



Canadian
BROADCASTER

Vol. 19, No. 18

TORONTO

September 15th, 1960

MONTREAL'S MAN of many parts is Lucien "Frenchie" Jarraud, shown interviewing volunteer blood-donors at St. Helène Island swimming pool. The popular CJMS broadcaster is a Montreal institution and is on call 24-hours a day. Jarraud, 38, was born in Paris and got into show business at age 9 by joining a circus. Photo is by Claude Duchesne. Story on page 50.

• *Inside French Canada*

(Third Annual Supplement)

RADIO SELLS TO ALL WALKS OF PEOPLE

Poets and peasants, dressmakers and dowagers, laborers and lawyers, singers and seamstresses, managers and mailmen, policemen and politicians, hairdressers and housewives, jockeys and jurists, ladies and lumberjacks.

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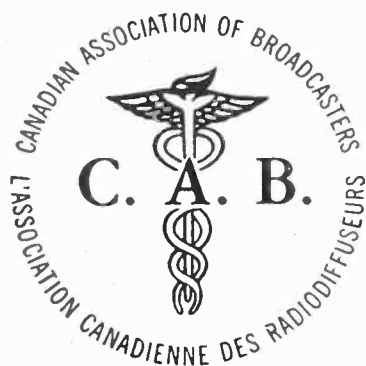
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Vol. 19, No. 18

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September 15th, 1960

Dedication To An Ideal

It is with considerable pleasure that we offer, in this issue, our third annual French Market supplement, "Inside French Canada", which starts on page 25 and continues for the rest of the book.

Beyond statistics demonstrating the importance of the French market, the predominant point seems to be that French Canada shares a fierce pride in Canada with those other Canadians who speak English. At the same time, French Canada is just as determined to live up to the constitution which makes us a dual language country and see to it that the French language continues to be spoken, in the Province of Quebec and in those other areas, where there are settlements of French Canadians.

"Inside French Canada" has only been made possible by the enthusiastic co-operation of the large number of Montreal and other Quebec advertising men who were not only kind enough to write articles for us on various subjects concerning the French market, but were eager to do as we asked, and volunteered to do anything more to help us further the cause in which they all believe so keenly.

To single out one name would be unfair, except if we mention Jacques Bouchard, advertising manager of Labatt's Brewery, and president of Le Publicité-Club de Montréal, who helped us unhesitatingly and untiringly to find the material we needed. Most of the other contributors to our supplement are members of Le Publicité-Club and we are proud too — proud to have had this association with a group of men who are willing to work, not to further their own individual ends, but for a cause in which they firmly and ardently believe.

French Canadians are an enthusiastic people, and therefore more colorful than their English-speaking fellow citizens. This color comes through when they are writing,

even in English.

It was a wonderful experience to read their articles and prepare them for the printer. They required no more editing than the average contribution from English-speaking writers. But they have something else as well. Even when translating their thoughts into English, some of their colorful idioms come through and give their writing a sparkle which English writers find hard to attain. They are able to write in this way for another reason, and this is because they have a tremendous purpose which they can see materializing from day to day.

In English-speaking Canada, proximity to the United States and sharing the same language makes it harder for us to develop and maintain an individually Canadian character. The flow of language, in print and over the air, from our southern neighbor, who outnumbers us by more than ten to one, cannot help influencing our lives. In French Canada, the language is virtually all their own, and there is little if any influence from outside. But there is another point.

Because recognition of their right to preserve their language has, at times, been an uphill fight, French Canadians are all willing to work for this cause. As a result, we find business men allying themselves with their competitors, as they have in this issue of our paper, to help further the doctrine in which they so steadfastly believe, their way of living, and, more especially, their language.

French Canada has a standard for which it is willing to work and sacrifice. Whether or not we subscribe to their views, as we, for our part, most sincerely do, is not the question. What is of importance, as we see it, is that they offer us an example in real Canadianism, an example of which we, in English-speaking Canada, might well take heed.

Third Column

TOWER PLAY

TO PUBLICIZE ITS show tent at the Canadian National Exhibition in Toronto, the CBC announced that it was looking for a volunteer to spend a week atop its 40-foot antenna tower beside the tent.

One of the first applicants for the job was a young Varsity student. He phoned Don MacDonald, head of Toronto CBC's press and information department.

As he was speaking to the student, MacDonald heard a low "beep" in the background, as though the conversation was being recorded. Suspecting something, MacDonald ended the talk with a few vague promises.

After a few inquiries, the student, Allan Walker, was discovered to be a part-time news-writer for CHUM-Radio in Toronto. Although he now knew who Walker was, MacDonald made a tentative deal to have the youth climb the tower, but intended to have him sign a release saying he had no connection with a rival broadcasting station.

Walker didn't get to climb the tower and he later admitted, as reported by Dennis Braithwaite of the TORONTO DAILY STAR, that he planned to spend three or four days on the perch seemingly drawing attention to CBC. CHUM would then break the story of how it had duped the corporation by planting one of its boys atop the CBC tower.

Allan Slight, CHUM's promotion manager, later said he had intended in any event to call off the stunt. If it had gone through, Slight said, the only mention of CHUM would have come during Walker's interview on *Tabloid*, later that week, as a means of identifying himself.

The CBC in the meantime hired a 29-year-old stunt man to spend seven days on the tower drawing attention to the tent. Very publicity conscious himself, the man — John Chapman — makes all public appearances with his 1932 Pontiac hearse.



International

NETS - JETS - TAPES SPEED OLYMPICS TO THE WORLD

THE SIGHT AND SOUND of the Rome Olympics came to Canadian viewers through the combined efforts of three television networks, jet planes, five Ampex television tape recorders, and a sometimes frantic scheduling operation that allowed Canadians to see their athletes on television the same day that they performed in Rome.

Complete television coverage for the games was effected by RAI (Radiotelevisione Italiana), the official Italian Government network. RAI's camera crews fed the television pictures from the four main Olympic stadia, and remote locations, back to the special Olympic master control room. Here the signals were routed through commentators' booths for comment in the language of the receiving country, and the audio-video feed was then sent over direct line or microwave link to all the countries carrying television coverage of the games.

Canadian coverage was done by CBS on behalf of CBC. At Rome's sprawling Ciampino Airport, some 14 miles from the Olympic area, CBS crews under Sports Producer Pete Molnar and Chief Engineer Art Schoenfuuss, worked 12-hour days recording the RAI television pic-

tures for US and Canadian TV. The incoming RAI signals were converted from Eurovision's 625 line per frame picture to the Canadian/US 525 standard by means of a special optical converter built in Germany.

CBS's three Ampex machines (two console VR-1000Cs and one compact VR-1001A) recorded those portions of the Olympics of interest to Canadian and US viewers. The tapes were boxed and placed aboard TWA, Pan American, and Alitalia jets bound for the US. In addition to the Rome operation, another Ampex unit was set up at Orly field outside Paris where certain portions of the games were recorded for rush shipment to New York.

At New York's Idlewild airport, the fifth Ampex was set up to playback incoming tapes direct to CBS master control. From CBS the tape playback went out on direct line to CBC Toronto, and from CBC to its affiliates for local programming. CBC carried 12 half-hour shows, and edited a special hour feature program of Canadian athletes from all the CBS tapes.

INTRICATE SCHEDULING

Getting the tapes from Rome to New York required an intricate

scheduling arrangement. Theoretically, since there is a five hours time difference between Rome and New York, and since jets can fly the route in eight hours, tapes recorded from 4:30 to 5:30 could be played back for Toronto at 9:30 p.m. on the same day. Paris time was even better than Rome, with only six and one-half hours jet flying time between Paris and New York.

Because of this time advantage, the television recorder at Orly field near Paris was used for special same day coverage. Tapes recorded in Rome were generally seen the day after the event. Back up recordings were made, in Rome, of all important events and the second tapes were placed aboard different planes so that tapes could still get through if one aircraft was delayed.

At CBS master control in New York, a CBC operations crew viewed the daily program material and selected those portions of interest to Canada. CBS recorded a total of 20 hours of program material during the 16 day event. CBC's 12 hour shows were compiled from these tapes.

VIEWED IN U.K. TOO

Viewers in the U.K. saw 45 minutes of the Olympics nightly on Sportsview. A three man BBC crew recorded the incoming RAI feed on an Ampex unit housed in their new mobile van. These 625-line pictures were then edited and put into segments for a combined tape, live and film presentation sent from RAI's studios over the Eurovision lines. The Eurovision feed was converted to 405 standards at BBC's conversion station in Dover.

NHK, the Japan Broadcasting Corporation, used two Ampex recorders at their headquarters at Fiumicino airport. Tapes were flown to Tokyo and converted from 625 to 525 by a NHK optical conversion unit, and microwaved to both NHK and commercial Japanese stations for programming. In addition to their complete tape coverage, NHK aired about one minute of same day coverage, using a slow scanning unit similar to the one used by BBC for trans-Atlantic picture trans-

mission of the Princess' wedding, and last year's Canadian visit by the Queen.

The Japanese system involved shooting eight frames per second film, quick processing of the film, and then scanning each individual frame for transmission over two 600 cycle bands in the audio spectrum. (500-1100 cycles and 2000-2600). Since it required 30 seconds for the scanning of each frame, four hours of scanning and transmission are necessary for one complete minute of film.

EUROVISION-CENTRAL EUROPE

Continental European viewers saw the games through Eurovision. Commentators from the Eurovision countries viewed the games on monitors in their announce booths at the main stadium, and added their own language version of the commentary. For some of the Eurovision feeds, RAI recorded their signals for delayed playback later in the evening. In other cases, one live Eurovision feed was made, and a second recorded on RAI's two Ampexes for later playback when the live feed was over.

Communist bloc countries received either the standard Eurovision feed, or a special microwaved signal through Yugoslavia. Poland, Czechoslovakia, East Germany, and Hungary had commentators in the booths at the stadia, adding their own language version audio to the RAI originated video signal. It was thought that kinescopes were made in Poland or Czechoslovakia and flown to Moscow for transmission.

There was no doubt in anyone's mind that the 1960 Olympics were the most completely covered event in the history of television special events reporting. On hand in Rome were upwards of 40 cameras (mostly Marconi Marks II, III, and IV), 10 Ampex video recorders (4 at RAI, 3 at CBS, 2 at NHK, 1 at BBC) with one more Ampex in Paris, another at Idlewild, and hundreds at each local point in Eurovision, Canadian and US networks, and one of the most complex systems of multi-lateral and uni-lateral video feeds ever assembled.



BROADCASTERS ARE RAVING...

"We are so enthused over the new Popeye cartoons that we have increased our Popeye program to a full hour as of October 1st, and we are delighted to say that this new hour format is sold out as of that date."

RICHARD W. JOLLIFFE
General Sales Manager
KTLA-TV, Los Angeles

"Delighted to have new POPEYE series... Commercial interest high; already have confirmed orders and expect to be sold out by starting date... Have every confidence program will be number one in time slot."

ROY BACUS, Manager
WBAP-TV, Fort Worth

Exclusive in Canada with

Sovereign Film Distributors Ltd.

277 Victoria St.

TV DIVISION
EMpire 8-8621

Toronto, Ont.

Advertisement for Hope Garber, featuring a portrait of her and text: 'HOPE GARBER Western Ontario home-makers rely on her "AT HOME" show for news of interest to women. A home-maker and mother herself, Hope has their confidence. Another reason why... Western Ontario is sold on CFPL-TV CHANNEL 10 LONDON Representatives: Canada—All-Canada Television U.S.A.—Weed & Co.'

LCBO Monitors US TV

THE ONTARIO LIQUOR Control Board is monitoring United States TV stations which broadcast into Ontario for infractions by Canadian breweries of the province's liquor advertising code.

Premier Frost has said sanctions could be applied to breweries violating the radio and TV section of the code which became effective Aug. 1.

The code permits brewery advertising but forbids drinking scenes. When it was announced, the board made it clear it expects Canadian breweries to follow the rules when advertising on US stations reaching into Ontario.

Kennedy-Nixon Debate

THE television debate between U.S. presidential candidates Richard Nixon and John Kennedy scheduled for Sept. 26 will be carried on the CBC-TV network and will be made available to stations on the CBC Trans-Canada radio network.

On television, the debate on domestic affairs will be broadcast from 9:30 to 10:30 p.m. Radio coverage will be delayed until 11 p.m.

Network television coverage of the second debate — on foreign affairs — scheduled tentatively for Oct. 21, is being considered by the CBC.

SAY YOU SAW IT
in the
BROADCASTER

CBC Meets Private Threat With "Local Look"

A CBC NEWS RELEASE says CBLT station manager, Michael Hind-Smith plans to combine network quality and local interest "to keep Toronto viewers tuned to Channel Six during The Year Of The Private Stations."

The station plans to back up network package material with a "local look" built around eight new live shows.

According to Hind-Smith, "it's all part of a plan to win an audience which, although it hasn't been ignored, hasn't been courted too ardently in the past."

Since it went on the air in 1952, CBLT has been the centre of the CBC-TV network, and has carried the heaviest load in establishing the network across Canada.

"In serving people right across the

country," says Hind-Smith, "we didn't always find it possible to meet some of the special needs in our own back yard — a very large back yard, containing the three million people in Toronto and southern Ontario who are served by Channel Six."

"Now we are going after the local audience, and in a big way. We are expanding our information and publicity efforts and planning to work more closely with local sponsors and advertisers."

The "local look" was previewed Sept. 8 — the eighth anniversary of CBLT's existence. People and programs for the fall were introduced on an hour-long variety show that played not only to Channel Six viewers, but also to a select audience of invited guests.



**Largest
RURAL
Coverage**

of any

**RURAL
Station**

in

**Nova Scotia
CJFX**

"Voice of the Atlantic
Seaboard"

**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these
radio stations

- CJFX, Antigonish
- CKBB, Barrie
- CFNB, Fredericton
- CJCH, Halifax
- CFOX, Pointe Claire
- CFPA, Port Arthur
- CKTB, St. Catharines
- CHOK, Sarnia
- CFCL, Timmins

OKANAGAN Radioland

Over \$127 Million in Retail Sales



AERIAL VIEW OF VERNON — SWAN LAKE IN BACKGROUND

Photo by D. Kermode

Call ALL-CANADA RADIO, CANADA

Served by
CJIB CKOV CKOK

Call WEED & COMPANY, U.S.A.

MONTREAL'S "LONG ISLAND" IS MARKET WITHIN A MARKET

by KEITH DANCY

General Manager — CFOX, Pointe Claire

IN A STRETCH fifteen miles long and barely three miles wide, some 180,000 Quebecers have created an economic area which compares with Long Island, a portion of Connecticut, and the San Fernando and Van Nyes areas of California. Even though Montreal is somewhat smaller than New York or Los Angeles, geography and industry have combined to create the climate for this rich development to the west of Montreal proper.

ENGLISH EXPAND

Montreal is an island 42 miles long and 15 miles wide at its widest point. In the east, large oil refineries have made that part of the island undesirable for high class housing. Crowded, inadequate bridges have prevented widespread development off the island proper. The result has been that on the long, narrow, western end of the island, the English-speaking Montrealer has over the past ten years, built a number of prosperous cities and towns from Lachine to Ste. Anne de Bellevue. Despite poor bridge connections west, the English population has continued developing westward and northward up the Ottawa River Valley as far as Hudson and Como, some 40 miles from Peel and St. Catherine streets in Montreal.

The area has grown from about 80,000 people in 1950 to over 180,000 in 1960.

NEW CITIES

Sample growth patterns can be found in such cities as Pointe Claire. Ten years ago, a population of 8,000 inhabited the then town of Pointe Claire. Now the population is over 22,000 and the city planners confidently predict 65,000 by 1970. Dorval, next door neighbour to Pointe Claire, has mushroomed from 5,000 in 1950 to 20,000 at present count. Beaconsfield has grown from barely 2,500 persons to over 10,000. Baie D'Urfe from 500 to 5,000. Lachine from 25,000 to 40,000. Pierrefonds from an unincorporated rural area of about 2,000 to a city of over 12,000.

The development of Hudson, Hudson Heights and Como has mushroomed too, but not on the spectacular scale evidenced on the island communities. The homes in this area tend to be on larger lots — many of them easily qualifying for the "estate" label.

The area is 70 per cent English speaking, 30 per cent French according to the latest post office figures.

HIGH CALIBRE POPULATION

There are over 40,000 registered

passenger cars on the Lakeshore and it easily qualifies as one of the outstanding car marketing areas in Quebec. Over 90% of all families own a car.

Home ownership is very high — 25,000 families own their own homes.

The average size family is 4.5 persons — ranging from 3.8 in Dorval to 5 per family in fashionable Baie D'Urfe.

The average head of the house on the Lakeshore is a high calibre employee with professional training. Twenty-four per cent of our Lakeshore workers are in the professional class — i.e. doctors, lawyers, engineers, chartered accountants, professors, etcetera.

Nineteen percent of the Lakeshore breadwinners qualify as senior executives, and a further 4% own their own businesses.

Twenty-one percent are on the way up in the junior executive class — office managers, salesmen, superintendents, etcetera.

Twenty-three percent are in the skilled labour class as pilots, draughtsmen, mechanics, technicians, civil servants, purchasing agents, etcetera.

Six percent are on the retired side. The balance — a slim 3% of the total labour force on the fashionable

Lakeshore is placed in the unskilled labour class.

TOP MARKET

Indeed, this is one of the highest calibre markets in Canada. Middle and upper income groups dominate life on the Lakeshore — and the community reflects their presence. Swimming pools dot the area, recreational facilities such as curling clubs are springing up in every centre. New hospitals, schools and churches are going up at a fantastic pace as the area provides for its present and future needs.

So far, the communities have combined to fight encroachment on their civic boundaries by Montreal. In fact, there is a "Little Metro" group active which includes the mayors of all the cities and towns concerned with staying independent of "Big Brother" downtown. So far they have been successful and every indication is that they have silenced the cry for annexation for some time to come.

INDUSTRY MOVES IN

Industry is moving onto the Lakeshore — but a very specialized type requiring highly skilled labour. For instance the first plant to be opened in the multi-million-dollar Pointe

(Continued on Page 10)

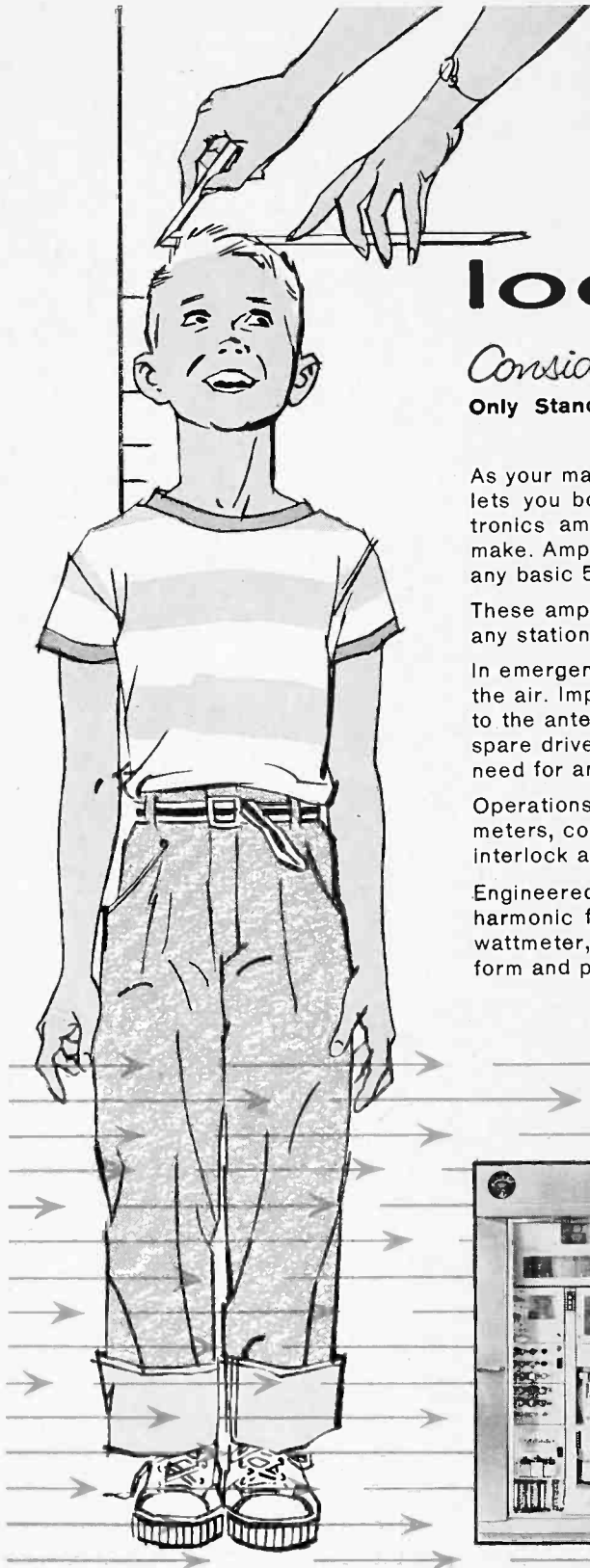
Some day every Canadian may speak both of our country's official languages, but until that day advertisers must continue to tailor their campaigns and direct their messages to *both* segments of the community.

The importance of using both French- and English-language television is graphically illustrated on page 35 in the French section of this issue.

BROADCAST ADVERTISING BUREAU

TV Division

BAB-TV promotes Television as an advertising medium and is a Division of
The Canadian Association of Broadcasters
l'Association Canadienne des Radiodiffuseurs



look ahead

Consider "Growth Potential"

Only Standard Electronics TV transmitting equipment can grow from 500 to over 50,000 watts.

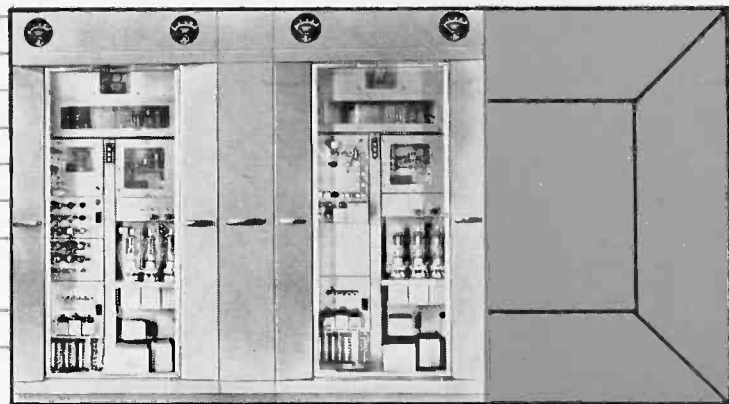
As your market grows, so can your station. "Growth Potential" lets you boost power economically by **adding** Standard Electronics amplifiers to your present equipment, regardless of make. Amplifiers of 10 - 25 and 50 KW output may be used with any basic 500 watt driver.

