CJLM Joliette
- CKLD Thetford Mines
- CHRS St. Jean
- CKML Mont Laurier
- CKBS St. Hyacinthe
- CFLV Valleyfield
- CHRC-FM Québec

REPRESENTANTS
des
POSTES POPULAIRES
à
TRAVERS LE PAYS

Postes Français
TELEVISION

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

Postes Anglais

- CFJR Brockville, Ont.
- CKNB Campbellton, N.B.
- CHFM-TV, Calgary, Alta.
- CKCO-TV, Kitchener, Ont.
- CKMI-TV, Québec, P.Q.
- *CKCL Truro, N.S.
- *CKDH Amherst, N.S.
- *CKMR Newcastle, N.B.
- *CKLY Lindsay, Ont.
- *CFTJ Galt, Ont.
- *CJME Regina, Sask.
- *CJAV Port Alberni, B.C.

*Toronto only

CFTM-TV continues to dominate night time television in MONTREAL

HOUSEHOLDS TUNED
(000)

July 1963 Nielsen — Monday through Friday Average



CFTM-TV

CHANNEL 10 MONTREAL

***sells the most
in Montreal***

REPRESENTATIVES:

Toronto & Montreal
PAUL L'ANGLAIS INC.

Winnipeg & Vancouver
STOVIN-BYLES LTD.

New York
FORJUE & COMPANY INC.