These amplifiers are self-contained units; easily adaptable to any station layout.

In emergencies, the built-in Patchover protection keeps you on the air. Impedance matched units permit connecting the driver to the antenna in seconds, in the event of amplifier trouble. A spare driver can provide full power in reserve, eliminating the need for an entire transmitter line-up for standby.

Operations and maintenance are planned-for. Large-faced meters, controls mounted in front, full length glass doors, and interlock and overload systems make daily work easier.

Engineered auxiliary equipment includes: antenna diplexer, harmonic filter, linearity correction amplifier, RF dummy load wattmeter, vestigial side-band filter, visual demodulator, waveform and picture monitoring console.



Standard Electronics TV transmitting equipment is distributed in Canada by

Northern Electric

COMPANY LIMITED

SERVES YOU BEST

SIDEWALK SUPERS ON CLOSED CIRCUIT



RCA VICTOR introduces novel use for closed-circuit TV by putting on 1½-hour daily show for lunchtime sidewalk superintendents at construction site of new C-I-L House on Montreal's Dorchester Street. Steel framework of the \$30 million building has reached 14th floor. Closed circuit vidicon camera gives passers-by program of construction progress as girders are hoisted into position 150-feet above street level.

WILL BEAM SIGNAL TO NORTH POLE

THE FIRST CANADIAN Broadcasting Corporation radio station north of the Arctic Circle will go on the air by November of this year. The new station, CHAK, will have a power of 1,000 watts and will be located at Inuvick in the Northwest Territories, 1,200 air miles north of Edmonton.

The station equipment, including transmitter, control console and associated facilities travelled 3,500 miles by truck, train and barge from Canadian General Electric's plant in Toronto.

The studio will be located in the centre of the townsite and the transmitter and 190 foot mast a mile and a half away on the road to the airport.

This is the first time that a Canadian radio station will be broadcasting regularly in the Eskimo language.

dian radio station will be broadcasting regularly in the Eskimo language.

CKGM Starts Workshop

ON SEPTEMBER 20, CBC radio will present a report on the Stratford Shakespearean Festival which has experienced one of its most successful seasons. The program will review some of the highlights of the Festival and explore plans for next year's productions.

Plans for expanding the tourist facilities and industrial life of Stratford will be discussed.

Actors will tell about what they hope to be doing during the winter season.

MONTREAL'S LAKESHORE (Continued from Page 8)

Claire Industrial Park was the Pulp and Paper Research Institute. Dorval Industrial Park's initial tenants are Mount Royal Chemicals, Sandoz and Ciba — all well known names in the pharmaceuticals industry.

are less than four years old, and all are thriving. Older shopping communities such as Lachine with 166 stores have fought back with off-street parking, co-operative promotions and generally spruced up appearances to keep their businesses thriving. The Village Shopping Area in Pointe Claire just recently underwent major surgery in the form of street rebuilding, new lighting and new sidewalks. A master plan for the reconstruction of the whole area is now before council and, if adopted, it would retain the charm of the old village, while providing modern conveniences all around.

RECREATION

With beautiful Lake St. Louis at their doorstep, Lakeshoreites own thousands of boats — ranging from ten horse power fisherman's specials to huge luxury cruisers docked at the famous Royal St. Lawrence Yacht Club.

Famous golf clubs such as Summerlea, Royal Montreal, Beaconsfield and Elmridge add much to the beauty of the area.

Shopping centres abound, but they have not pushed the corner merchant off the map.

Dorval Gardens Centre is one of the most successful on the continent, and has drawn two other satellite centres to its boundaries — making it an area with over 50 stores and parking for over 5,000 cars.

DISTINCT AREA

The average Lakeshoreite has a large mortgage, a medium-sized family, a good car and a good job with a bright future. The Lakeshore is a distinct economic area from Montreal and is one of the most complex English markets in the country because of its sprawling cities and towns, each with its own identity, but nevertheless part of the whole Lakeshore.

(Statistics from D.B.S., Canadian Post Office, City Clerk's offices of the various communities concerned, Province of Quebec.)

NEW AND THRIVING

Ste. Genevieve, Pointe Claire, Valois, Dixie and Beaconsfield all



Dominates Town & Country in Western Ontario

CHANNEL 8 — WINGHAM

repped by ALL-CANADA TELEVISION

"INTERPOL CALLING" . . .

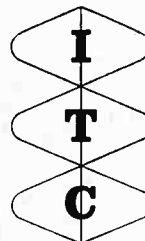


CHARLES KORVIN

stars as Chief Inspector Paul Duval of Interpol, the world's most fascinating Police Force. Sixty-three countries — including Canada — are members of this international organization.

- . . . COMMONWEALTH production by ITC and the J. Arthur Rank Organization.
- . . . CAPTURING audiences the world over — already acquired by 119 U.S. and 17 Canadian markets.
- . . . THIRTY-NINE action-packed episodes all keyed to boost your local sales.

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ON THE AIR!

CFCN-TV 4
CALGARY

**FIRST SECOND CHANNEL STATION IN CANADA — ON THE AIR
SEPTEMBER 9th WITH REGULAR PROGRAMMING, AS PROMISED!**

Reps: TELEVISION REPRESENTATIVES Ltd. Toronto Montreal Vancouver Winnipeg

CUTS & SPLICES



Bob Miller

Stratford Festival Winners

THIS YEAR'S twelve-day Stratford Film Festival wound up with the presentation of certificates of merit.

Although the Festival itself is not

competitive, a group of critics who covered all 23 matinee and evening showings formed the Stratford Film Festival Critics' Circle, in order to award some recognition to several of the films screened.

Those voting were John Colombo of the CANADIAN FORUM, Bruce Garvey of the Stratford BEACON-HERALD, Warren Goeppel of the FILM DAILY, Frank Morriss of the Toronto GLOBE AND MAIL, Dick Newman of the London FREE PRESS, George Patterson of FILMS IN REVIEW, Gerald Pratley of the Toronto DAILY STAR and the CBC, and Jules Wolfers of the BOSTON HERALD.

The Japanese entry, *Ikuru*, was voted the best picture at the festival; Trevor Howard was named best actor for his performance in the US entry, *Sons and Lovers*; Emmanuelle Riva was chosen best actress for her role in the French film *Hiroshima Mon Amour*; sharing the "best director" honours were Akira Kurosawa for *Ikuru* and Russia's Georgi Danelia for *Serge*.

Special commendations were awarded to four other films: *Hiroshima Mon Amour*, *Serge*, *Wild Strawberries* (Sweden) and *The World of Apu* (India).

In the field of short subjects, special commendations went to *Unseen Enemies* (UK-Canada), produced by the Shell Film Unit; *Universe* (Canada) by the National Film Board, Ernest Pintoff for his cartoons *The Violinist* and *The Interview*; and to Poland's *Tournament*.

In addition to the critics' awards, the Canadian Federation of Film Societies presented *Hiroshima Mon Amour* with an award for "the most significant advance in content, means of expression and technique."

Will Film Record Attempt

HOWARD FLETCHER, president of Fletcher Films Ltd., Toronto, is now at the Bonneville Salt Flats in Utah where he is

filming a number of one-minute news clips on the world land speed record attempts for Dunlop Tires. The clips will be distributed to TV stations by Movietone News.

While there, the Fletcher crew will also film a 15-minute black and white documentary on Donald Campbell's bid for the record. Campbell, son of the famous Sir Malcolm, will race over the measured mile in Bluebird No. 7. This film, also to be made under Dunlop sponsorship, will be released to US and Canadian TV stations.

"Live-Film" Technique

CALDWELL TV SALES' new series, *Angel*, makes its debut on the full CBC English network October 2. To be sponsored by Lever Bros., through MacLaren Advertising Toronto, and Imperial Tobacco, through McKim Advertising, Montreal, the series stars newcomer Annie Fargé and Marshall Thompson.

Made up of thirty nine episodes, the program was made at the Desilu studios in Hollywood using a "live-film" technique.

The shows were filmed by three cameras in front of a live audience after a week of rehearsal. The total time spent on filming each episode was about two hours, with cameras stopping only for recharging and when a change of scenery was called for.

"National Velvet"

MAKING ITS debut on the CBC-TV network this Sunday will be *National Velvet*, the film series which was to have been made in Toronto by Trans-Video Productions, now out of operation.

Based on the Academy Award-winning movie which brought stardom to Elizabeth Taylor, the series depicts the adventures of a rural family. Twelve-year-old Lori Martin stars in the original Taylor role.

Bits & Pieces

- Mengie Shulman has been appointed sales manager of the Toronto office of NTA Telefilm (Canada) Ltd. He was formerly general sales manager for CKRM-Radio, Regina, and prior to that, station and general sales manager of VOCI, St. John's.

- Master Film Studios Ltd., Calgary, recently completed *This is Alberta — People and Places* for Calgary Power Ltd. The 16 mm color and sound film runs for about nineteen minutes and consists of both animation and live action. It is used by the Industrial Development division of Calgary Power not to attract people to Alberta, but rather to be shown to people transferred to the province by their companies. It is currently being screened in Eastern Canada and will be widely circulated in the USA and abroad.

- August proved a record month for ITC of Canada with that company making the greatest number of single station sales since it was formed in April of last year. Thirty-eight station sales were made in 17 properties for a total of 1,884 half-hour shows.

- Adfilms Ltd., headed by Fred Stinson, is currently running a campaign for Rothman's Cigarettes in forty first-run drive-in theatres around the country. Each film is two minutes in length, in color and cinemascope. The first two films in the series are *Farnborough Air Show* and *International Sails*. Agency for Rothman's is F. H. Hayhurst, Toronto.

LEADERSHIP WHERE IT COUNTS!

The Spring 1960 BBM Radio Station Report (covering Metropolitan Halifax and the outside counties) showed that CHNS reached 66,200 radio homes, and Station B reached only 51,800. This is a leadership for CHNS of 25% over Station B.

- And these figures are typical of a year in, year out story of leadership superiority.

- We're taking orders now for Fall and Winter bookings — but they're going fast.

- So if you want TOP sales results in the Halifax area, and a bonus of listeners within a 75 mile radius, your MUST BUY is

CHNS
YOUR STEREOPHONIC STATION
10,000 WATTS DAY AND NIGHT

Now Playing To The Largest Canadian Audience In Our History!

CKLW

When you "sell" the 300,000 in Windsor's market area you also sell to the millions "across the river", of whom thousands visit and buy in the Windsor area every week. They ask for Canadian brand names. And the nice part of it is, Canadian advertisers get this BONUS at no extra cost! Call our "reps" now — learn more about this unique and wonderfully big PLUS that only CKLW offers.

TV . . Channel 9 . . 325,000 Watts
RADIO . . 800 KC . . 50,000 Watts

WINDSOR, ONTARIO

REPRESENTATIVES:

Canada — All-Canada Radio & TV Ltd.

U.S.A. — Adam J. Young, Jr., Inc. — TV, Robert E. Eastman Co. Inc. — Radio

When you think of **CALGARY** you think of



AUDIO

Football at McMahon Stadium



AUDIO

World's finest upland game



AUDIO

Hockey at the Corral



AUDIO

World-famous Chuckwagon Races



AUDIO

Skiing in the Rockies

and
CHCT-TV
channel **2**



First in Calgary



GEM SESSION with CHAT TEEVEE

Marriage is the most expensive way to get your laundry done free.

The good may die young, but the chances are that if they had lived, they'd grow up to be just as mean as we are.

Johns-Manville of Canada have announced plans to build a manufacturing plant at Medicine Hat. Eventual staff of 300.

An Eskimo father told his son about the birds and bees and flowers. Now, the little monster wants to see a bird or a bee or a flower.

Then, of course, there's the one about the Texan who went broke and hung himself with his money-belt.

During October, Medicine Hat is invaded by Alberta and Saskatchewan retail florists who annually visit Medicine Hat's many greenhouses to order many thousands of dollars worth of Christmas flowers.

Pity the university student who faithfully wrote to his girl every day of the term and she wound up marrying the postman.

Subtlety is the art of saying what you think and then clearing out before it's understood.

CHAT TEEVEE

Medicine Hat's
Best Advertising
Buy!



A recent visitor at the office was Professor Alan Thomas, who heads up the Communications section of the University of British Columbia or, to come to brass tacks, runs UBC summer school in broadcasting and communications.

This was the second year of these three week summer schools, which are devised primarily for professional broadcasters.

This project is a joint venture of UBC and the BC Association of Broadcasters, but the "schools" are open to broadcasters from anywhere in Canada.

Alan is already laying plans for the 1961 school, and has promised to keep you posted, through us, on developments as they develop. One innovation, which is already in the works is a "two-year-certificate program" for winter studies. Classes will be held two evenings a week from October to April. Instruction will be along the same lines as the summer school, and enrolments are being received by the Extension Dept. at UBC.

OVER THE DESK

In addition to this, Alan reports another UBC winter project designed for non-urban BC stations. This is called "In-service" training. The plan is for stations to send competent staff members to attend a week-end institute at the university, dates to be arranged for each group. These key people, having attended the institute, return to their station to

forward to printing his press releases from his new desk.

BROADCASTER HAS TWINS

TWO NEW FACES at the office are attached to John MacLean and Doug Blue, who have joined us as news editor and advertising manager. We shall "do" them in greater detail next issue.



Gordon Sinclair at "The Ex".

set up do-it-yourself training programs. A trial round of these last winter established the idea as a permanent one. Stations represented were: CKPG, Prince George; CJAT, Trail; CJIB, Vernon; CJVI, Victoria; CHWK, Chilliwack; CJAV, Port Alberni

Both these men joined us this month and both of them were born August 19, 1923!

EPILOGUE

LE MOIS d'octobre sera le mois de publicité pour le Publicité-Club de Montréal. And if this means what I think it does, it means that October is publicity month for the Publicity Club of Montreal.

Be that as it may, we are dedicating this issue to this function.

Also we are supplying the Publicité-Club with copies to distribute to their members, and will stow some away for delegates at the ACRTF Convention at the Alpine Inn, Ste Marguerite, next week.

This campaign is a worthy one, in my opinion, and by way of a suggestion to President Jacques Bouchard and his followers, it always seems a pity that we are only nice to each other at Christmas and birthdays. Personally I have made a resolution to be nice to a French Canadian every day until le mois d'octobre rolls around again. If I can find one that is.

And this brings me to the point of wondering what I can find for dinner, so aurevoir, à bientôt, Chevrolet, and all that sort of thing. Oh yes, and j'espère que vous me buzzerez si vous entendrez aucune chose d'importance.

Dick Lewis

CHEERS!

THERE IS something sad about goodbyes, and The Desk, as well as the guy behind it, was sorry when Ian Grant made his move to Calgary last week, where he is taking over promotion at CHCT-TV.



Ian started his business career with the BROADCASTER nearly four years ago, as General Joe, and rose to the position of news editor. While we shall miss him around here, we shall be watching his progress with no small measure of pride, and look

Copywriter Wanted

for top-notch metropolitan area station. Girl preferred. Apply immediately to:

Roger Wiltshire,
Continuity Editor,
Radio Station CFOX,
Pointe Claire, Quebec.

B.C. HYDRO

Increases the
Prince George
and district
electrification
capacity by
fifteen per cent

CKPG

PRINCE GEORGE, B.C.

All-Canada in Canada
Weed & Company in U.S.A.

G. N. MACKENZIE LIMITED HAS **the** SHOWS

like Portia Faces Life

MONTREAL 1411 Crescent St. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

London Letter

ABC PRODUCER FILMS SIX OF CHURCHILL SAGA AND QUILTS

by LAWRENCE MASIDLOVER

EDGAR PETERSON, executive producer of the American Broadcasting Company's TV series based on the memoirs of Sir Winston Churchill, has resigned.

And the reason he gives is that for him the most interesting part was the setting up of the series and that he has withdrawn to work on a private project of his own.

But in London it is thought that Peterson, after a year of working on the preparation, has resigned through disagreement with ABC. Six programs have already been completed in England. Production on the next six begins Sept. 19 in charge of Robert Graff, who has been flown to England to take over as executive producer. Patrick Macnee continues as associate producer.

PROMOTE UNDERSTANDING

Television producers and directors from 11 countries including Canada, met in Paris recently for discussions at UNESCO House on the opportunities offered by TV for promoting better understanding between nations.

Opening the meeting, Vitorino Veronese, director-general of UNESCO, stressed the widespread influence of television.

He said: "Every day 10,000 new TV sets are purchased in the world Every day 50,000 new viewers watch programs on the screens in their

homes. What television offers is easily accepted."

Delegates to the conference unanimously decided that special efforts should be made to broadcast programs promoting friendship between peoples.

Each national organization was invited to produce, during 1961, a film of 15 or 30 minutes describing the life of children in its own country and suitable for viewers under the age of 13.

These films would then be offered free to TV stations throughout the world.

The meeting was attended by representatives of the Canadian Broadcasting Corporation, British Broadcasting Corporation, Independent Television Authority, Columbia Broadcasting System, the German Norddeutscher Rundfunk, the French Radio and TV organization and Czech, Soviet, Polish, Italian, Japanese and Mexican networks.

DRAFT TO AID EXCHANGE

Apart from children's programs, the delegates also made a special study of problems involved in co-operation between various national networks and of ways to eliminate obstacles to the exchange of programs.

In this connection UNESCO drew up a draft customs convention, on the temporary importation of pro-

fessional and cinematographic equipment which was welcomed by the conference.

AID TO INDIA

The Indian government will receive nearly \$500,000 under the Ford Foundation scheme to be used on a four-year experimental program of educational television in New Delhi high schools.

It is hoped that this will bring televised instruction to a wider circle of students, as well as promote the introduction of new educational methods.

SCHOOL TELEVISION

Another pioneering lead in the field of schools television in Britain has been made by Associated Rediffusion, the London TV contractor.

A modern language has been included in the curriculum aimed at High School pupils.

The program will be conducted entirely in French and will concern the weekly adventures of a family called Dupré.

"Aim of the series," says Robert Stead, manager of schools programs, "is to give viewers an opportunity of hearing simple but correct idiomatic French spoken by native speakers and to introduce them to the flavor and atmosphere of family life in France."

The BBC is planning to give a series of lessons in French in their

schools TV service next year.

TO SERVE WEST WALES

TWW, the independent TV company for south Wales and the west of England, intends to sponsor an application for the contract to serve the new west Wales ITV region.

Making the announcement, company chairman, the Earl of Derby, said: "TWW has had pronounced success in its programing for Wales and there will shortly be a meeting of the Welsh members of the board of TWW to consider this whole question.

"It is too early to state exactly in what form our application will be made. This is dependent on a number of factors."

MONTE CARLO FESTIVAL

Fifty-seven nations have been invited to participate in the first international TV festival at Monte Carlo Nov. 14-26.

An international jury will select winners in nine categories: Best single dramatic and entertainment programs, best TV direction, best single performance by an actor and actress, outstanding achievement in news coverage, scientific contribution, best original TV drama and the best contribution to international understanding.

Prince Rainier will be presiding over the festival which will become an annual event.



MOST POWERFUL SATELLITE ON EARTH

**THE ATLANTIC PROVINCES
1st TV MARKET**

CKCW-TV CHANNEL 2 MONCTON, N. B.
CKAM-TV CHANNEL 12 CAMPBELLTON, N. B.

141,000 Watts Average Erp. With the highest tower.
On the highest mountain in the Maritimes.
2,800 feet above sea-level.

We cover a MAJOR MARKET in Canada
AND DELIVER MORE OF THE MARITIMES
THAN ANY OTHER STATION

We reach 605,451 people and 129,031 households
Buying Income \$485,783,000.00
Retail Sales \$391,265,000.00

YOU CANNOT REACH THE COMPLETE
MARITIMES without CKCW-TV & CKAM-TV

**WE DON'T SELL TIME !
WE SELL RESULTS**



FOR COVERAGE MAP & FULL DETAILS
Consult our Representatives
STOVIN BYLES IN CANADA YOUNG CANADIAN IN U.S.A.



Look for the opening
 of **CHANNEL 7**
C-JAY TV
 WINNIPEG MANITOBA
NOVEMBER 1ST

PRIME
 TIMES
 AVAILABLE
 RESERVE
 NOW!

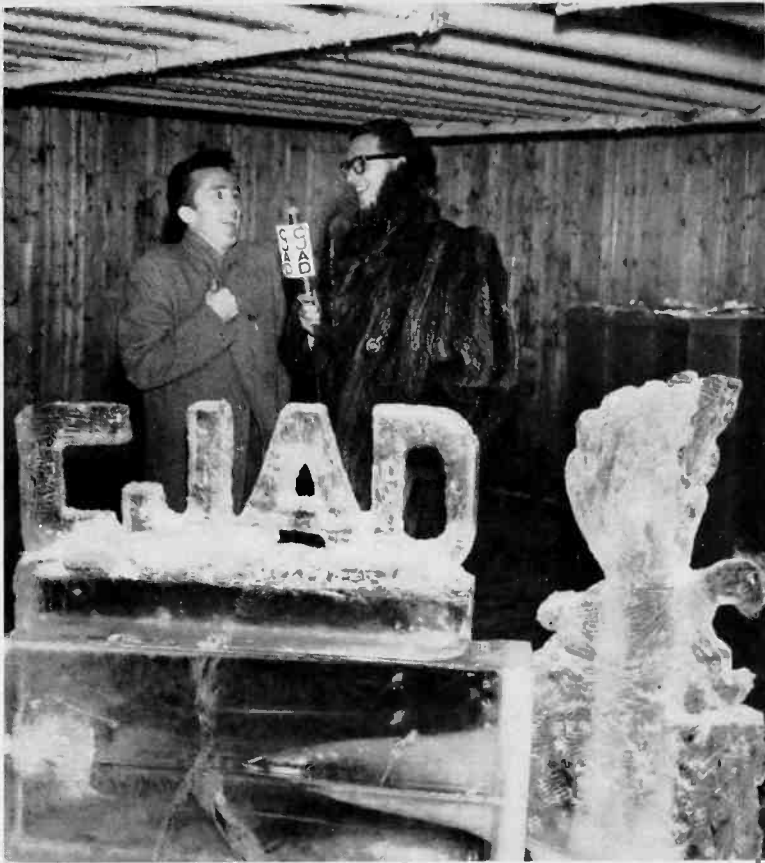
When C-JAY TV goes into operation, it will be the most powerful station in the province . . . and cover the rich, south central Manitoba market.

- 1,000 FOOT ANTENNA
- 3 STUDIOS
- 8 TV CAMERAS
- 2 VIDEO TAPE RECORDERS
- 1 MOBILE VAN
- TOP CANADIAN AND U.S. PROGRAM FEATURES
- THOROUGHLY EXPERIENCED PERSONNEL
- MAXIMUM POWER 325 kw ERP

C-JAY TV MANITOBA — MOST POWERFUL — WIDEST COVERAGE

Reps: Stovin-Byles, Canada
 Weed & Co., U.S.A.

CHANNEL SEVEN TELEVISION LTD.
 Polo Park, Winnipeg 10



"THE COOL SOUND OF 80" was certainly cool the day Graetz photographers "froze" the action in this shot. Outside, the temperature registered 80 degrees. But CJAD's Rod Dewar is shivering at the zero mark while interviewing professional ice sculptor Jean Beaulieu. The occasion was a press preview of entries in an ice carving contest held in Montreal's Dominion Square as part of the official program of the Montreal Festivals Society.

Now...

is the time
to make sure
you receive
your Canadian Broadcaster —
every issue —
24 times a year

Pin a five dollar bill
or cheque to this ad
and mail it to:—

CANADIAN BROADCASTER
219 BAY STREET
TORONTO 1, ONTARIO



You're not seeing double!
You're not hearing double!
But you're selling double!
with power-packed

**CBL and
CJBC!**

Now you can buy, at a combined rate, spots on both CBL and CJBC and reach double the audience (only 13% duplication) at a much lower cost. It's the perfect, economical way to sell *double* at a *single* rate in Metropolitan Toronto! Get the full story now.

CBC RADIO SALES
TORONTO
WA 5-3311—Ext. 2127



**1,632,900
people...**

...every day from 7 a.m. to 7 p.m.?

Hold on to that phone! The latest news from Montreal tells quite a story. In the key periods from 7 a.m. to 7 p.m. CKGM reaches an accumulative audience of 1,623,900 people—over 456,000 more than the next English station and 559,000 more than the third English station*. Also, the combined daily circulation in Montreal and the retail zone of both English daily papers is 264,336.



In Toronto: STEPHENS & TOWNDRON
In Montreal: CKGM sales manager DON WALL



John L. Burns

RCA PRESIDENT SEES TV A MAJOR AID TO EDUCATION

DECLARATION OF INDEPENDENCE

This column is in no way connected with a not too reasonable facsimile which appears each issue. (See page 14.)

NO VICE, ROY!

Did you hear about the man who was so henpecked that his wife wouldn't allow him to smoke a cigarette with a thinking man's filter?

AUDREY STUFF

Then there's the gal who just lo-oved pâté de foie gras, but was so dumb that she never ordered it when she was in Quebec because she didn't know how to ask for it in French.

SPEECH REVIEW

The after-dinner speaker looked as though his stiff wing collar would choke him, but unfortunately it didn't.

EXPEDITION

Our efficiency man no longer drinks two cups of coffee at the morning break because, he says, it keeps him tossing around all day.

PASSING THOUGHT

It is better to have the public say "Why didn't he win a Beaver Award?" than "Why did he win one?"

SIGNUS TROUBLE

Try our regular dinner—\$4.75
—White or Rye.

PAN MAIL

Sir: I just read your column in the last issue of your paper. Is there an editor in the house?

—Kling Spigott

SCIENTIST'S HOLIDAY

Gone fission.

THE ONLY PROBLEM facing educators in Canada and the United States today is that they "must think big when it comes to educational TV."

This is the opinion of John L. Burns, president of RCA of America. In an interview with TELEGRAM staff reporter Jack Hutton in Toronto last week, Mr. Burns said there was no reason why a nationwide TV series could not offer taped lectures by "our best men."

Mr. Burns, a former professor at Yale and Lehigh Universities, firmly believes that every classroom will some day have a TV set and full electronic equipment.

ELECTRONIC LIBRARIAN

He is convinced that eventually there will be a tiny electronic scanning device developed to link school library and record offices into the circuit so that references can be quickly checked.

Mr. Burns feels small-size electronic computers will be used to correct many types of examinations, process student records, and find where students are having most difficulty.

"I know some people opposed to automation in the classroom," Mr. Burns said. "But let's face it. Automation gave education its first big help — the printing press."

"It is only reasonable," he said, "that educational TV on a big scale will allow students to see the country's top teachers doing experiments with equipment no one school could afford."

"And the lecturing teacher should

be paid a performer's fee."

Mr. Burns, who took over his present position three years ago, left a promising university career at the age of 26 to work as a laborer in a steel mill.

He is now doing research on problems of communication.

ENGINEERS WILL MEET

THE NINTH ANNUAL Central Canada Broadcasters' Association Engineering conference will be held Oct. 25 and 26 in Toronto's King Edward Hotel.

Registration will begin 9 a.m. Tuesday Oct. 25.

Seven technical talks will be delivered during the two days. A tour through the Canadian National and Canadian Pacific Network Television Operating Centres is scheduled for the second afternoon.

The conference will conclude with a reception and banquet at 6:30 p.m. on Oct. 26.

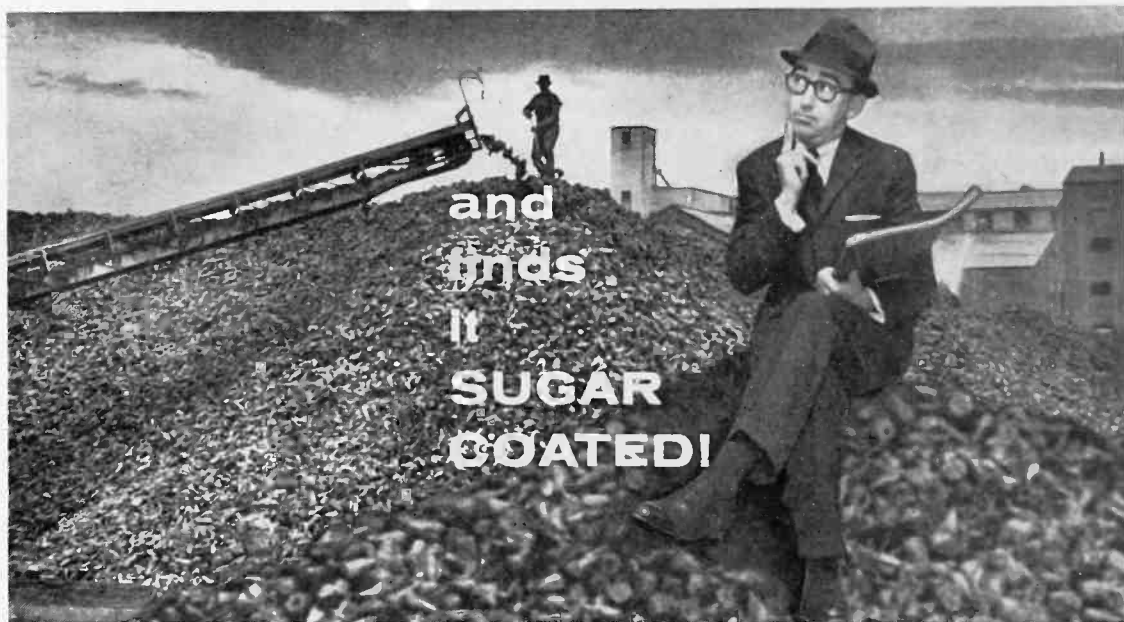
CHOV SELLS SELLS SELLS SELLS

THE UPPER OTTAWA VALLEY MARKET

(\$111,540,000 Buying \$\$\$)

RADIO . . . PEMBROKE

Mr. Media Buyer looks at the LETHBRIDGE MARKET



and finds it SUGAR COATED!

You're home free when you sell all three . . .
Edmonton, Calgary and Lethbridge!

Mr. Media Buyer meets King Beet! Of all the big cash crops raised in the flourishing Lethbridge market, the "sweet root" exerts the biggest influence, grossing millions of dollars annually. Producers' payments are made in several instalments during the year thus maintaining a steady level in consumer buying power. In addition to agricultural expansion, industry has found the Lethbridge area an unrivalled growth location. Mr. Media Buyer knows that for complete Alberta coverage it's essential to include the "sugar-coated" south, the free-spending market you reach with CJLH-TV Lethbridge.

Get the facts from All-Canada Television (Weed & Co. in U.S.A.)

CJLH-TV

LETHBRIDGE, ALBERTA



SIGHT & SOUND

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

TWO CANADIAN AGENCIES MERGE

TWO PROMINENT Canadian advertising agencies have merged to form the new firm of Ronalds-Reynolds & Co.

Frank deB. Walker, president of Ronalds Advertising Agency. Named president of the new company is Warren Reynolds. Frank



Frank deB. Walker

Warren Reynolds

The announcement was made recently by Warren Reynolds, president of E. W. Reynolds Ltd. and

deB. Walker will be executive vice-president and managing director.

Ray Avery, formerly of Ronalds, becomes senior vice-president and Toronto office manager of the company. N. Stuart Walton, of Reynolds, is vice-president, creative services.

PAUL, PHELAN AND PERRY VICE-PRESIDENT



ATHOL C. STEWART

Mr. H. E. Paul, President of Paul, Phelan and Perry Limited announces the appointment of Athol C. Stewart as Vice-President of the agency in charge of Business Development.

Mr. Stewart has joined Paul, Phelan and Perry Limited from another advertising agency where he was successively Creative Director, Account Executive, Account Supervisor and Client Service Manager as well as a member of its Board of Directors.

He was also a member of that agency's Creative, Marketing and Media Plans Boards and director of agency services in the French market for eighteen months.

The acquisition of Mr. Stewart's services is evidence of the continuation of the steady growth of Paul, Phelan and Perry Limited and of this agency's policy to continue to provide top-level client service.

WARREN HOLTE says:



CFCW

CAMROSE - STETTLER

Reps.: Lorrie Potts & Co., Toronto, Montreal
A. J. Messner & Co., Winnipeg
Scharf Broadcast Sales Ltd., Vancouver

These four will be an executive committee to manage the new agency.

Russel C. Ronalds, chairman of the board of Ronalds, will be senior consultant to the new firm. The late E. W. Reynolds, whose death occurred recently, had also been named as senior consultant.

According to Reynolds, the merger will give greater depth in all departments, a wider range of services and greater diversity of skills. Average age of the executive and key personnel is 40.

Mr. Walker notes that the two agencies have almost parallel histories — both being formed over 35 years ago.

"We have experienced similar growth and both have developed teams of extremely competent yet compatible people who have knit well together in their respective establishments."

Clients of both agencies have been informed of the merger and the employees of the two companies will be brought together in Montreal and Toronto. Head office will be in the Reynolds' Building, 154 University Ave., Toronto.

Officers of the new firm say it will constitute a major force in the Canadian advertising world. "It will offer not only size and capacity, but an organization with exceptional strength in both Toronto and Montreal."

Station Staffers

P & G Will Send Two TV Men To US

TWO STAFF members of a Canadian TV station will visit Los Angeles and New York before Christmas as guests of Tide and Procter & Gamble.

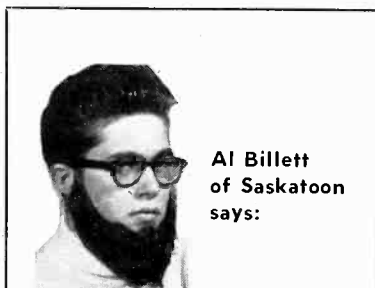
The Canadian broadcasters will

confer with U.S. TV executives and visit facilities in the two TV centres.

The trip is first prize in a "Tide Full Value Merchandising Contest." Every TV station in Canada is invited to compete for awards. Mer-



MAPPING OUT TRAVEL SCHEDULES for the winners in the Tide Full Value Merchandising Contest are, left to right: Gerry Gray, Assistant Brand Manager on Tide; Dick Cowan, P&G Associate Brand Promotion Manager, and Peter Engel, Tide Brand Manager.



Al Billett of Saskatoon says:

"Man, like when the whole scene's draggin', CKOM comes on with wax that's very large. They've even got my favorite: Stay as beat as you are."

chandising tie-ins and special promotions will be arranged by stations up to Oct. 24 to establish points toward a contest win.

Brand manager at P&G, Peter Engel, comments, "Procter & Gamble wants to co-operate closely with the promotion and merchandising departments of Canada's television stations. We believe that this contest will be of great benefit to both our company and the stations which carry our advertising."

The inspection of U.S. broadcast facilities will be planned by the winning station in company with P&G and Benton & Bowles, New York. When the winner is announced, the station will select two people to make the hop. The winners will draw up a list of what they want to see and Benton & Bowles will line up the schedule.

**U.S. AGENCY
OPENS IN TORONTO**

THE NEW YORK AGENCY Ogilvy Benson & Mather will enter the Canadian field setting up a Toronto office at 88 University Ave. Official opening is slated for Oct. 1.

The staff will be all Canadian — twelve of them.

The expansion was prompted by the acquisition of the Shell Oil account in Canada as well as the U.S. J. Walter Thompson Advertising handled the account for more than 25 years.

David Ogilvy, president of the firm, has appointed Andrew G. Kershaw managing director. Other senior appointments include Russell E. Moore and Warren Gee.

Ogilvy is known for his campaigns on behalf of Hathaway Shirts (the man in the eye patch) and Schwepes (Commander Whitehead).

OB & M also handles Lever Bros., General Foods and Bristol-Myers products. No plans yet for a full-scale Montreal branch, but representatives will be appointed, both in Montreal and Vancouver.

• • •

HARVEY C. FREEMAN has been appointed manager of CKGN-TV, North Bay. He will also continue to act as manager of radio station CFCH. Both outlets are operated by Northern Broadcasting Ltd.

• • •

GENERAL FOODS, Ltd. has appointed Young & Rubicam, Ltd. of Toronto as the agency to advertise Gaines Gravy Train, a new dog food to be introduced in Canada this fall.

The theme will be that Gravy Train makes its own gravy right in the bowl. Add water and stir.

• • •

THE GIANT STEINBERG chain of supermarkets is the newest sponsor to sign a year-long contract with CKGM in Montreal. This will be used in the form of a weekly saturation spot campaign throughout the year. Also on CKGM is A&P with a daily program, IGA and key shopping centres in Montreal.

AVAILABLE

Specialist in Quebec market — Radio and TV director — 10 years experience in Montreal agency includes planning, writing, production, casting, promotion, station contact, etc.

Seeking position with agency or client.

HENAULT CHAMPAGNE,
1740 De Boucherville,
St. Bruneau, Quebec.

BELL OFFERS STATIONS SERVICE TRUCKS FOR TV REMOTES

THE BELL TELEPHONE Company of Canada has made available to TV stations in Montreal, Toronto and Ottawa, specially equipped trucks to handle the transmission and reception of signals for on-the-spot telecasts.

The trucks, which can plug into commercial power outlets or use their own generators, are designed

to solve the problem of constantly packing and unpacking equipment for each transmission. Every truck carries dish antennae, power, camera, coaxial cable and appropriate switching devices.

Depending on the contours of the land, these dish antennae can beam microwaves up to 30 miles. They can be aimed at a receiving antenna

on a high building or a temporary tower erected prior to the transmission. This is then linked to the permanent microwave system which carries programs across the country.

Thus, after a request for service by a station, it becomes a simple matter to determine the best microwave route to the local station or to the permanent microwave system.

Gaetz Heads Selkirk

GERRY GAETZ, former manager of radio CJCA Edmonton and an unsuccessful applicant for a license to operate a second Edmonton TV station, has been appointed managing director of Selkirk Holdings Ltd.

Selkirk has interests in CJCA Edmonton, CFAC and CHCT-TV Calgary, CJOC and CJLH-TV, Lethbridge, CFGP Grande Prairie, Alberta; CKOC and CHCH-TV, Hamilton.

Mr. Gaetz resigned earlier this year after 12 years as manager of CJCA to become president of Edmonton Video Ltd. which was applying for a television license. The CBC was given the recommendation by the BBG following a hearing in early May.

A native of Red Deer, Alberta, Mr. Gaetz has been associated with the radio industry in Western Canada for the last 31 years. Rolfe L. Barnes, assistant manager for 15 years, was appointed manager of CJCA succeeding Mr. Gaetz.



NORMAN BOTTERILL

SAM PITT

CONGRATULATIONS CFCF-TV!

In acquiring the services of SAM PITT as your executive producer you are adding to your team a fine gentleman and a talented experienced broadcaster.

BON VOYAGE SAM

Thanks for everything.

We know you will enjoy working with the wealth of facilities and talent in Montreal, and we are confident that your three years' experience in Lethbridge will add to the contribution you will make to the success of CFCF-TV.

CJLH-TV

LETHBRIDGE, ALBERTA

Norman Botterill
MANAGING DIRECTOR

P.S. — to the trade —

We are now looking for the next up-and-coming Broadcaster who wants to gain experience in an executive capacity in our energetic enterprising operation known as *The Tower of Entertainment in the Land of the Big Sky.*

**CKOS-TV
YORKTON
SASKATCHEWAN**

"Centre of the Prairie Market"
CHANNEL 3

It's now two
for the price of one
as we expand into a
new and exclusive area
with Western Canada's
largest satellite.

One buy offers you
unlimited opportunities
to expand your sales
with effective
promotion and
quality programming.

CANADIAN REPRESENTATIVE
STOVIN-BYLES
LIMITED

TORONTO • MONTREAL
WINNIPEG • VANCOUVER

U. S. A. : DEVNEY INCORPORATED
NEW YORK, N. Y.

La plume de ma tante

It matters little whether la plume de ma tante is an old fashioned quill, a ball point pen or a typewriter.

But to be an honest-to-goodness **FRENCH** pen it must do more than translate. It must be wielded by a native, dyed-in-the-wool French Marketeer... an advertising man or woman who thinks of sales, not just words.

C'est pourquoi we have no so-called French department contenting itself with translations. Here at McKim, we have a fully-staffed, fully-integrated French agency within the agency.

La plume de ma tante helps us prepare better marketing and media plans, more convincing selling copy.

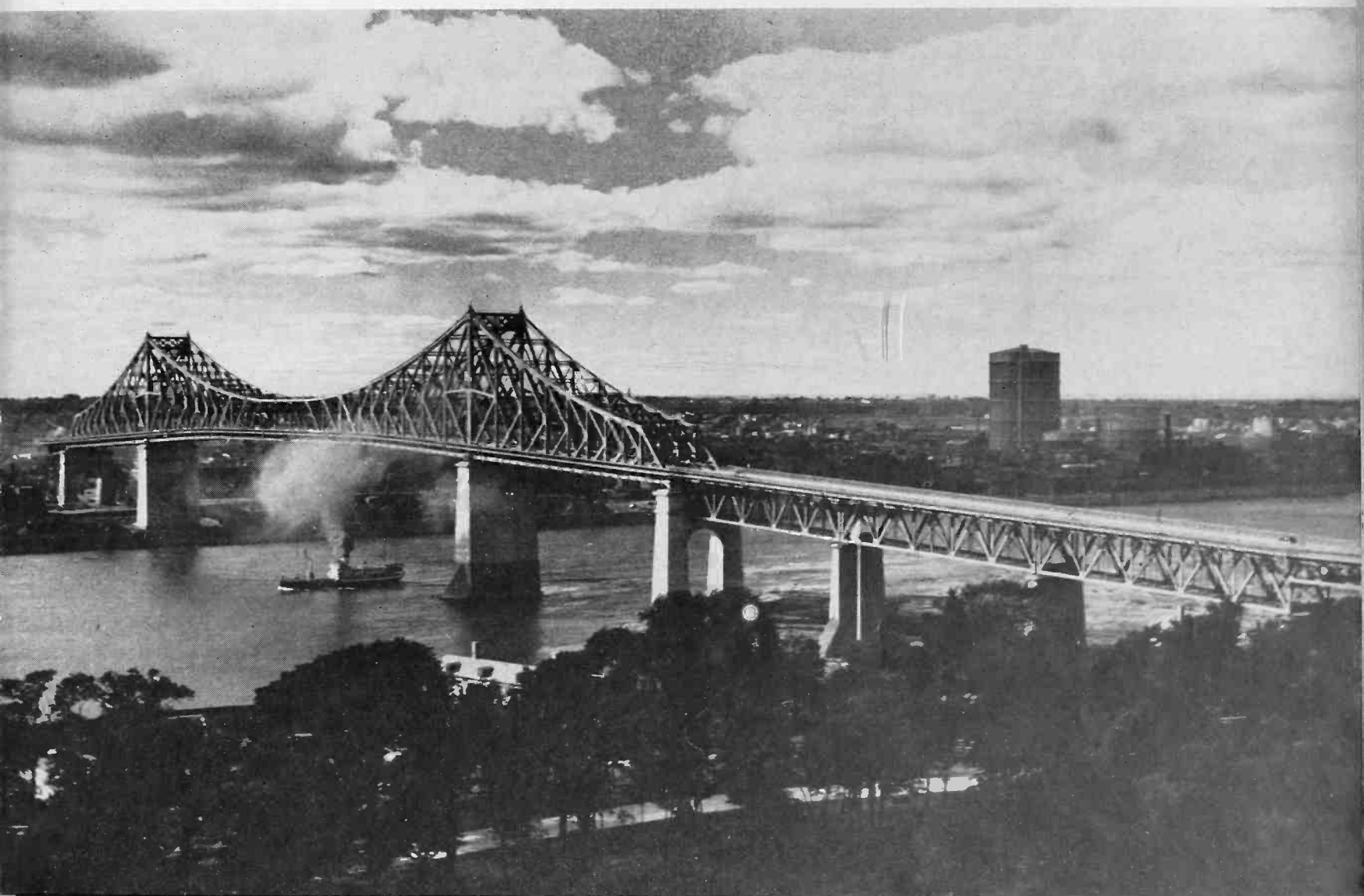
At McKim, truly French pens are at work in Radio, TV, Creative, Marketing, and Research areas - producing the best results in Quebec.

MCKIM ADVERTISING LIMITED: MONTREAL TORONTO WINNIPEG VANCOUVER

see the point?

see MCKIM ADVERTISING
for FRENCH ADVERTISING

Inside French Canada



Canadian
BROADCASTER

Jacques Cartier Bridge — Gateway to French Canada. (Miller Services)

- THE FRENCH PEOPLE
- THE FRENCH MARKET
- THE FRENCH PROGRAMS

la plume de ma tante

It matters little whether la plume de ma tante is an

old fashioned quill, a ball point pen or a typewriter.

But to be an honest-to-goodness

FRENCH pen

it must do more than translate. It must be wielded

by a native, dyed-in-the-wool French Marketeer...

an advertising man or woman who thinks of sales, not just words.

C'est pourquoi we have no so-called French department contenting itself with translations.

Here at McKim, we have a fully-staffed, fully-integrated French agency within the agency.

La plume de ma tante helps us prepare better marketing and media plans, more convincing selling copy.

At McKim, truly French pens are at work in Radio, TV, Creative, Marketing, and Research areas - producing the best results in Quebec.

MCKIM ADVERTISING LIMITED: MONTREAL TORONTO WINNIPEG VANCOUVER

see the point?

see MCKIM ADVERTISING
for FRENCH ADVERTISING

Inside French Canada



Canadian
BROADCASTER

Jacques Cartier Bridge — Gateway to French Canada. (Miller Services)

- THE FRENCH PEOPLE
- THE FRENCH MARKET
- THE FRENCH PROGRAMS

History of a People

French Canada Is A Vital Part Of The Canadian Whole

by ROGER CHARBONNEAU

(This is a short history of how the French-Canadian market — original and different from any other — has come into being. The author, Roger Charbonneau, is Associate Dean of the Faculty of Commerce at the University of Montreal. This article has been adapted from an address delivered to The American Marketing Association in Toronto earlier this year.)

THE SETTLERS who came to Canada in the 17th and 18th centuries were from the richest provinces of France — Normandy, and the Loire valley. They left a prosperous country which had attained complete interior peace, to come to a country of rough weather and Indians; a country which was to be invaded four times in a century and

a half, where everything had to be built up slowly. They were evidently people of strong personality and stubborn will because very few of them went back.

By 1760 they had built up a nation already quite different from France. In the letters and memoirs of governors and army officers of the last years of the French regime, you often read about "les Canadiens" as distinguished from "les Français" and about rifts between the two groups.

THEY TURNED TO THE CLERGY

Then, 200 years ago, after four years of war, Canada ceased to be a French colony. But the French troops did not leave by themselves. With them went noblemen, officials, professionals, people with money

who decided it was better to migrate to France. One can hardly imagine what this decision of the higher classes must have meant to those who remained behind. But a group had not left, which was the only one to take over the leadership as well as it could: the Catholic clergy. It was to this group that the people turned for counsel in all matters.

Cut off from France for nearly a century, with few books and for quite a while without any printing material, the Church did, nevertheless, undertake the task of education.

We have had a people different from the people of their mother country for a long time. We have a people who were lead or counseled by the clergy in most of their endeavors; a people who had to work hard and, in certain cases, fight to conserve the use of their language. I can visualize the French Canadian mother of 1763 teaching French to her child and telling him that it was to be preserved jealously, like a family treasure; to be handed down to the generations to come.

THEY FOUGHT FOR GOVERNMENT

After the American revolution, there was the uphill fight to obtain representative government. The battle was made harder by the fact that French Canadians were poorly prepared for it by the very limited political life they had lead under the French regime. It was a long struggle, first fought by French Canadians alone, and later, in common with such English Canadians as William Lyon Mackenzie and

Robert Baldwin.

Many British and many Europeans who migrated to Canada after the fight was over, do not realize what it has meant to French-speaking Canadians and early English settlers.

POPULATION EXPLOSION

All this while, the "phenomenon of numbers" went on. By this I mean the extraordinary growth of the French people. In 1763, we were approximately 65,000. Without the help of immigration, without counting the two million descendants of French Canadians who migrated to the United States in the nineteenth century, we have become five million — increasing nearly 80 times in two centuries. I doubt if there is any comparable expansion in modern history.

This growth can be explained by religious and moral factors. Economically it is much harder to understand when one thinks of the migration to the United States. But basically, it was a social phenomenon with the family in the centre.

FATHER IS LAW

When all the other social framework had collapsed with the departure of the French, the family became — with the encouragement of the Church — the important living cell that was to be preserved. Parents, children and relatives were a closely knit group. Large families seemed to represent a strength where the authority of the father was law, but where the mother was always the managing director.

Economically, the Canadians of the French regime were poor people. Like all people living in the wilderness, far away from civilized nations, they had to give their attention first to the essential activities; farming, fishing and elementary exploitation of forests and mines. After 1763, they remained poor. But most of them were farmers or small shop owners, and as such, masters of their economic life.

In the same manner, the educated sons leaned toward such professions as medicine and law where they could also be their own masters. But without capital, French Canadians were unable for many years to participate in the extraordinary economic development of their country.

CULTURAL PRIDE

Like all other people, French-speaking Canadians have changed with the passing years.

Links were re-established with France, but a France that was not the France of kings. The French revolution, the Napoleonic spirit, the five republics, brought huge differences between a Frenchman and a French-speaking Canadian.

Cultural ties are probably stronger than ever, but French Canada is developing a culture of its own and takes pride in its theatrical and musical composers and artists, its painters and its sculptors.

It has eagerly accepted and used new methods of expression; radio first, then television, and in both fields there has been a flourish of

how do you say

"SLOGAN"

in French?



For the uninitiated, "Slogan" is derived from two Scottish words — *sluagh* and *ghairn* — the first meaning *clan*, the second *rallying cry*. And that is how the Highlanders went to war against each other, then against the British, and finally against the French. They made up the bulk of Wolfe's troops at the battle of the Plains of Abraham. They stayed here. Have you never heard of Pantaléon Macpherson and Isidore Macduff?

Well, the French word for "slogan" is "slogan". And the adaptation of a *sluagh ghairn* for us is always a challenge and frequently a pain in the neck. And if you do not believe us, try to translate DUBO (*something nice*) DUBON (*something good*) DUBONNET! If you succeed, we will give you a case of the stuff.

JOS. A. HARDY & CO. APPOINTMENT



Charles W. Powell

Mr. Arthur C. Harrison, General Manager of Jos. A. Hardy & Co., announces the appointment of Mr. Charles W. Powell as Television Sales Representative, Toronto. Mr. Powell's recent broadcasting experience has been with the CBC, where he was commercial representative on network program sales and film programming. He also has an extensive sales background in print media, film, and other fields. He assumes his duties immediately.



Publicité-Services Limitée

Suite 800, 2100, rue Drummond, Montréal. Victor 9-3666
19 Richmond St. W., Toronto. EMpire 4-9111

Placide Labelle, President; Jacques Girouard, Marcel Paré, Nolin Trudeau, Raoul Desmarais, David de la Chevrotière, Vice-Presidents; Madeleine Rivet, Vice-President and Toronto Manager.

entertainment of high calibre. At the same time, many groups have sprung up in the field of legitimate theater. They have met with unequal success.

We remain of Latin blood as do many people of Western Europe, but different from any of them, probably with more poise rubbed into us by our daily contact with English-speaking Canadians, but still different from Anglo-Saxons.

We still are religious people; not in the same way that our ancestors were, but we accept the leadership of our Church in our moral life and very often in our social life as well. This is true for people of all classes of our society.

CHURCH INFLUENCE

Our education system is still pretty well in the hands of the Church, though laymen have now taken over many posts that were once held by the clergy.

At the beginning of the 20th century, the Church was also very influential in the launching of the Catholic Syndicates which were meant to meet the needs of French Canadian labor better than the international unions. After a complex and difficult life, it now seems possible that these syndicates may not resist the appeal made to them on behalf of workers' solidarity and may eventually join their rivals.

It has been said that French Canadians are the only group in our country who all have the same culture and the same religion. Cultural traditions still play a great part in our public and private life. Taken together with religion, they explain why we are conservative people; used to changes being

brought into our life through evolution, not revolution.

SOME SUSPICION

Two centuries, and British political wisdom, have brought unity to the Canadian nation. But we may seem to be rather suspicious of other people's intentions toward us. Well, when you have fought for the freedom to run your own country, you are bound to be wary of anything that could encroach on that freedom. The question of provincial rights is kept very much alive because of our past experience.

We are family people. The authority of the father is not unchallenged as it was, but the mother, at least in the middle and lower classes, is still the manager of the family. Divorce is frowned upon for religious reasons and also because people think it a disaster for a family.

URBAN ECONOMY

Like many other countries, French Canada has switched from a rural to an urban economy. We have suburbia, shopping centres, traffic

congestion, and the farmer's life has greatly changed.

Our young men are still entering the traditional professions of law and medicine in great numbers. But we also have more and more engineers, chemists, chartered accountants and masters in business administration.

Economically, we have gathered some strength. A fact worth noting is the development of co-operatives. The major agricultural co-operative, La Corporative Fédérée, did very close to \$100 million worth of business in 1958.

Our credit unions are among the oldest in America and have assets of over \$600 million. We are deeply interested in developing our natural resources. The world of finance is recruiting more of our students. In the last ten years, new insurance and finance companies, mutual funds and semi-public investment trusts have been launched by French Canadians.

In common with other Canadians, and probably even more so, because of our less extensive financial resources, we have opened our doors

very wide to foreign enterprise. And in common with the rest of Canada, we sometimes wonder about the results of such a policy, if practiced on too large a scale.

PART OF A WHOLE

We realize that we are part of a great community, Canada, our country, and we are proud of it. We know that we are North Americans and that Canada has an international role to play along with the United States, in common with the powers of Western Europe and members of the Commonwealth. But at the same time, we want to have our own individually French-Canadian culture, however hard it may be to define. The personality of a people.

Culture, in a broad sense, is based on language, and we feel we have no right to give up what our forefathers have taken great pains to keep alive in a little corner of North America. We are surrounded by people who have their own vigorous culture, and way of life, and this probably makes us even more determined to stay alive as a social and linguistic entity.

15 years of progress . . .

There were only 13 privately-owned, French-language broadcasting stations in Canada in 1945 when the first comprehensive news service in French was established.

Now there are 52 French-language radio and television stations among the 226 served by Broadcast News. Service in French is transmitted from Montreal by teletype network.

The French-language stations are alive to the news interests of their people. Station managers and news editors meet regularly with Broadcast News to determine policy and to guide developments of their news service.

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

BROADCAST NEWS

If you want
to kill

TWO birds

with

ONE stone

buy

CJSO Sorel

1000 watts — 1320 KC

and

CJLM Joliette

1000 watts — 1350 KC

TWO stations
and
TWO markets
served locally in
ONE combined
rate card

Contact our reps

JOS. A. HARDY & CO. LTD.

Montreal — Toronto

TV SALES UP? BIRTH RATE DOWN? — MAIS OUI! MAIS NON!

by JACQUES BOUCHARD

President of Le Publicité-Club de Montréal

Advertising and Public Relations Manager of Labatt's Brewery Limited

TO PROVE THAT radio and TV have a direct and negative bearing on the birth-rate of Quebec is a Herculean task. Surprisingly enough, this thesis was maintained some months ago by the guest speaker of a serious *Société de Conférences* of Montreal.

After a lengthy and verbose exposé on the social influence of TV and radio around the world, our semi-humorous speaker came forth with startlingly sober facts on the impact of the broadcasting media in Quebec. "In seven predominantly French towns of this province," he said, "the birth-rate has shown a steady decrease since 1955. During the same period, sales of TV and radio sets have shown a consistent increase."

Explaining that there are three kinds of sins, the mortal, the venial, and the statistical, our speaker offered dazzling arguments to the effect that TV has deprived the province of half a million new-borns in five years.



Jacques Bouchard

"Considering that French Canada has large families", he said, "we can presume that one potential child is sacrificed when the householder decides to buy a TV set. By the way, it is interesting to note that the average maternity bill in Quebec is \$179.00, which happens to be the price of a Westinghouse TV set. Out of the 1,100,000 TV sets in Quebec, at least half could have been children. What a fascinating thought!

"Did it ever occur to you that the late movie show has now doomed our revenge-of-the-cradles philosophy. By virtue of curious arrange-

Boyer. Instead, they give us the detergent-age accents of Elvis Presley, Gilbert Bécaud, and Dominique Michel. How can such noisy stuff

media. It is a concentrated market with numerous receptive families showing a peculiar appetite for home entertainment.

Let a third mass broadcasting medium come to life, and French Canada will take it with the same enthusiasm.

We always felt that subliminal advertising tests should have been made over a French station. Such a notoriously ineffective phrase as "Telephone now" might have become as famous as Graham Bell's "I hear you, Mr. Watson".

Statistically, of course, French women speak long and often over the phone. But we submit that there may not lie the answer. Could it be that it is a matter of feelings?

BROADCASTING THE FEELINGS

Can we explain the fact that radio and TV stations have such a golden audience in French Quebec? The answer may be simple. Perhaps the stations reflect and broadcast the people's very own feelings.

To Quebec listeners and viewers, for instance, local performers assume Olympian proportions, which are an outgrowth of personal yearnings. Where else could you find another Juliette Béliveau, a 96-pound little old lady, who was engaged in entertainment long before I was born; or another, Jacques Normand, a constant source of ulcers to advertising men and producers, but whose satirical and biting wit is the very expression of French Canadian restlessness? Michelle Tisseyre is another colorful TV artist. She M.C.'s French Canada's biggest variety show, *Music-Hall*. Madame Tisseyre dresses very chic and the level of her décolleté on her weekly TV appearances has a definite influ-



"... but I do not believe that broadcasting media will ever affect the birth rate of French Canada."

ments with Paris and Hollywood film makers, the feature films shown on our little screens are old. Thus, the female star looks younger and even more desirable to a husband who will eventually retire with untold frustrations, fired by Rita Hayworth's dubbed Parisian accent. How could he dare speak to his wife who has been asleep since 9.30 with her curlers on?"

The speaker took a glass of water. "Radio is not improving the sterile mood created by TV," he went on. "Stations have given up such highly inspiring ballads as those of Tino Rossi, Jean Lalonde and Lucienne

wake up the animal that sleeps in the heart of any decent Québécois?"

So much for our *conférencier*. He has proved that love cannot be here to stay. The male audience, however, takes his remarks with a grain of salt, knowing very well that all programs are not worth watching.

BROADCASTING'S EL Dorado

We must admit that the broadcasting media have a definite influence on the Quebec population, who have more sets in use. With more people to look and listen, with more leisure time to devote to it, Quebec is an Eldorado for the broadcasting

CHRC SELL THE ENTIRE ECONOMIC REGION

QVÉBEC

10,000 WATTS 800 Kc.

EFFICIENTLY REPRESENTED BY: JOS. A. HARDY—CANADA; YOUNG CANADIAN—U.S.A.

ence on the tonnage of her fan mail. So her wardrobe has been classified according to letters of protest. On a given night, she may ask her wardrobe mistress: "Tonight, shall I wear the 4,000-letter décolleté?"

When a show stars three or five minutes behind schedule, or when an announcer claims it is 3.00 p.m. when it is actually 2.00, nobody minds. These are matters of pure feelings.

The other night, right in the middle of Molson's famous French network *Rigolade*, the operator switched to a completely English-speaking commercial. The province was astonished and so was the very capable M.C., who was literally breathless with suspense. Another case was the one-shot promotion, sponsored by a Quebec brewery over the St. Jean radio station. This treasure-hunt type deal lasted longer than expected: it was abruptly interrupted for a broadcasting of the "Daily Rosary" directly from the Archbishop's Palace. After this five-minute break, the Treasure Hunt went right on.

Private stations across Quebec display skilful Latin ingenuity in trying to escape the CBC regulations. Witty Jean St-Georges, patron-saint of them all, is kept as busy as a school master, trying to keep up with the tricks.

You might know that a battle of free radio sets is raging over the Montreal stations. It is a minor fight compared to the war of double-meaning jokes which is waged every morning. Our clergy volunteer occasional warnings, but it is hard to tell which station will deserve the award in this highly popular field.

In another vein, we quite agree that the recent producers' strike could have been settled more rapidly in Toronto. But Torontonians

will never dream what emotions we had while the strike was going on.

All that makes for great, and lively broadcasting!

ADVERTISING IS AN ART

In the French broadcasting media, smart advertisers avoid buying statistics alone. They also buy feelings. In Quebec, more than anywhere else in Canada, advertising is an art, not a pure science.

Commercials used over radio and TV should appeal to the same factors. For one reason or another, it would seem that simplicity and soft-sell, put across by local talent, always bring good results in Quebec. In that very same spirit, Labatt's, last year, experimented with a series of nine commercials, portraying different regions of the province, under the theme "This is playful Quebec." Stock film was tagged onto a relatively simple opening.

In a field where advertising is highly restricted by government regulations, such commercials, averaging a mere \$1,300.00 each, created action and apparently plenty of sales. Viewers actually called the stations begging for repeats of the commercials. Congratulatory letters were received from mayors, Chambers of Commerce representatives, and viewers from all regions. This series, competing with commercials five times more expensive, shows conclusively that, in Quebec, simplicity does it.

You can count on French TV and radio stations to help you sell directly to the feelings of the people. At that level, watch your sales explode. Yet, your conscience need not suffer, for we don't believe that anything can prejudice the French couple's intimacy, not even powerful broadcasting.

FRENCH-LANGUAGE PROGRAMS NOW AVAILABLE

CHILDREN'S PROGRAMS

Parade des Animaux	39 quarter hours
Gumby	22 11 minutes

DOCUMENTARY

Victoire Sur Mer	26 half hours
----------------------------	---------------

WESTERNS

Cavalier de L'Arizona	13 one hours
Frontiere	13 half hours

contact:

J. HENRI TREMBLAY

FREMANTLE OF CANADA LTD.,

1396 St. Catherine St. W.,
Montreal

Telephone

UNiversity 1-0279

JUST WHAT IS THIS DIFFERENCE?

THE FRENCH-CANADIAN has something.

He is different from his English-speaking brother.

But how?

The answer could be endless . . . even unanswerable.

Instead of an academic attempt, here is a scatter-gun interview — a collection from Quebec sponsors and advertising representatives.

- French-Canadian taste is different from English taste. They like showy and more colorful furniture. Inclined to like it a little flashy — not garish however — and in good taste. He is more aware of design, color and pattern and likes a little more ornamentation — a little more to look at. He wants good, durable merchandise.

- The standard of living is not as high in French Canada — and there is a tendency toward less expensive articles. In the early days a young French-Canadian couple has more mouths to feed. Later, of course, there are more earners.

- The French-Canadian is more interested in his home and in food and clothing. Less interested in cars

and travelling.

- French Canada adapts the English art work and engravings in their French printed ads, but the TV programs are very different. The French-Canadian likes homey shows like *Les Plouffes* and *Un Homme et Son Pêché*. He also likes religious programs and programs with a religious slant.

- The French love the theatre — there are five legitimate theatres in Montreal — and this has colored the TV shows.

- The French-Canadian shopper doesn't shop by telephone like his English-speaking counterpart. He likes to go personally to the store. And he will not be denied the pleasure of handling merchandise.

- The French-Canadian is much more opinionated about what he wants and doesn't want. He makes up his own mind. He is more astute and thoughtful when shopping — perhaps because he has to be more careful.

- He is more style conscious and has a more highly developed artistic sense.

G. N. MACKENZIE LIMITED HAS  SHOWS

like *Portia Faces Life*

MONTREAL 1411 Crescent St. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

Pretes-moi ta plume!

CFBR listeners wrote

52,747 letters

(In 6 Months)

to

IGA QUIZ

Sponsor: "Sales Going Up & Up"

For exclusive coverage in Sudbury's Large French Market

see: LORRIE POTTS & CO.



Charles Boisvert, RCA Broadcast Sales Manager for the Montreal region, is well known in the industry throughout Canada. He has participated in the planning and engineering of these RCA-equipped stations broadcasting daily in the French language:

**"In the top
broadcasters**

TV stations:

CBMT *Montreal*

CBOFT *Ottawa*

CHLT-TV *Sherbrooke*

CJBR-TV *Rimouski*

CJSS-TV *Cornwall*

CKBL-TV *Matane*

CKMI-TV *Quebec*

CKRS-TV *Jonquiere*

AM stations:

CFLM *La Tuque*

CFML *Cornwall*

CHEF *Granby*

CHLT *Sherbrooke*

CHRC *Quebec*

CHRD *Drummondville*

markets of French Canada, have chosen RCA equipment"

CJFP *Riviere du Loup*

CKTR *Trois Rivieres*

CJLM *Joliette*

FM stations:

CKBS *St. Hyacinthe*

CBF-FM *Montreal*

CKCV *Quebec*

CBM-FM *Montreal*

CKLD *Thetford Mines*

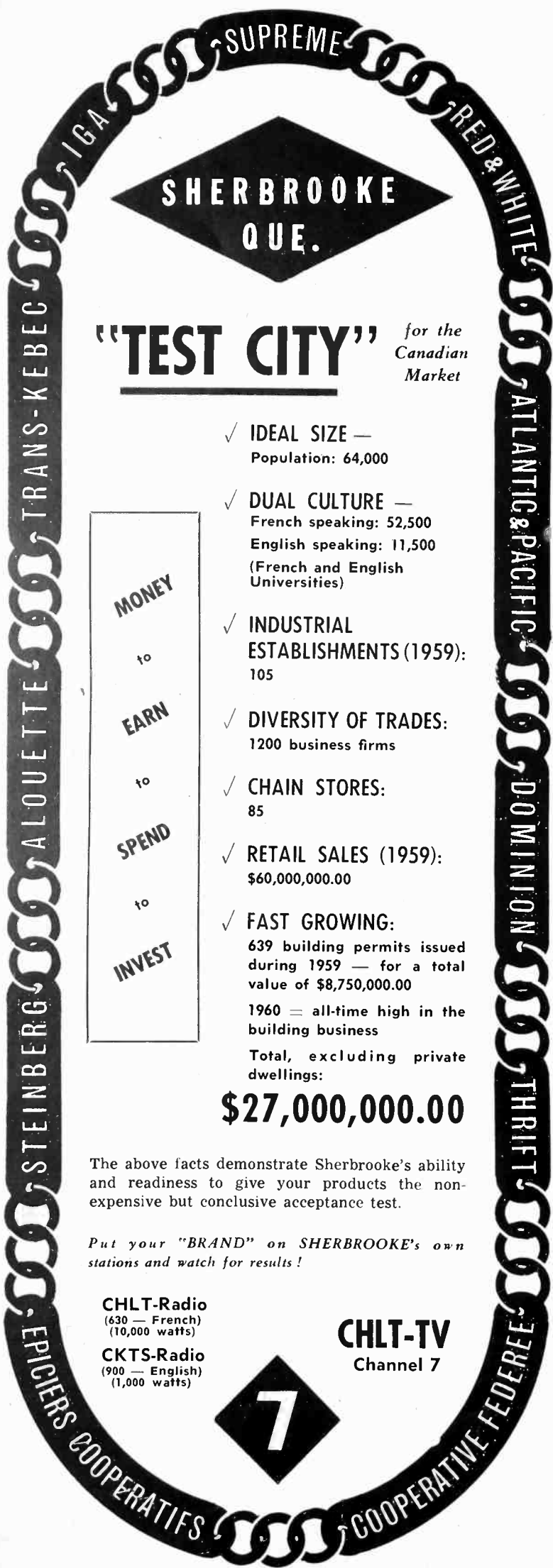
CHLT-FM *Sherbrooke*

CKRB *St. Georges de Beauce*

CJBR-FM *Rimouski*



RCA VICTOR COMPANY, LTD.
The Most Trusted Name in Electronics



SHERBROOQUE.

"TEST CITY" for the Canadian Market

- ✓ IDEAL SIZE —
Population: 64,000
- ✓ DUAL CULTURE —
French speaking: 52,500
English speaking: 11,500
(French and English Universities)
- ✓ INDUSTRIAL ESTABLISHMENTS (1959):
105
- ✓ DIVERSITY OF TRADES:
1200 business firms
- ✓ CHAIN STORES:
85
- ✓ RETAIL SALES (1959):
\$60,000,000.00
- ✓ FAST GROWING:
639 building permits issued during 1959 — for a total value of \$8,750,000.00
1960 = all-time high in the building business
Total, excluding private dwellings:

MONEY to EARN to SPEND to INVEST

\$27,000,000.00

The above facts demonstrate Sherbrooke's ability and readiness to give your products the non-expensive but conclusive acceptance test.

Put your "BRAND" on SHERBROOQUE's own stations and watch for results!

CHLT-Radio
(630 — French)
(10,000 watts)

CKTS-Radio
(900 — English)
(1,000 watts)

CHLT-TV
Channel 7



CKTR, Trois Rivières

They Went To The Fair

THREE CROWD-PULLING promotion stunts staged by radio CKTR added fun and color to the Regional Exhibition at Trois-Rivières recently.

"Mr. 1150" — created by CKTR promotion director Jacques Hébert — turned out in morning coat, silk hat, cane and pearl grey gloves to pass out cards exchangeable for a silver dollar at sponsors' stands. Other duties included lost-child-finding, giving general exhibition information, locating lost articles and helping elderly people cross busy inter-sections.

For the third year, CKTR also conducted a square dance contest in co-operation with the exhibition committee. Seven different groups from Trois-Rivières, Shawinigan Falls, Grand' Mère and Deschambault competed during the two-day event. *Les Lutins Du Rocher*, a group from Grand' Mère, won the contest and the CKTR Trophy for the second year with a crowd of more than 3,000 attending the final event. During intermissions, The Shawinigan Cadets, a precision team slated to tour Europe next summer, gave dramatic demonstrations.

Seven three-hour broadcasts were beamed out of a fishing shack installed in the famous Trois-Rivières swimming pool — one of the largest in North America.

Dow representative Jean Paul Bertrand ran a fishing contest in conjunction with the Junior Chamber of Commerce. Fish were tagged at \$1, \$5, \$10 and \$25.

Many artists, including Montreal singer Michel Louvain appeared during the broadcasts and fishermen were interviewed. A total of \$500 in prizes was given to the lucky anglers.

Another attraction was an interview with Rejean Lacoursière who won the international Lake St. John swimming marathon for his third year.

Early this month, CKTR went airborne to cover the international canoe race from La Tuque to Trois-Rivières. All information and bird's-eye coverage was broadcast from a Cardinal Air Services aircraft.

UK Names TV Probers

JOYCE GRENFELL, the actress, Peter Hall, director of the Shakespeare Memorial theatre, Billy Wright, a footballer, and Richard Hoggart, lecturer in English, are among members of a committee that is to advise the government on the future of broadcasting in England.

The inquiry will cover the BBC and the Independent Television Authority.

In 1964, the Television Act, which set up commercial television, will expire and will have to be renewed, amended or repealed.

The postmaster-general, J. R. Bevins, said he has tried to pick a well-balanced team, that will bring a wide range of experience to bear objectively on the committee's task.

CFCL-Radio
TIMMINS

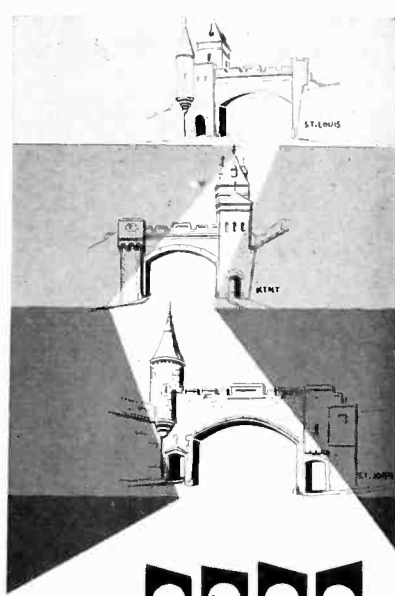
completely covers
Northern Ontario
and
Northwestern Quebec
with
Greater Sales Impact
than any other medium

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

- CJFX, Antigonish
- CKBB, Barrie
- CFNB, Fredericton
- CJCH, Halifax
- CFOX, Pointe Claire
- CFPA, Port Arthur
- CKTB, St. Catharines
- CHOK, Sarnia
- CFCL, Timmins



OPENS THE DOORS TO MODERN
Old Quebec

POPULATION: 425,000
R A D I U S : 25 MILES

REPS — INTERPROVINCIAL BROADCAST SALES LTD.
TORONTO — MONTREAL
U. S. A. WOOD & CO.

Meet

Mr. One

...listened to
in more homes*
than
any other
radio station
in Canada!



MONTREAL
ANDY WILSON
Radio & Television Sales Inc.

TORONTO
ANDY McDERMOTT
Radio & Television Sales Inc.

NEW YORK
DON COOKE
Donald Cooke, Inc.



CKVL

50,000 WATTS
(daytime) **TOPS IN GREATER MONTREAL, THE PARIS OF AMERICA... AND IN CANADA, TOO!**

* Latest Nielsen Coverage Service Report shows CKVL reaches 497,740 homes . . . more than any other station in Canada.

STRONG LIKE TWO BULLS

YVAN DUCHARME of CFCL, Timmins has created a mythical giant lumberjack named Omer Meloche — king of the bush — strong like two bulls. A formidable man.

But to many of the station's listeners, Omer is not myth at all, but very real.

Lumberjacks in isolated bush camps in northern Ontario and Quebec write in offering to battle with Omer; either with a chain saw cutting the wood, or with the arm wrestle.



Omer Meloche

Yvan's half-hour Thursday broadcast is CFCL's most popular show. Sponsored by the McCullagh Chain Saw company, it is aired from 7:30 to 8:30 p.m. and reaches out over an estimated 20,000 square miles of rugged northland in northern Ontario and Quebec.

CFCL's 10,000 watts covers an estimated French-speaking listening audience of 300,000 — a larger population than the city of Quebec.

During the winter months, Omer — or Yvan — visits lumber camps to record interviews with bush workers and to take them on in sawing or arm-wrestling contests. Of course Omer, he never loses these contests.

CFCL serves many isolated people in Canada's north and stresses public service. Often messages are relayed to remote bush camps for the lumber companies and the station broadcasts at least three or four emergency messages free of charge each month.

From May to October CFCL cooperates with the Department of Lands and Forests to carry two daily forest hazard reports for the five areas of Timmins, Kapuskasing, Cochrane, Swastika and Gogama.

Emphasis is placed on religious coverage with a Catholic Mass broadcast every Sunday alternating between four churches; two French, one Irish parish and one Italian.

Music is popular. Particularly the French western variety, but classics are taboo. News coverage is primarily regional rather than national or international. Coverage is thorough with 30 correspondents spotted in many communities.

SPONSORED PROGRAMS ON THE FRENCH TV NETWORK

DAY	TIME	PROGRAM	SPONSOR	AGENCY
Sunday	4-5 p.m.	L'heure des quilles	Dow Brewery Gattuso Corp.	Vickers & Benson Burns Advertising
	6:30-7 p.m.	Robin des bois	Colgate-Palmolive	Grant Adv. Agency
	7-7:30 p.m.	Papa a raison	Imperial Tobacco	McKim Advertising
	7:30-8 p.m.	Edition spéciale	Lever Brothers	J. Walter Thompson
	8-9 p.m.	Music-Hall	—	—
Monday	9-9:30 p.m.	Coq-à-l'âne	Procter & Gamble Singer Sewing	F. H. Hayhurst Young & Rubicam
	7-7:15 p.m.	Histoire à suivre	—	—
	7:30-7:45 p.m.	Cinéfeuilleton	Kraft Foods	J. Walter Thompson
	8-8:30 p.m.	Les Belles Histoires	Campbell Soup B. Houde, Grothé Molson's	Cockfield, Brown Vickers & Benson Cockfield, Brown
	8:30-9 p.m.	La poule aux oeufs d'or	—	—
	9-9:30 p.m.	Gendarmerie Royale	Warner-Lambert	Breithaupt, Milsom
	9:30-10 p.m.	La pension Velder	Standard Brands Ford of Canada	MacLaren Advertisg. Vickers & Benson
10-10:30 p.m.	Histoires d'amour	Lever Brothers Success Wax	Young & Rubicam Torobin Advertising	
Tuesday	7-7:15 p.m.	Histoire à suivre	—	—
	7:30-7:45 p.m.	Cinéfeuilleton	W. H. Schwartz & Son	Backman Advertising
	8-8:30 p.m.	Côte de Sable	Dow Brewery	Vickers & Benson
	8-8:30 p.m.	Sur Demande (3)	S. C. Johnson & Son	Collyer Advertising
	8:30-9 p.m.	Joie de vivre	Imperial Tobacco General Foods	Cockfield, Brown McKim Advertising
Wednesday	9-9:30 p.m.	C'est la vie	Prudential	Foster Advertising
	10-10:30 p.m.	Interpol	Procter & Gamble	E. W. Reynolds
	5-5:30 p.m.	Roquet, belles oreilles	Kellogg's	Leo Burnett
	7-7:15 p.m.	Histoire à suivre	—	—
	7:30-7:45 p.m.	Du côté de chez Lise	Lever Brothers J. R. Ouimet Ltée	J. Walter Thompson Foster Advertising
Thursday	8-8:30 p.m.	Le point d'interrogation	Carnation General Foods	Baker Advertising Baker Advertising
	7-7:15 p.m.	Histoire à suivre	—	—
	7:30-7:45 p.m.	Cinéfeuilleton	Kraft Foods	J. Walter Thompson
	8-8:30 p.m.	A la porte Saint-Louis	General Foods	Baker Advertising
	8:30-9 p.m.	Les filles d'Eve	J. B. Williams Coca Cola	Parkson Advertising McCann Erickson
Friday	9-9:30 p.m.	Rendez-vous avec Michelle	Colgate-Palmolive Nestlé's	Grant Advertising F. H. Hayhurst
	7-7:15 p.m.	Histoire à suivre	—	—
	7:30-7:45 p.m.	Cinéfeuilleton	—	—
	7:45-8 p.m.	Pour elle	Procter & Gamble	E. W. Reynolds
	8-8:30 p.m.	Découvertes	Procter & Gamble	Young & Rubicam
Saturday	8-8:30 p.m.	Jeunes visages	Ford of Canada	J. Walter Thompson
	9-10:45 p.m.	Cinéma International	Seven Up Lever Brothers General Foods	Vickers & Benson MacLaren Advertisg. McConnell, Eastman
	5-6 p.m.	Walt Disney Présente	Adam Brand Sales (1)	Baker Advertising
	7-7:15 p.m.	Histoire à suivre	—	—
	7:30-7:45 p.m.	Cinéfeuilleton	W. F. Young Inc. American Home Products	J. Walter Thompson Young & Rubicam
	9-10:30 p.m.	Billet de faveur	Molson's	Cockfield, Brown
	8:45-10:30 p.m.	La Soirée du hockey	Esso (2)	MacLaren Advertisg.
	10:45-11:15 p.m.	Théâtre des Etoiles	Procter & Gamble	E. W. Reynolds

- (1) Alternate sponsor of half-hour portion every two weeks.
- (2) Starts October 1 replacing "Billet de faveur".
- (3) Switches to Friday evenings at 8 p.m. starting November 4, "Côte de Sable" taking over the Tuesday time slot on November 1st.

BBG Ratifies CKPG-TV Prince George Recommendation

THE BBG HAS RECOMMENDED that the government proceed with granting a license to CKPG-TV Ltd. for a new station at Prince George, B.C.

The board originally recommended a license for CKPG for a TV transmitter on May 24, 1959, after hearing their arguments and representatives of Aurora TV Ltd.

The board said CKPG could most economically provide service for Prince George by combined radio and TV operations.

On July 5 this year, however, the board recommended that action be deferred.

It had heard an application from North Peace Broadcasting Corp. Ltd. for a radio station license in Fort

St. John, B.C. and said further study of the radio needs of the northern part of the province was necessary.

In making its final recommendation, the board noted that CKPG-TV "intends to conduct tests, after its station has been established in Prince George, to ascertain the economic and technical feasibility of satellite service," the board said.

HOW BIG IS THE FRENCH-CANADIAN VIEWING AUDIENCE?

by IAN GRANT

HOW BIG IS THE French Canadian television audience?

We have tried to answer this all important question with the above chart.

It shows the total amount of viewing done by Canadian households, from coast to coast, during the last BBM survey week, March 14 to 20, in the 24 half-hours from 12.00 noon to 12.00 midnight.

The first segment of each bar (white) shows the number of Canadian households tuned to English-language Canadian stations.

The second segment (black) shows the number of Canadian homes tuned to French-language Canadian stations.

The third segment (shaded) shows the number of Canadian households tuned to American stations.

From the chart it can readily be seen that, except for the early afternoon, the French-language stations draw a bigger audience than all the American stations available to Canadian homes. In some cases, during the late afternoon and early evening, the French-language audi-

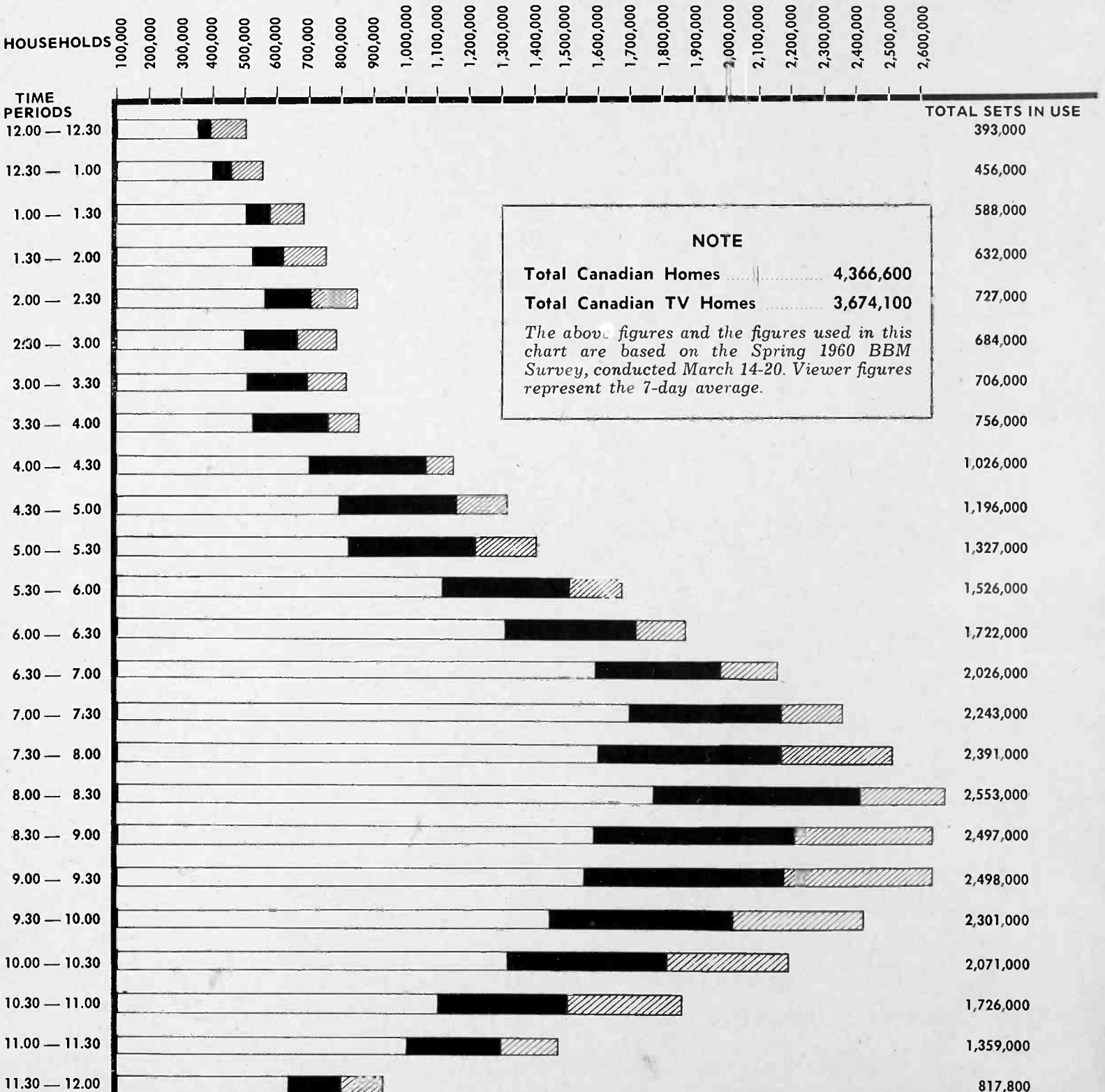
ence is three times the size of the audience viewing American stations.

The chart also shows that in some cases the French station audience accounts for a third of all the viewing done by Canadians. Again, this is predominant during late afternoon and early evening. For example:

In the 4.00 to 4.30 p.m. time period the total number of Canadian homes tuned to all television stations across Canada is approximately 1,000,000. Of this one million, 355,000 homes are tuned to French-language stations.

While the size of the French Canadian station audience increases during the later part of the evening, the percentage of the total audience for which it accounts decreases. This is due to the increased amount of viewing done by Canadians to English-language Canadian stations.

Nowhere, during the 20 half-hour periods from 2.00 p.m. to 12.00 midnight, does the number of Canadian homes tuned to American stations equal or surpass the number of Canadian homes tuned to French-language stations.



Wherever You Go

French Stations Serve French Canadians Across Canada

by RENE L. CARON

Vice-President Le Publicité-Club de Montréal

OFFSPRING OF our early French settlers can be found all across the country. Their distribution could be broken down as follows:
 1.1% of Newfoundland 4,881 persons
 9.8% of Prince Edward Island 9,829
 7.1% of Nova Scotia 50,594
 38.6% of New Brunswick 224,806
 87.9% of Quebec 4,262,390
 9.3% of Ontario 549,704
 8.4% of Manitoba 73,340
 5.3% of Saskatchewan 47,053
 4.9% of Alberta 59,934
 3.4% of British Columbia 53,934
 0.7% of North Territories 2,401
 31.4% of All Canada or 5,438,775

It should be noted that the number of French speaking Canadians living in Ontario about equals Quebec's English population. Also, the grand total, of over 5 million, outnumbered the population of many countries such as: Ireland, Switzerland, Denmark, Norway, Cuba, as well as 6 out of 10 South American countries.



Rene L. Caron

French broadcasting outside Quebec is a reality, but often misunderstood. It is sometimes regarded as foreign language programs such as those offered to New Canadians. This is a misconception. New Canadians are quickly absorbed in our way of living and only momentarily do they rely on communication in their own language. They mostly expect from radio happy memories of their early life. French Canadians on the other hand, are essentially sons of Canada and have an active life in their own tongue.

For generations, they have had no ties with France. They have worked hard to build Canada into a great nation. In the west, an example is the important role played by one of its sons, Father Albert Lacombe, in the opening of railroad facilities. He was even appointed Honorary President of the CPR. In the East, the Acadians did not disappear totally. They regenerated and are still very active in the Maritimes. More than one third of New Brunswick is French speaking. Their new Premier is of French descent. French Canadians are different. Despite the English environment and sometimes the lack of proper educational facilities, they have re-

mained very Latin in their attitudes and culture. Active communities gravitating around the parish church and strong social groups such as the Sociétés St. Jean Baptiste have developed a tightly knit family, proud of its origin and confident of its future.

In constant contact with Anglo-Saxon, American and French influence, they have developed a way of living of their own, and in so doing, built their own celebrities: theatrical, motion picture, radio and television stars, writers, musicians, songwriters and artists.

Canadian radio of French expression is mature. It performs its real function: the dispensation of knowledge and culture through news, public service, education, religion, lectures, forums, music, and plays. French radio has real Canadian material to offer its listeners. With good reason, CHFA, French voice of Edmonton, selected as its slogan "Something to Crow About" illustrated by a rooster, symbolizing the Gallic mentality of its listeners.

Recognizing the importance of modern electronic communication as a tool for unity and betterment of culture, French Canadians have steadily increased their radio facilities. Today, the CBC's French network covers most of Canada. Very few regions are left without the benefit of French radio.

money required to organize, instal and operate their own network—over \$700,000. As owners, they select by election the persons responsible for the operation of these radio stations. This, of course, doubles their interest in French radio and adds to its impact. These four stations are: CFNS, Saskatoon, CFRG, Gravelbourg, CHFA, Edmonton and CKSB, Winnipeg-St. Boniface. As a network, they reach over 176,000 French-speaking consumers.

ONTARIO

Seven radio stations beam their entertainment, information, culture and commercial communications to Ontario residents. In the North, CFBR, Sudbury reaches 89,514 French listeners from North Bay to Elliot Lake. Also, CFCL, Timmins broadcasts to 46,000. CKRN, Rouyn and CKVM, Ville Marie, even though located in Quebec, count a large portion of their listeners in the Province of Ontario. French speaking Eastern Ontarians listen to CFML, Cornwall and CKCH, Hull. The CBC-FM network carries bi-lingual programs, and broadcasts in French on CBO-FM, Ottawa and CBL-FM, Toronto.

MARITIMES

In addition to CHNC, New Carlisle, which directs its signal to the Northern Maritimes, Edmundston's CJEM enjoys a pattern which covers 58,753 French listeners in New Brunswick.

OVERSEAS

French Canadian radio broadcasts are also heard by the Canadian troops and their families stationed in Germany.

WESTERN PROVINCES

The interest shown by the French Canadians of the Prairie provinces truly proves how much they appreciate radio in their mother tongue. Among themselves, they raised the

CFCF APPOINTMENT



Kenneth M. Dobson

The appointment of Kenneth M. Dobson as General Sales Manager of Radio Station CFCF in Montreal is announced by Station Manager John A. Funston. Mr. Dobson has joined CFCF after fourteen years with CKSO Radio in Sudbury.

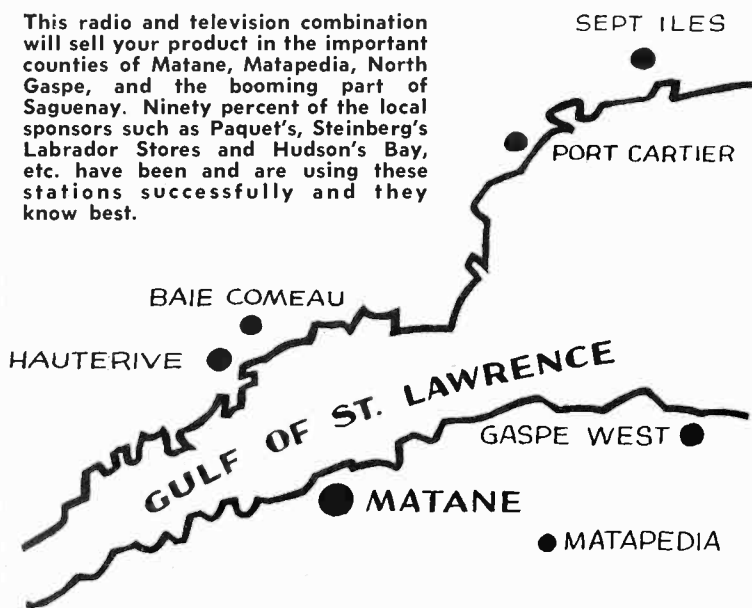
TELEVISION

French Canadian television is also increasing in importance. CBC recently extended their French Network to include Winnipeg and Moncton. Now, four TV stations, including CBOFT, Ottawa and CHAU, New Carlisle, transmit full French programming outside Quebec. Other stations such as CJSS, Cornwall, CFCL, Timmins and CKSO, Sudbury present some of their programs in French.

Some advertisers truly believe in French television for French Canadians. Among them is the Desjardins Insurance Company, who not satisfied with the existing French network, went out of its way in an effort to extend the scope of coverage of its ½ hr. TV program *Joindre les Deux Bouts*, a live telecast originating from CBFT, Montreal. Kines were bicycled through a further circuit consisting of the Hamilton, North Bay, Sudbury, Timmins, Winnipeg and Edmonton stations. They were more than pleased with the results and are looking into the possibility of extending it even further.

MATANE

This radio and television combination will sell your product in the important counties of Matane, Matapedia, North Gaspé, and the booming part of Saguenay. Ninety percent of the local sponsors such as Paquet's, Steinberg's Labrador Stores and Hudson's Bay, etc. have been and are using these stations successfully and they know best.



CKBL-TV 280,000 WATTS

CKBL-RADIO 5000 WATTS

MATANE, QUEBEC

For your national needs call our reps!

REPS. Jos. A. Hardy & Co. Ltd. — Montreal — Toronto

LES GARS DE CHEZ HARDY SERONT LA!



Canada's HARDY stations welcome their friends to the ACRTF Convention. Once again the Alpine Inn at St. Marguerite, Quebec, will be a meeting place for the leaders of French Canadian broadcasting. Jos. A. Hardy & Co. Ltd. extend their best wishes for another successful session.

Men from these HARDY French-language stations will be there.

CHRC (Quebec), CKRS (Jonquiere), CHNC (New Carlisle), CKBL (Matane), CKLD (Thetford Mines), CHRL (Roberval), CHEF (Granby), CJFP (Riviere-du-Loup), CJAF (Cabano), CJSO (Sorel), CJLM (Joliette), CKSM (Shawinigan), CKVM (Ville-Marie), CKBL-TV (Matane), CHAU-TV (New Carlisle), CKRS-TV (Jonquiere), CFCM-TV (Quebec), CHFA (Edmonton).

Jos. A. Hardy & Co. also represents

CKMI-TV (Quebec), CHSA-TV (Lloydminster), CFJR (Brockville), CKMP (Midland), CKNB (Campbellton), CKDH (Amherst), CKSA (Lloydminster), CKCO-TV (Kitchener).

Advertisers

SHORT-CHANGING QUEBEC BUDGETS CUTS PROFITS

HOW MANY times have you heard, that Quebec offers profit and opportunity for the alert advertiser, and marketing man, willing to promote and spend the same time and effort in Quebec, as in English speaking Canada? Despite the constant barrage to which advertisers and marketers are subjected day after day, by those recognizing the vast opportunities this rich province has to offer, there remain many who cling to the time worn myth, that to promote effectively in French speaking Canada is difficult and costly.

Many companies have strengthened their position in Quebec in recent years, by accepting the challenge this rich and growing market presents, and by recognizing, that while it is necessary to advertise in two languages, it does not necessarily follow that to do so is twice as costly as advertising in only one language in the rest of Canada. There are many reasons for such a statement, not the least of which is that the two radio stations, and the two television stations with the highest audience circulation in Canada, originate in Quebec province. (This was shown in the recently released Nielsen Coverage Service report.)

With over five million people, or 29.0 per cent of Canada's population concentrated within its borders, Quebec continues to be short-changed in many advertising budgets. This is graphically illustrated in the table below, which shows that for six major food store commodities, Quebec produced 26.8 per cent of Canada's sales volume, and yet received only 23.8 per cent of the

customers in Quebec, this can be dispelled quickly by examining the accessibility of Quebec homes to broadcast signals. This province enjoys the highest percentage of home ownership of television and radio in Canada. Note the high percentage of homes with one or more receivers, as compared with other areas of the country shown in the table following:

SALES-ADVERTISING COMPARISON Six Major Food Store Commodities

	Maritimes	Quebec	Ontario	West
Share of Sales	7.7%	26.8%	39.4%	26.1%
Share of Advertising	6.6	23.8	42.4	27.2

Source: Nielsen Food Index

advertising dollars for these same commodities.

The really disturbing note in this table is that advertisers are directing less than 24 per cent of their advertising at 29 per cent of the population. Logically, to encourage broader use, and acceptance of, the commodities covered by this comparison, Quebec's advertising share should be increased substantially — at least to a level equal to the share of sales delivered by the province.

While the belief exists in some quarters, that it is difficult to transmit advertising messages to potential

customers in Quebec, this can be dispelled quickly by examining the accessibility of Quebec homes to broadcast signals. This province enjoys the highest percentage of home ownership of television and radio in Canada. Note the high percentage of homes with one or more receivers, as compared with other areas of the country shown in the table following:

While this is partially attributable to fewer US stations penetrating Montreal, than is the case with Toronto, nevertheless, it emphasizes the reduced competition for viewers' attention, hence, greater opportunity for advertising effectiveness. Even with the addition of new television stations in Montreal, there will be still fewer signals available to Montreal residents than will be the case in Toronto.

An analysis of NCS '60, reveals that the average Montreal TV home views 0.4 US TV stations each week,

TELEVISION AND RADIO OWNERSHIP

	% TV Homes	% Radio Homes
Total Canada	80	95
Newfoundland	40	87
Prince Edward Island	62	88
Nova Scotia	78	93
New Brunswick	65	90
Quebec	88	96
Ontario	86	96
Manitoba	69	96
Saskatchewan	61	92
Alberta	68	92
British Columbia	72	96

Source: Nielsen NCS Estimates December 1959

The above table clearly demonstrates that the mass broadcast media have the ability to effectively communicate with potential consumers. This is substantiated by a comparison between the Toronto and Montreal Nielsen Broadcast Index reports on television, published for the month of July, 1960. These reports show Montreal homes viewing television 14 evening hours per week during July; as compared with slightly less than 12 hours per week by Toronto homes. Furthermore, in

whereas Toronto homes watch an average of 2.5 US stations per week. While 93 per cent of Toronto's television equipped homes view US stations one or more times per week, only 24 per cent of Montreal's TV homes tune US TV channels during the week. Although this 4 to 1 ratio is undoubtedly the product of several factors, it nevertheless once again underlines the fact that advertisers can expect a more concentrated Canadian audience with minimum loss to US stations.

ACRTF Convention

ANDREW STEWART IS GUEST SPEAKER

HERE IS the schedule for the ACRTF (French CAB) Convention, which will be held this year at the Alpine Inn, Ste. Marguerite, Que., September 18-20.

September 18 —

5.00 p.m. — Registration.

8.00 p.m. — Convention called to order with a meeting of the French radio network affiliates.

September 19 —

9.00 a.m. — Registration re-opens.

10.00 a.m. — Official opening meeting addressed by ACRTF president, Jean Nadon, CAB president Murray Brown and CAB vice-president Jim Allard.

11.00 a.m. — An address by Taschereau Fortier, advisor to the ACRTF and CAB board member.

11.20 a.m. — Norman R. Glenn of SPONSOR PUBLICATIONS INC., New York, will give a talk entitled "A Publisher Looks at Radio".

12.00 p.m. — Annual meeting of Broadcast News for members, chaired by Charlie Edwards.

1.00 p.m. — Annual golf tournament.

9.00 p.m. — Dancing and distribution of golf prizes.

September 20 —

9.30 a.m. — Annual meeting for members only.

2.00 p.m. — Television meeting chaired by Tom Burham, CKRS-TV, Jonquière; guest speaker will be Paul L'Anglais, vice-president of CFTM-TV, Montreal.


3.15 p.m. — Radio meeting chaired by Dick Thibodeau, CHRC Quebec; guest speaker will be Ben Dubrinsky, advertising manager of Steinbergs, Montreal.

6.00 p.m. — Cocktail party.

7.00 p.m. — Annual banquet; guest speaker, Dr. Andrew Stewart.

9.30 p.m. — Closing dance.

ARRETEZ!



**MAN, You're talking business
when you speak
"Le Language" and that's**

CHFA

The only French Voice in Alberta
CHFA is owned by the loyal, responsive
French population of the province

Over 100 predominantly
French communities in
Alberta

Representatives:

*EASTERN CANADA	*WESTERN CANADA	*U.S.A.
Jos. A. Hardy & Co. Ltd.	Scharf Broadcast Sales Ltd.	Devney Inc. New York
Toronto - Montreal	Vancouver	

5,000 Watts
680 Kc.

Quite a record for a 6 months old!



CFOX REPORTS FROM MONTREAL'S BIGGEST, FASTEST-GROWING SUBURBAN MARKET!

CFOX has been on the air since March 16th, 1960, and here are some of the details of an outstanding 6 month success story:

IT STARTS WITH COMMUNITY SERVICE — Regular visits to every community on the Lakeshore. CFOX has originated remote broadcasts from Dorval, Lachine, Pointe Claire, Valois, Ste. Genevieve, Ste. Anne de Bellevue, Dixie, Chateauguay, Dorion, Beaconsfield, Beaufort, Hudson, Como & Baie d'Urfé. These remotes have ranged from our regular Saturday five hour remote show, to church services, sports events and other happenings of interest to our listeners.

We have also carried hockey playoffs, election results, golf reports, marine weather summaries, road conditions and other on the spot coverage of local happenings on the Lakeshore.

Our news department has become the daily voice of the 26 Lakeshore Communities. Things are happening on the Lakeshore and CFOX is there. Every mayor uses the facilities of CFOX to tell his tax payers the up-to-date story of his own community. The Police Chiefs use CFOX for public service announcements of all kinds. Both Federal and Provincial M.P.'s report regularly on CFOX.

The Kiwanis, Rotary, Lions, Civitans, Jaycees, and the many other service clubs in the area depend on CFOX for help in all their community work.

Our Air Personalities are in constant demand as emcees, speakers, judges, etc. at all sorts of community events.



Gord Sinclair



Keith Dancy



Danny Dooner

Beauty contests, Regattas, Soap Box Derbies, Carnivals and Fairs — all are part of the everyday life on CFOX — Lakeshore Family Radio.

RESULTS ARE TERRIFIC ACCEPTANCE FROM AUDIENCE AND ADVERTISERS — These are some of the reasons why CFOX has been privileged to broadcast thousands of commercial messages for National and Local sponsors. Here's a partial list of the National advertisers who use CFOX: Matinee Cigarettes, Canadian Pacific Railway, Wawanesa Mutual Insurance, Alcan Foil Wrap, BP, Belvedere Cigarettes, Pepsi-Cola, Provincial Transport, Steinberg's Limited, A & P Stores, Dominion Stores, Seven-Up, Cott Beverages, Supertest, Sunlight, Canadian Banana, Canada Dry, Dairy Queen, Imperial Oil, Parisien Javel, Dominion Dairies, New York State, Oil Heat Association, Chiver's Marmalade, Caldwell Linen, Rite Paper products, IAC, Tolhurst Oil, L.M. Parker, Murine, Shell Oil, General Foods, Canadian Pittsburgh Industries.

We have also broadcast regular schedules for every major shopping centre on the Lakeshore and over 200 local accounts as well.

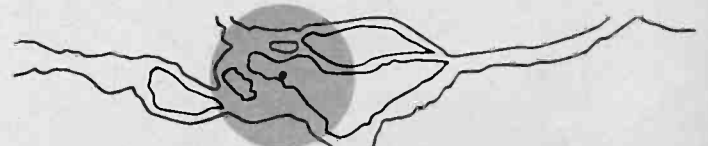
A hearty "Thanks" to these advertisers because they not only help us pay our bills, but have expressed confidence in our ability to sell their goods and services to the 50,000 English-speaking people living outside Montreal city limits, in the 26 cities and towns that make up the primary trading area known as "The Lakeshore".

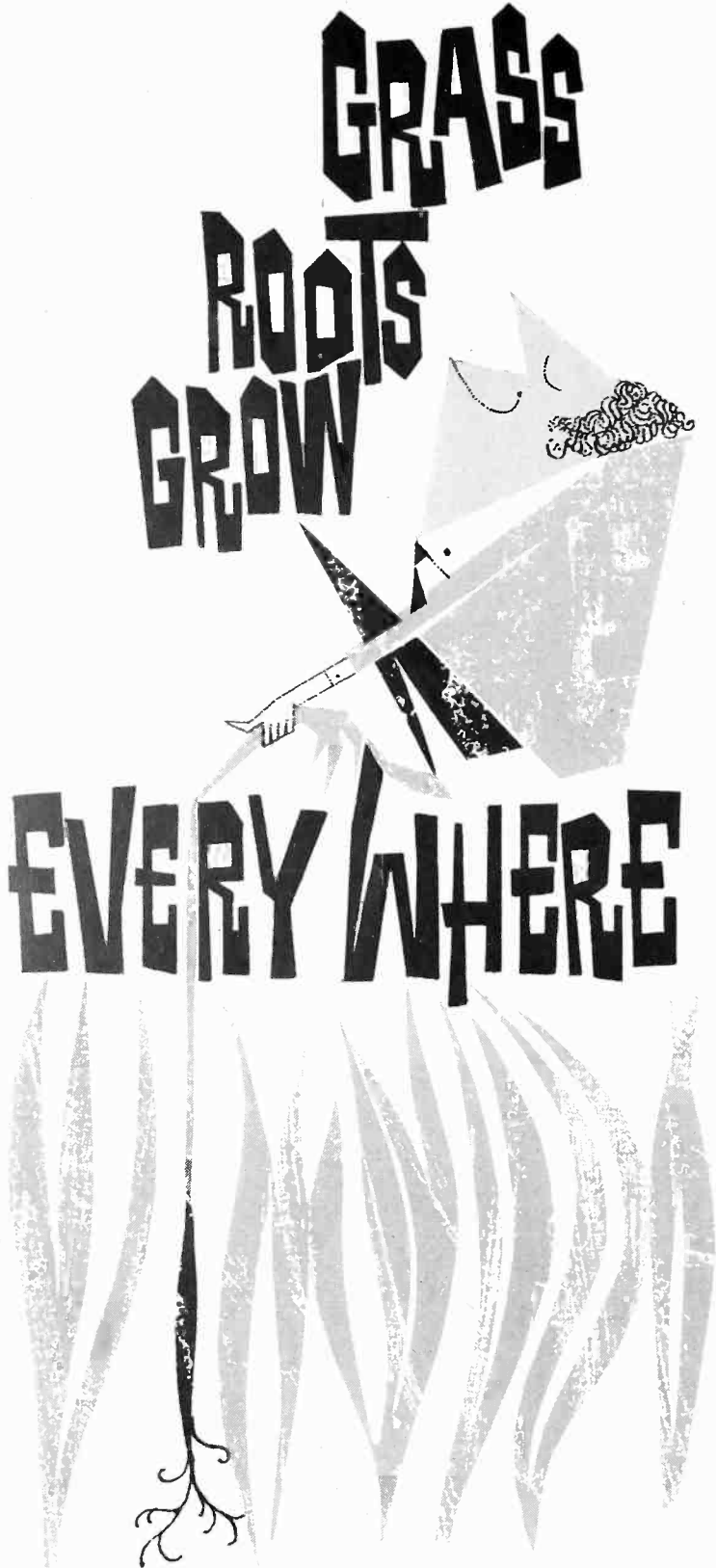
We're proud of this record of service and the acceptance of our efforts which will continue to be directed towards making CFOX the finest Community Station in Canada.

Rep.— Paul Mulvihill & Co. Ltd., Toronto

cfox

LAKESHORE FAMILY RADIO • 1470





Big market or small, in either language, Hardy stations have the local loyalty that ensures impact. Your Hardy man has the information you need for effective marketing.

HERE IS YOUR HARDY FRENCH-LANGUAGE MARKET

CHRC (Quebec), CKRS (Jonquiere), CHNC (New Carlisle), CKBL (Matane), CKLD (Thetford Mines), CHRL (Roberval), CHEF (Granby), CJFP (Riviere-du-loup), CJAF (Cabano), CJSO (Sorel), CJLM (Joliette), CKSM (Shawinigan), CKVM (Ville-Marie), CKBL-TV (Matane), CHAU-TV (New Carlisle), CKRS-TV (Jonquiere), CFM-TV (Quebec), CHFA (Edmonton).

HERE IS YOUR HARDY ENGLISH-LANGUAGE MARKET

CKMI-TV (Quebec), CHSA-TV (Lloydminster), CKCO-TV (Kitchener), CFJR (Brockville), CKMP (Midland), CKNB (Campbellton), CKDH (Amherst), CKSA (Lloydminster).

JOS. A. HARDY & CO. LTD.

Toronto EM. 3-9433

Montreal VI. 2-1101

Publicité Club

OCTOBER IS FRENCH MARKET MONTH

AFTER THE TREMENDOUS success that this promotion had last year, Le Publicité Club de Montréal will launch again in October its second French Market Month. During all of October, French admen, members of the Club, will be busy promoting the French markets across Canada, and at the same time familiarizing the public with the economic functions of advertising and the role of admen in the growth of the country.

One of the Club's directors, Gerry St-Denis, Director of French Marketing and Manager of the Montreal

St. Lawrence Valley, Lake St-John, Quebec City and Three Rivers. The Montreal area study will be distributed during October. Incidentally, orders for this exclusive research work on French Canada can be taken in writing by the Club's secretarial office, 3422 Durocher Street, Montréal.

EDUCATIONAL CAMPAIGN

Le Mois de la Publicité. This second phase will be half public relations and half advertising and it will be mostly an educational campaign with the aim to familiarize the people of Quebec Province with the importance of advertising in the economic structure of our modern society and also to stress the actual work of advertising men in an effort to up-grade the image of the profession. It will stress, in the public eye, the importance of advertising, publicity and public relations as a factor in the constant upward trend of the French way of life during the past fifty years and will acquaint the mass consumer market with the role the profession plays in our Canadian economy, so that today it has come to be justly known as its cornerstone.

Television appearance on French educational shows, radio interviews and feature articles in the press are only one part of the promotion. Speakers are being delegated to service clubs in major Quebec Province cities. This committee, under the chairmanship of Claude Lorange, Advertising and PR Director, Salada Shiriff Horsey, has also lined up a straight advertising campaign that will be run, absolutely free, in major dailies, week-end and weekly newspapers across the Province. This mass newspaper campaign is strongly backed by radio spots and station breaks on a saturation basis. The whole promotion is supported by bill-boards, street car cards and display material.

Again, the campaign is receiving tremendous cooperation from broadcast and print media who are offering time and space for the success of the campaign.

ADVERTISING CONTEST

Within the plan of Le Mois de la Publicité, a great contest is also being launched for all French advertising — broadcast or print or point of purchase material. It is open to all advertisers and agencies. Last year, the first contest was a real success although it was done on a small scale. This year, a folder has been addressed to major advertisers and to advertising agencies, and all the details are included. The contest will be judged by an independent jury and awards — golden rooster (1st prize), silver rooster (2nd prize), certificate (3rd prize) in each category — will be distributed at the Advertising Gala that will take place in Montreal on October 29th. This committee is under the direction of Jacques Brunelle, Advertising Sales Representative of WEEK-END and PERSPECTIVES, and according to entries already received the 1960 contest should be a real success.



GERRY ST-DENIS

French Marketing Director and Montreal Manager, Baker Advertising Agency Limited

Office of The Baker Advertising Agency Limited has been assigned, for the second consecutive year, the difficult task of both conceiving and implementing this intensive PR and advertising campaign designed to reach the varying publics of advertisers, agencies as well as consumers.

STRICTLY P.R.

French Market Month is strictly a public relations program. The main objective is to demonstrate the growing importance of French Canada's markets through conferences at Social Clubs and different Ad and Sales Clubs, trade paper articles, radio and television interviews on major network programs. Designed to reach the national advertisers and the advertising agencies, the French Market Month promotion will not only point out the tremendous and ever increasing growth of the Quebec consumer market, but also will show how the best possible results are to be obtained by the use of correct sales methods and adequate advertising budgets.

This committee is under the direction of Marcel Payette, Advertising Director of the daily newspaper LE DEVOIR. Within the activities of this first phase, the Publicité Club's market research committee, under Don Pleshoyano, Marketing Manager of Molson's Brewery, is sponsoring a major economic study of the French Canadian Markets and already four major areas have been described in colored folders: Lower

Broadcasting Could Foster Canadian Culture and Unity

by YVON THERIAULT

Secretary L'Association Canadienne D'Urbaniste, Trois Rivières

FRENCH CANADA has switched to radio and television with ease in the post war period.

Here are the facts:

Percentage of households with:

- **Radio**
Aug. 1947 — 88%
May 1959 — 97.2%
- **Television**
Sept. 1953 — 9.7%
May 1959 — 83.6%
(960,000 sets)

The overall picture of French

CULTURAL

Radio and television have moved the artist up the social ladder. More money, more occasions for talent-showing, more consideration. Artists are setting down a way of speaking, dressing, living, thinking. The slackening of social control (formerly in rural life) has produced a new species of French Canadian to be found in Montreal cafes around CBC studios.

The new communications media (radio and television) quicken the maturing process of French Canada. So-called "cultural programs" flavor public discussion on topics forbidden up to this time.

Our deep stereotypes are investigated or projected in near socio-drama. One can think of adult leadership after a dialogue on Canadian minority, or a one-hour production on racial prejudice.

Interviews with prominent travelers broaden our provincial mind to brotherhood with more conscience than our own education system. This view is horse-sense, but today one prefers non-sense.

Our time is a robot civilization. Radio and television are powerful and glamorous robots. They could be instrumental in fostering a Canadian culture. They could set distinctive patterns for Canadian unity in its wonderful diversity.



Yvon Thériault

Canada 1960 as to radio and television is:

More than 90% of Quebec families have one set (radio or TV) and 95% of this privileged group have two sets (radio and TV), 60% have three sets (radio, TV and pick-up).

Mark Twain once said: "First get the facts. After, you can distort them."

My personal distortion of these facts concerns three points of the impact of the radio and TV phenomena in Quebec.

ECONOMIC

Radio and TV in French Canada is now a million dollar industry.

● Manufacturing, selling and servicing: 1,078,000 radio sets, 960,000 TV sets, 500,000 pick-ups.

● Two thousand professional people: artists, writers, singers, dancers, technicians, secretaries, script-girls, producers, executives.

● One thousand admen PRmen, MRmen, marketing experts, publicity men, show business agents, press agents.

● Forty radio and TV stations with their own staffs.

It is generally agreed that all these men and women work only for the love of the arts. So I apologize for writing them down in this economic distortion of our radio and TV reality.

SOCIAL

Despite its traditional isolation, 90% of the French Canadian families have been invaded by radio or television in the past five years.

The interpretation would be that French Canada is now heavily urbanized and industrialized. Radio and television are indexes of urban and industrial civilization. They brought an easy solution to our leisure-time problems. Our 40-hour week leaves us free to look and listen. Children's education, family life, social relations are upset, but this is another story. Progress is progress.

LEÇON BILINGUE DE LA TÉLÉVISION

or how to get the most out of your advertising dollar in Quebec City.

L'ÉCONOMIE: get over 206,000 TV HOMES on a combined rate card for low cost per thousand;

use the resulting sales increase to enjoy **LE CONFORT** of a

satisfied advertiser. **LA MANÉVRABILITÉ** of Canada's largest private station

facilities i.e. 6 cameras, VTR, remote unit, 3 studios (largest 75' x 50'), bilingual staff.

Le Network: supplies its best and often originates with us.

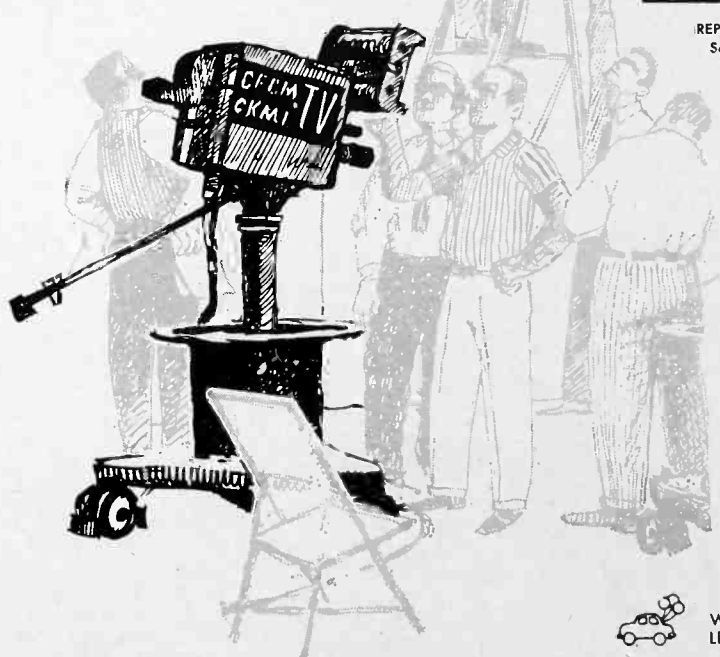
La BEAUTÉ of reaching the French-speaking audience in their own language and offering the same high standards in English as well.

LES EXTRAS: are intelligent and imaginative sales and program promotions. **LE NEXT STEP:** contact us directly or see our reps!

Les Stations Hot:



REPS. Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.
Weed Television Corp.



With thanks to LE CAR HOT RENAULT Dauphine

Fun and Games

A & P STARTS FIFTH YEAR

VARIETY — the constant keynote of station CKAC, Montreal — not only gives listener satisfaction but allows local merchants to sell their wares using a number of different approaches.

One of the top CKAC shows — popularity and rating-wise — *A&P vous Appelle* will start its fifth year of daily half-hour shows early next year.

Started in January 1957, this program, featuring Jean Rafa and Errol Malouin, has been running continuously without the usual summer hiatus. The co-emcees call five listeners over the telephone and chat with them. The last person called can win a jackpot of prizes by answering four questions correctly. The show is still hugging the top spots in recent ratings.

Humor, along with cash and prize awards, is the profitable formula for Christie Bread's daily *La blague expresse*. The program is a five-minute segment of the popular comedy disc show *Du pep avec*

Duceppe. Each day, a contestant is asked to have Jean Duceppe tell a joke on a particular subject. Jean has 20 seconds to start producing — with each second worth a cash prize to the contestant. The client's products are sent to all participants.

DISC JOCKEY COMIC

Greenberg's department stores in Montreal had disc-jockey-comedian Paul Berval broadcast its hour-long show from the St. Catherine St. E. branch. The original plan was to stay on location for one week, but the personal appearance was extended another week because of public response. Thousands gathered to join in Berval's fun. He was assisted by straight-man Gabi Drouin.

To Montrealers, Dupuis Frères department store is as well known as Macy's and Gimbel's to New Yorkers. For over ten years now this organization has brought listeners a regular daily weather forecast covering all regions of the province



ANNOUNCER REAL GIGUERE and Jean Duceppe, right, top man on "Du pep avec Duceppe" shown here during stint for Christie Bread.

of Quebec and parts of Ontario and the US.

The 8:10 a.m. slot has become a tradition with listeners who want the latest weather information before leaving for work.

SPRING CLEANING CONTEST

A spring radio stunt conducted for French-speaking listeners brought a huge mail response. The idea was a spring-cleaning contest.

Montrealers were asked to get a coupon from their neighborhood Steinberg's Supermarket and send it to CKAC. At a previously announced date, a coupon was chosen, and the sender's home was thoroughly cleaned. The winner, Mrs. Marie Joannette, played hostess to

three CKAC stars who broadcast from her home in the morning and afternoon. Station personalities were Jean Duceppe, Paul Berval and Bea Picard.

One of Montreal's leading restaurants, *Tit-Coq Barbe-Q* ran three spot announcements weekly for a few months to feature their delivery service. The spot campaign however ended abruptly before the original expiration date because the public response was overwhelming. The restaurant could not fill all orders and give regular customers accustomed service. The restaurant is now expanding its delivery service and arranging to meet a greatly increased demand. When this is done the spots will probably be resumed.

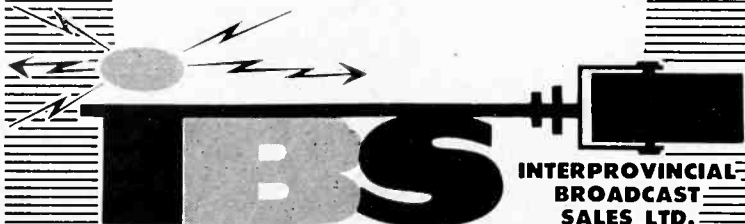
(Signature de l'acheteur)

the dotted line is the same

... but the signature of one purchaser in four in Canada is a name like "Lachance" or "Gelinas".

Are you effectively reaching this important market for your goods or services in Quebec, New Brunswick, Ontario, Manitoba, Saskatchewan and Alberta?

The radio stations represented by I.B.S. reach and sell 97% of all French-speaking homes in Canada. May we help you plan your French marketing strategy?



Toronto: Ken Davis, Gen. Mgr., 199 Bay Street, EM. 4-1197
 Montreal: Lionel Morin, Mgr., 1411 Stanley Street, VI. 9-5221

Felicitations a l'ACRTF

WESTERN CANADA FRENCH RADIO GROUP

Groupe des postes francais de l'Ouest canadien

CKSB, St. Boniface, Man. . . . 10,000 watts

CFRG, Gravelbourg, Sask. . . . 5,000 watts

CFNS, Saskatoon, Sask. . . . 1,000 watts

CHFA, Edmonton, Alta. . . . 5,000 watts

(CBC French network - affilié au réseau français de Radio-Canada)

Un marché français que vous ne pouvez ignorer.
 A French market you can't afford to miss.

Le marché français du Canada est très important . .
 à nous de le faire connaître.



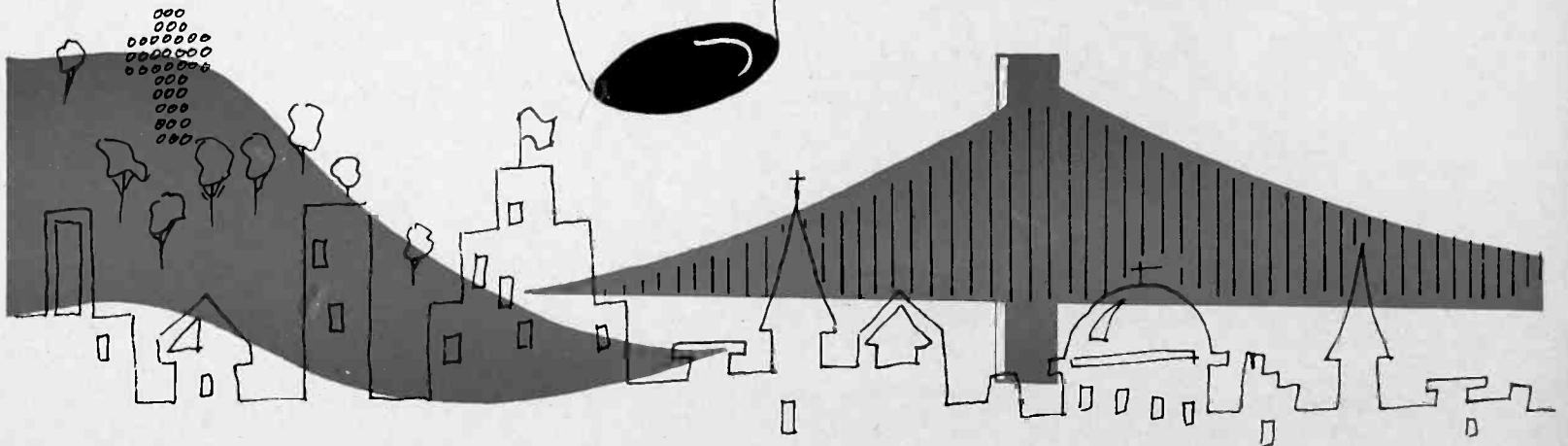
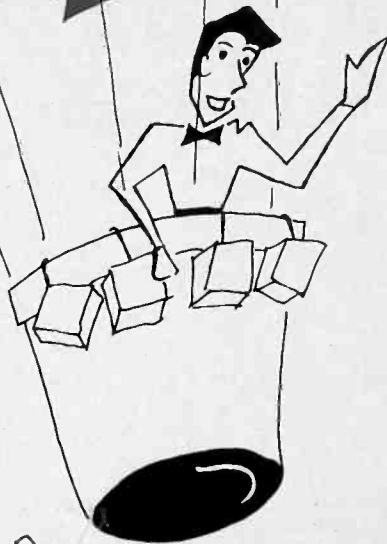
TO
REACH
THE
TOP
OF
FRENCH
MONTREAL

CJMS will take YOU there

CJMS
1280

ON THE DIAL

1700 Berri St.
VI: 9-5373



PUBLIC RELATIONS — BROADCASTING'S SECRET WEAPON

by PAUL-ANDRE JOLY
Public & Industrial Relations

TODAY MORE than ever radio and TV stations in French Canada are aware of the great importance that public relations plays in their communities and their respective regions.

We have seen in French Canada, some radio and television stations that have worked out wonderful public relations programs. The result is that many communities and regions have been favored with major achievements in various fields of activity.

In this modern age, where competition is so keen, the public in general is eager to listen to or to watch only the media best equipped to please their discerning tastes.

If radio and television stations are able to put across various public relations activities to the bulk of

their potential listeners, they are bound to see their ratings rise to the top and also to garner the highest share of advertising.

A few weeks ago, a Montreal radio station ran a contest in conjunction with the famous Granby Zoo to find a name for the newly arrived giraffe. The gimmick pulled over 5,000 letters from young children. Last year, in the Lake St. John district, the radio station in Roberval was greatly instrumental in the setting up of the much publicized swim across Lake St. John. In Sherbrooke, CHLT and CHLT-TV are constantly exhorting the public to support two major projects — the building of an auto-route between Sherbrooke-Granby and Montreal, and the establishment of Mount Orford as a Provincial major

tourist attraction the year round. In Thetford Mines, the radio station played a major part in the realization of a "Mine Museum", while in Quebec City, we all know of the splendid effort that the radio and TV stations have put behind the Quebec Winter Carnival, an international event. Nor should we overlook the splendid job being performed by CHLN in Three Rivers to promote the building of a bridge to the South Shore, a project to which they have devoted the last three years.

INFLUENCE PUBLIC OPINION

But it should not stop there. In their communities, in their regions, radio and television stations must have a strong awareness of civic matters. Whether it is the construc-

tion of new sewage systems, new roads, new sidewalks, or industrial development, they should alert public opinion by means of short but constructive daily editorials. All radio and television stations should bear in mind the important influence they have on public opinion.

If they never assess what is going on in their communities, if they never take a stand regarding the development of their respective regions, they are failing to achieve the basic fundamentals of democracy. They must take positive action all the time.

By doing this, they are also helping their public relations by building and maintaining sound productive relations with their publics and their customers. Fostering good relations is therefore most important. People today buy the ideas of those in whom they have confidence. Winning and holding the confidence of the public is more and more essential.

I strongly believe however that the controlling force of public opinion is not always realized by some radio and television stations in French Canada, but the fact remains that no one can successfully develop sound policies without a keen awareness at all times of the public's interest.

One of my public relations confrères has worked out the following maxims which I think are of interest:

1. What people know depends on what they have heard, seen or felt.
2. People think in terms of themselves first, and second about things and third about ideas.
3. To convince people, you must state your case in terms of their self interest.
4. People's attitudes are more easily reached through their emotions than through their intellects.
5. Statements should be positive. It is more effective to be FOR something than AGAINST something.
6. Repetition is an essential in strengthening our changing attitudes.

It is therefore most important that radio and television stations in French Canada accept their share of responsibility in helping their communities and regions by strong public relations campaigns at all levels. By doing so they will serve not only themselves but their fellow citizens.

Youngster Wins Dog

CKRS, JONQUIERE recently offered a jet black month-old pup to the youngster who phoned the station giving the best reason why he would like to win the little pet.

Lucky winner was an 11-year-old polio victim who had just lost his dog in an accident. During the three-hour contest, 312 calls were completed and many young listeners were unable to get a clear line.

The NEW CKCH

CANADA'S MOST MODERN RADIO STATION



BUILT BY THE FRENCH-SPEAKING PEOPLE
FOR THE FRENCH-SPEAKING PEOPLE
of the Ottawa-Hull Market

The population of the Ottawa-Hull Metropolitan area is close to 400,000, of which 43.9% are of French expression.

The NEW CKCH

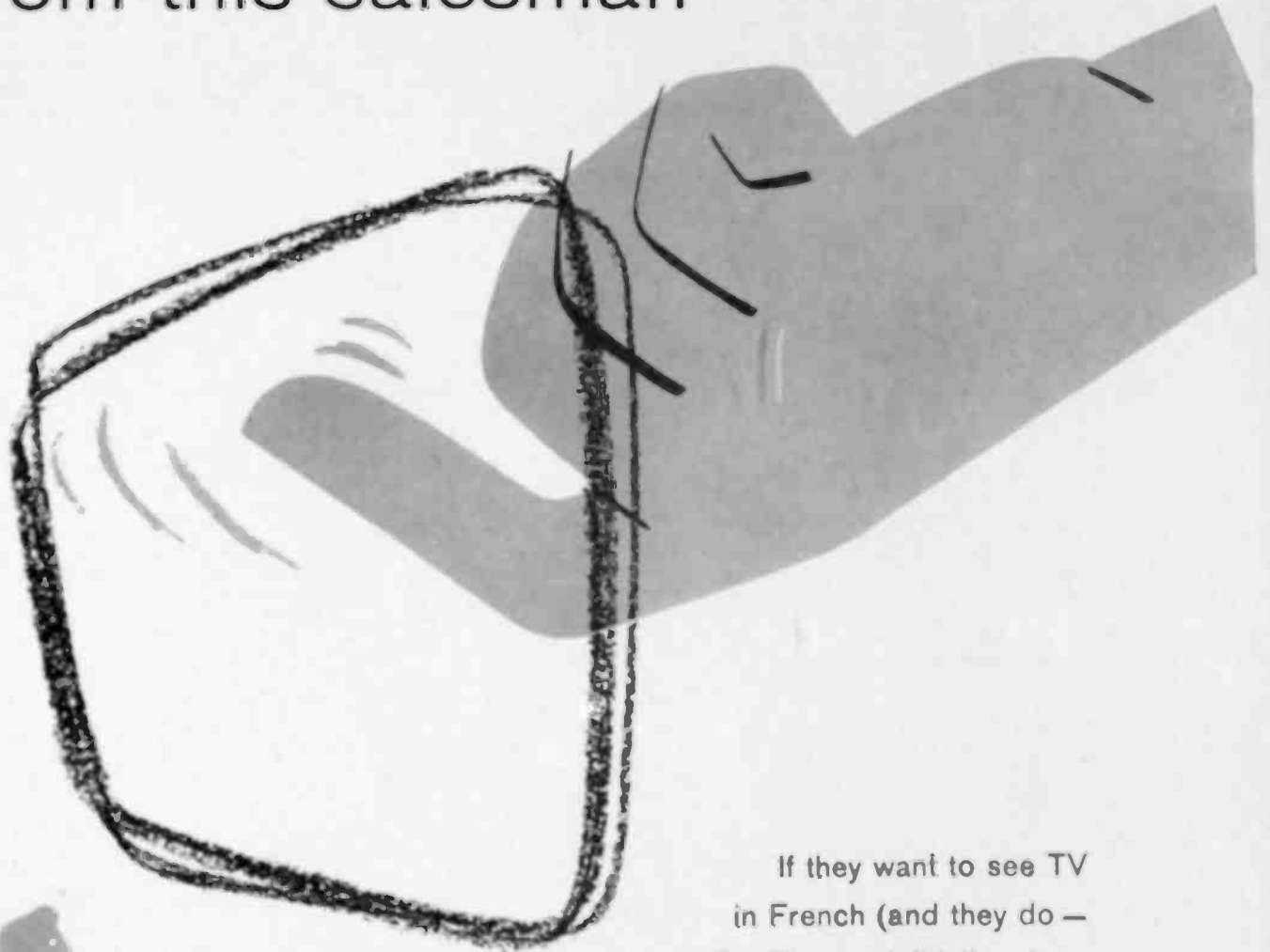
970 kc

5000 watts

Hull, Que.

REPRESENTATIVES: MONTREAL-TORONTO: Interprovincial Broadcast Sales Ltd.
VANCOUVER: Scharf Broadcast Sales Ltd.
U.S.A.: Weed & Company.

There's
NO ESCAPE
from this salesman



**3.5
PERSONS
PER SET**

If they want to see TV in French (and they do — 3 million a night) they tune in CBFT and the French TV Network — the network that gives you 90% coverage of French Canada. And you reach them in the midst of living entertainment for French-Canadian living rooms — live drama, live comedy, live panels and sports — plus the best in filmed shows. It's yours — the captive audience accounting for 27% of Canada's retail sales.

*For
complete
details*

call

RADIO-CANADA
CBC TV SALES MONTREAL

Quebec Industry Grows — 1000 New Plants In Three Years

by **ROBERT SYLVESTRE**

Marketing Research Co-ordinator — Imperial Tobacco Co. of Canada Ltd.

WITH NINETY-TWO per cent of Quebec households equipped with a TV set and ninety-seven per cent with a radio set, the audience profile can be derived from general economic studies of the province. Population data helps evaluate the audience measurements while other facts and figures provide a picture of the wealth, activity and other points of interest concerning this audience.

Even before mentioning the size of the population, the first figure that must be quoted when studying Quebec is the broad split of ethnic groups, with the French portion accounting for over 80 per cent of the province's population which, in turn, represents about 29 per cent of the



Robert Sylvestre

Canadian total.

Half of Quebec's population is grouped in and around Montreal, while the other half is spread along the shores of the St. Lawrence River and its tributaries. The rapid growth

in population comes mainly from a high birth rate which, although showing a drop in the last few years, is still above the Canadian average. A relatively small number of immigrants are attracted to Quebec. This high birth rate is reflected, in comparison to the Canadian average, in a greater number of persons per family, a greater percentage of young people, which then explains, in part, a lower per capita income, greater number of persons per car, and other statistics of that nature.

GROWTH OF INDUSTRY

If you were to ask a middle-aged French speaking person living in a city about his background, the odds are that he, or at least his father, came from a rural area, and if he has received any university education, it was probably in arts, medicine or law. It is only recently that the French Canadian has shown any interest in commerce, finance, engineering and technical training. This background, added to his Latin character, naturally affects his philosophy, his thinking, his likes and dislikes, which often baffle sponsors who disregard these basic differences found in the French Quebec market.

Over half the adult population is in the labor force, which is com-

posed of one female for every three male workers. The 1951 census showed that the service industries were the most important segment of the labor force with 53 per cent, while manufacturing ranked second with 29 per cent, and extractive industries — agriculture, mining, lumber, fishing and trapping — came last with 18 per cent. Both the service and manufacturing industries are gaining in the share of the labor force over the extractive industries, which is a sign of a healthy and growing economy, bringing a higher standard of living. Quebec has kept pace with Canada's outstanding growth in per capita personal income since the war, and now stands about half way between the highest and lowest ranking provinces at \$1,254 for 1959.

Although a constantly decreasing percentage of the labor force works in the extractive industries, this sector, nevertheless, remains the primary source of wealth for the province. Agriculture has lost much of its importance in a province that used to be recognized as predominantly agricultural not so long ago. This is due mainly to industrial growth, but also due to the fact that agricultural growth could only come from increased productivity within

a limited area of arable land. Agriculture derives most of its income from dairy products and livestock, and the value of its production represents about six per cent of all goods produced in the province.

MINERAL PRODUCTION

The region which limits the agricultural area is, however, a vast reserve of natural resources. Only a small portion had been exploited before the war due to the absence of economical transport facilities, but with the American demand for iron ore increasing, roads, railroads and harbors have opened up the New Quebec region. Quebec is the leading province for the production of 18 minerals and ranks second for 10 others. In 1959 its total mineral production represented 18 per cent of that of Canada.

NEWSPRINT IS MAIN PRODUCT

With four-fifths of Quebec's area covered by forest, it is easy to imagine that pulp and paper is the province's largest single industry. Out of the products manufactured from wood, newsprint is the most important, representing over half the Canadian production.

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TELE-METROPOLE Corporation
STUDIOS AND OFFICES
1405 de Maisonneuve • Montreal • LA 6-9251

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The 1959 value of retail trade in Quebec amounted to \$3.8 billion or about 23 per cent of the Canadian total. Independent stores have lost some ground to chains in the grocery and combination field, but still retain two-thirds of that business. They are greatly helped in their competition against chains by the fact that licenses for the sale of beer are not issued to the latter. Quebec has not failed its gastronomic reputation. Thirty-three per cent of its 1959 retail sales came from the total of grocery, food and beverage establishments. This compares with 27 per cent for Canada.

Fine restaurants offering a complete range of food specialties, combined with the majestic beauty of Quebec scenery, the facilities for outdoor sports, the different language and characteristics of its inhabitants, all contribute to make Quebec the Canadian centre of the tourist trade. With an estimated \$200 million spent annually by tourists in the province, Quebec accounts for about half of this Canadian industry.

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Quebec is also known as an art centre. La Troupe du Nouveau Monde has been a major factor in creating this reputation, very successfully touring New York, Paris and Brussels. Quebec classical singers are attached to world-leading opera houses. There is an appreciable number of professional theatre troupes entertaining Quebec audiences. These troupes, like radio, TV and films, draw their talents from some 1,200 singers and comedians, members of Montreal and Quebec unions.

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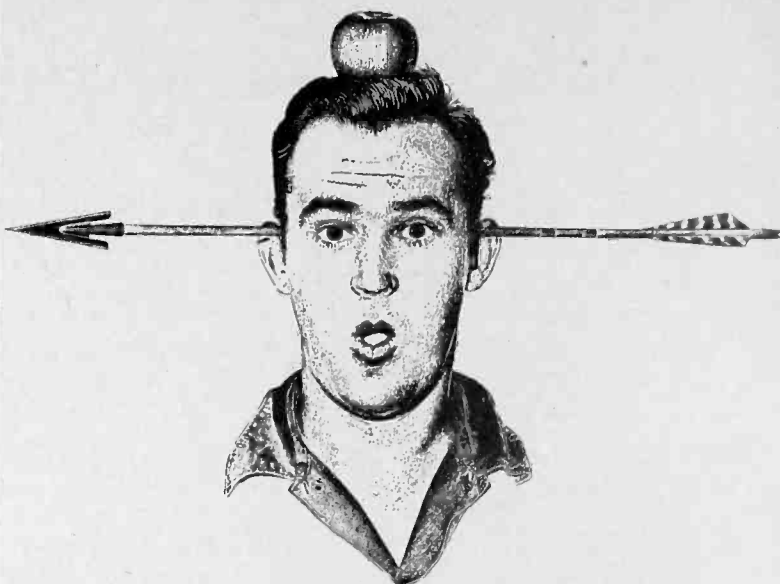
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Don't miss!

IN THE SAGUENAY KINGDOM

CKRS RADIO & TELEVISION

SIR WILFRID LAURIER ST., JONQUIERE, P.Q.; REPS: JOS. A. HARDY

ONLY CKRS COVERS THEM ALL: LAKE ST. JOHN, JONQUIERE KENOGAMI, ARVIDA CHICOUTIMI

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by ROBERT SYLVESTRE

Marketing Research Co-ordinator — Imperial Tobacco Co. of Canada Ltd.

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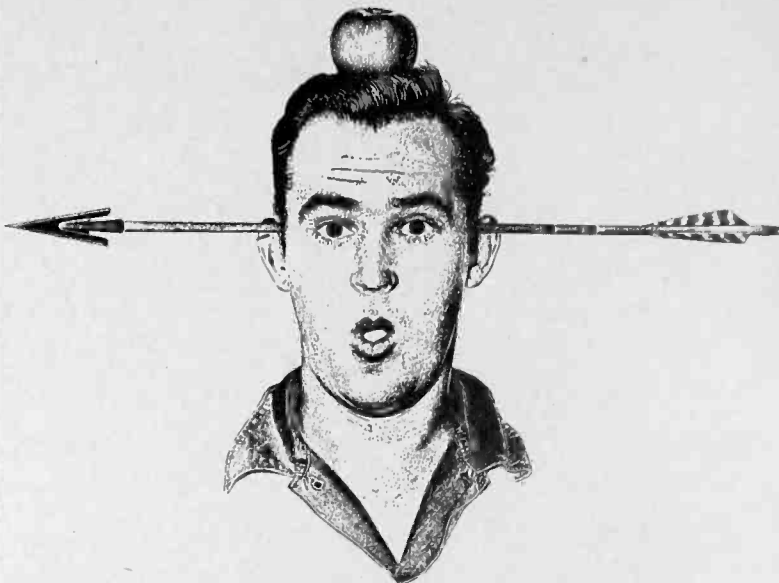
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IN THE SAGUENAY KINGDOM

CKRS RADIO & TELEVISION

SIR WILFRID LAURIER ST., JONQUIERE, P.Q.; REPS: JOS. A. HARDY

ONLY CKRS COVERS THEM ALL: LAKE ST. JOHN, JONQUIERE KENOGAMI, ARVIDA CHICOUTIMI

Audience Habits

More Prone to Approve or Condemn

Adapted from an article prepared by the Schwerin System in Canada which appeared in our issue of September 11, 1958.

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

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

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

2. In terms of liking, we have found that French Canadians are somewhat less critical of television advertising and entertainment than

their English-speaking fellow-countrymen. That is to say they can be more readily amused or entertained. It may well be that the Quebec viewer, generally restricted to one channel, is less jaded by TV advertising and less sophisticated in his evaluation of TV programs.

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

4. It appears that it is particularly difficult to change brand preferences among the older age groups in French Canada and somewhat easier to cause changes among the younger groups, where buying patterns are less deeply rooted. In fact this age group is fully as susceptible to TV advertising as its counterparts in English Canada.

5. French Canadians can more readily be driven away from the advertised product by elements in a commercial which they find distasteful. In other words, an ineffective commercial in English speaking

Canada, will in most cases simply cause no change to or from the brand advertised. In French Canada it appears that consumers are not hesitant about moving away from the brand advertised if they have seen something in the commercials which incurs their displeasure. To put it simply, French Canadian viewers are more ready to approve, more ready to condemn.

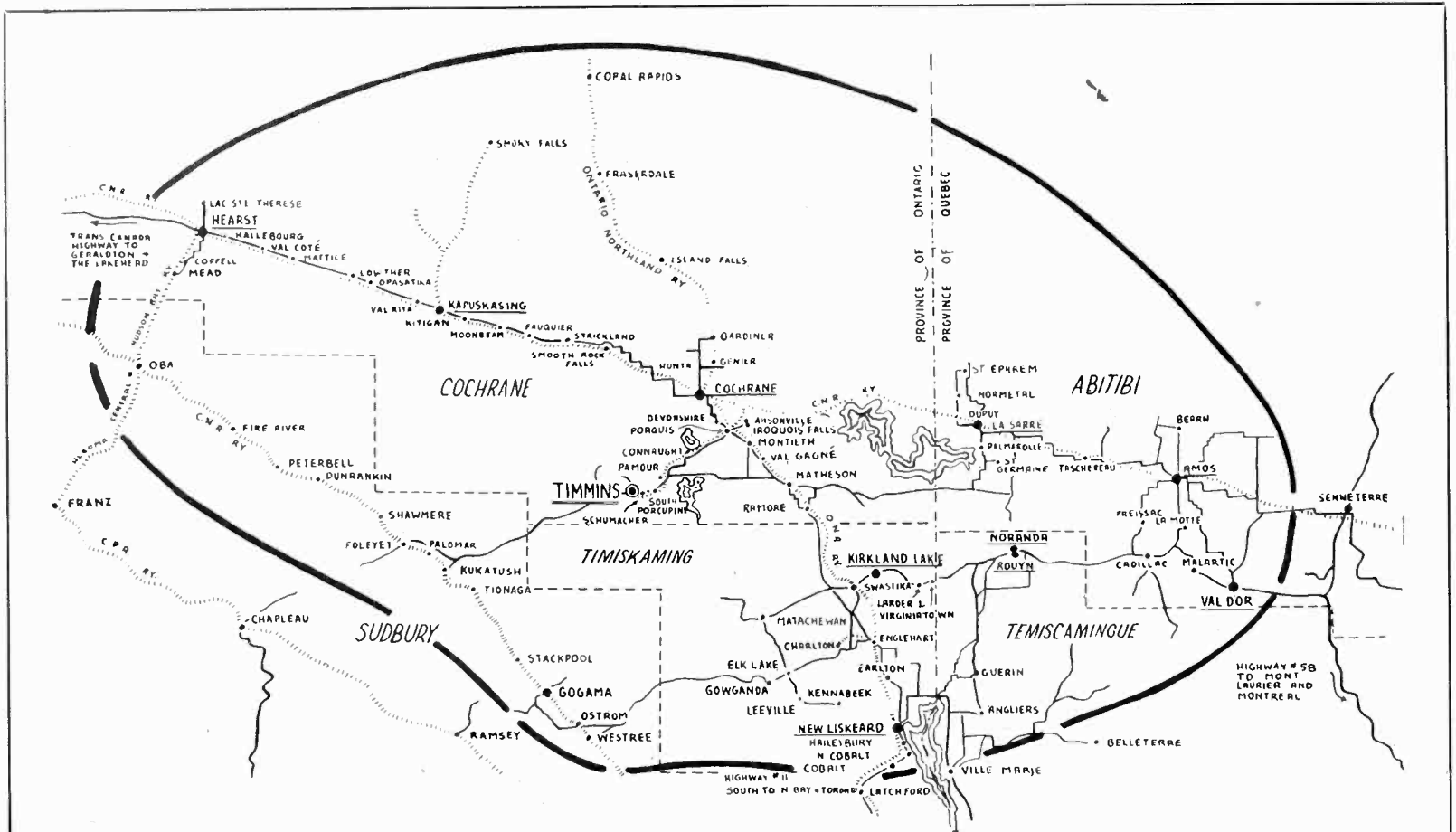
6. French Canadians will not necessarily react to the same type of stimuli as do English speaking Canadians. For example, it is doubtful whether Hollywood stars are good spokesmen in French Canada. In the first place, Hollywood has never been a symbol of glamor in this area to the same extent as elsewhere.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

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

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

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

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



CFCL-Radio, TIMMINS - 10,000 watts

J. Conrad Lavigne, President • René Barrette, General Manager

PAUL MULVIHILL, TORONTO - MONTREAL •

BRIAN SCHARF, VANCOUVER •

ED DEVNEY, U.S.A.

Yes, indeed, Mon Vieux! CHAU-TV is **THERE** to sell your product in **FRENCH** to the **EXCLUSIVE, CLOSED FRENCH** television market of the Baie des Chaleurs area!

.

From **FRENCH** poodle food to **FRENCH** perfume, you need **CHAU-TV** to reach your **FRENCH** television audience of the Baie des Chaleurs area!

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Our results are already proven: Our spring '60 BBM shows an increase of 13,700 TV households on our fall '59 BBM!

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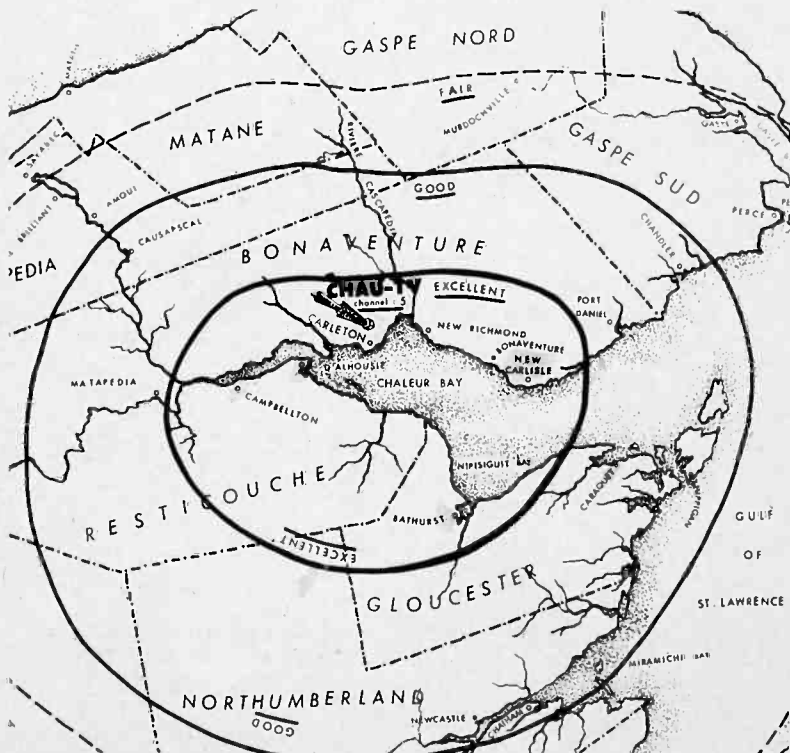
WE don't have to **SELL** results! **OUR** results sell by themselves!

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For your **BIG FRENCH** share of the **BIG FIVE** allow our representatives, Jos. A. Hardy Ltd., to visit you.

.

Les Gars de CHAU-TV sont la! Think **FRENCH** in the Baie des Chaleurs area with **CHAU-TV**! Buy **FRENCH** to reach the captive **FRENCH** audience of **CHAU-TV** channel 5!



The big bonus audience of Fox River, Gaspé, Percé, and Grand River will be most adequately served by the impending operation of the Gaspé Television Ltd. satellite of CHAU-TV on channel 5 atop Mont-Blanc, Que., located immediately behind Percé, with an effective radiated power of 401 watts video and 200 watts audio, at an average height of 1126 feet.

CHAU-TV Channel 5

Cover Story

WHEREVER YOU GO... THERE'S "FRENCHIE" JARRAUD

by DICK LEWIS

ONE DAY LAST MONTH — August 11 to be precise — "Frenchie" Jarraud, CJMS Montreal's commentator at large, saved the lives of three men who were in danger of being lynched by a bunch of rioters at the Bilrite Furniture Manufacturing plant in the village of Terrebonne, just north-east of Montreal.

"Frenchie" picked up the story on his car telephone, and rushed to the scene. He found that three of the company's top men were cornered in a back office of the building, where they were being pelted with stones and anything else the rioters could lay their hands on. The prisoners were Moe Bulua, proprietor of the business, K. Hoffman, manager, and Roland Lavigne, the accountant.

The police filled in "Frenchie" on the situation in a flash. "Frenchie", realizing that the three prisoners had to be rescued before the rioters could do irreparable damage, made like he was going to beat it, but actually skirted the building, climbed on the roof and, with the help of a police sergeant, brought them out more dead than alive.

This would have been quite an adventure for the average commentator, but to "Frenchie" it was just another day. Or this is how it came through when "Frenchie" told me the story.

This going concern, who was born in 1922 in Paris, France, and started off as a circus performer at the age of nine, does a daily dee-jay stint from 2 to 3.30 p.m. on CJMS. Most



"Frenchie"

of his activities seem to revolve around this.

September 20 he will do his 1500th successive show at the Café St. Jean, where each night he emcees the entertainment, interviews guests and presents prizes.

He has the police band on his car radio, and his car is equipped with a mobile phone on which the station

calls him when anything breaks. He is on duty to cover incidents of any kind 24-hours a day.

Terrebonne was one of these "incidents".

Not long ago, he was called to the bedside of a six-year-old girl who was dying of cancer in a Montreal hospital. She wanted to see "Frenchie". She saw him and he brought her a radio.

Four years ago, he wrote and published on cards the "Motorist's Prayer". He reads it over the air every day. It is printed in French and English, and over a hundred thousand have been sent out to listeners on request.

Last year, a man was about to jump from the Jacques Cartier Bridge. The station got wind of it, and alerted "Frenchie" on his car radio. He drove there and talked him out of it. The conversation was

broadcast.

On the occasion of the Beauceville Flood, "Frenchie" broadcast all night. It was Christmas Eve 1957, and he was appealing for furniture, food and clothing for the flood victims. His Christmas Eve "take" was two 20-ton truckloads and \$5,000 in cash.

During this broadcast, a blind man came into the studio and donated all the money he had begged the previous day.

In December 1956, "Frenchie" launched what has developed into an annual campaign, urging people to adopt orphans. He succeeded in arranging 25 adoptions.

The next year, his seven-day campaign found homes for 50. The following year there were 100, with only a four-day campaign. Last year there were 350 requests, and they ran out of orphans.

Cover Quebec Legislature

FOR THE LAST TWO years, Quebec stations subscribing to Broadcast News have shared the cost of special coverage of the Quebec legislature.

The last two sessions saw the broadcasters' own representative in the press gallery preparing in the

French language, special legislature reports tailored for broadcast.

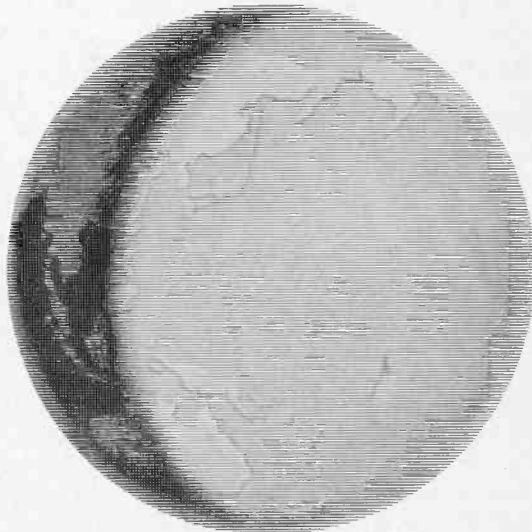
Fernand Marcotte of BN's Montreal staff was assigned to the job during the 1959-60 session. He succeeded Guy Rondeau, former Quebec City staffer, now reporting for CP at Ottawa.

THE ST. MAURICE VALLEY is COMPLETELY covered



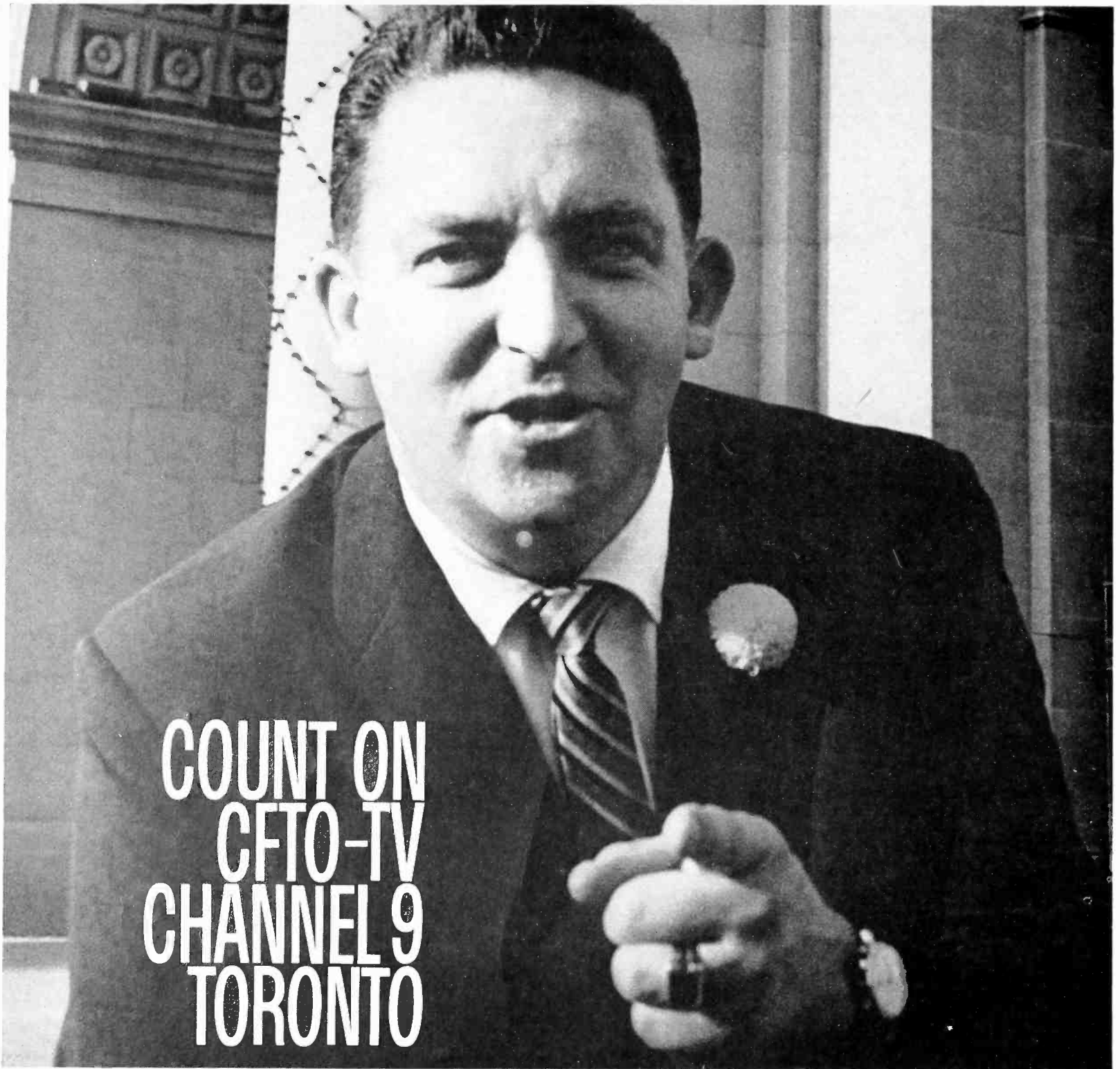
Quebec 3rd Market Buying Power — \$872,000,000

REP: TRANS-OCEAN RADIO AND TV REPRESENTATIVES — MONTREAL — TORONTO



A VIDEOTAPE* television recorder equips any station to expand its programming capacity without stretching its production budget. Extensive local programming, for example, becomes economically practical since an Ampex TV recorder cuts production costs...permits the most flexible scheduling of studio personnel, facilities and talent availability. Programmes can be telecast any time with 'live' quality. And, with over 50 VIDEOTAPE* television recorders operating in stations throughout Canada, an inexhaustible supply of television programmes is made readily available. 'Live' programming can be exchanged, hour for hour, with any other Ampex-equipped station, operating on the same line standard, or by means of Interswitch* on any of the world's four standards. For details write: Ampex of Canada Limited, 1458 Kipling Ave. No., Rexdale, Ontario, Canada

AMPEX*TM AMPEX CORP.



COUNT ON CFTO-TV CHANNEL 9 TORONTO

To multiply your sales in
Canada's wealthiest market

925 feet high and broadcasting to more square miles than any other in the nation, the CFTO-TV tower signals some three million people that yours is the product to purchase, the service to specify.

21 per cent of Canada's net effective buying income—over five billion dollars—earmarks the CFTO-TV coverage area as the richest, most sales-rewarding in the Dominion.

110,000 square feet of studios, offices and

production facilities on a thirty-two acre site in suburban Toronto make CFTO-TV the world's largest, most modern, independent television station.

One television station and one only can be the leader in its city, in its province, in its country. Commencing operations in such an advanced manner and with such a roster of top flight personnel, CFTO-TV can *only* become Number One.

304 experienced creative minds, among the most qualified in the broadcasting industry, working with the most advanced equipment in the television field, are at your service every time you sell with CFTO-TV.

325,000 watts maximum power. The largest single TV installation ever made by RCA anywhere. This is *maximum* television.

Let CFTO-TV deliver
Canada's wealthiest
market to you.

CFTO-TV