

## Divcon

### Canadian-made RCA computer charts election for NBC News

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

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

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

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

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

### Crawley lists free film sources

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

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

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

# SIGHT & SOUND

by IAN GRANT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

continued on page 18

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**Editorial**

**Not French – not English – just Canadian**

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

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

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

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

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

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

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

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

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

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

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

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

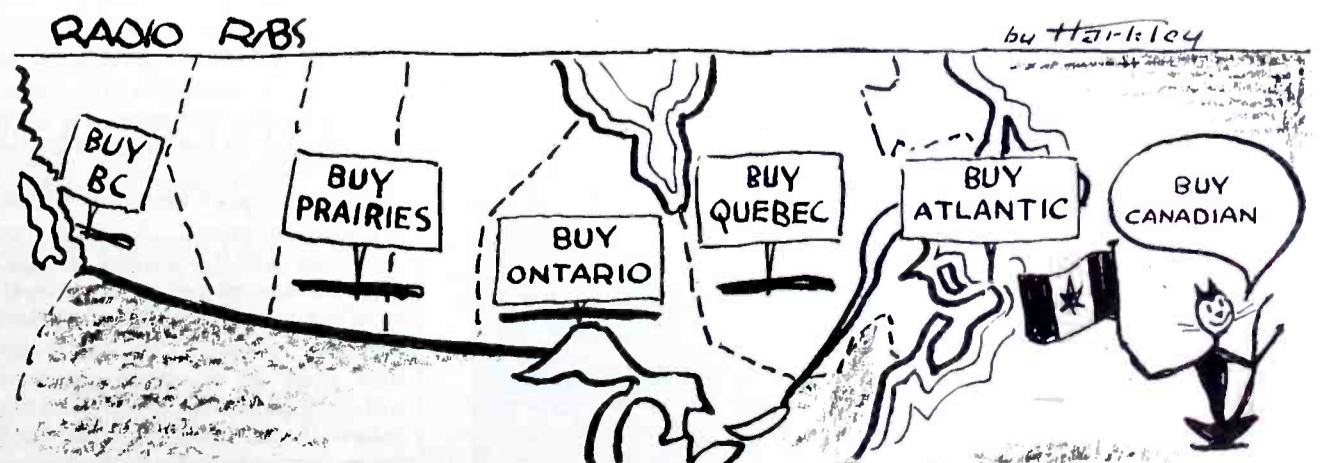
It is to the credit of the ACRTF, especially the organizers of its 1966 convention, that this truly great step towards Canadian understanding and unity came about because of their initiative and enterprise.

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

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

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

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



# Broadcasting's heads of state peer into the crystal ball

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

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

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

an increased accessibility of information — a very desirable end.

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

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

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

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

### New legislation in '67

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

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

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

### Tribute to the industry

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

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

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

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

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

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

### Space satellites ahead

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

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

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

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

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

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

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

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

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

### Choice by computer

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

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

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



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

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

#### Wanted — a two-fold system

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

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

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

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

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

#### People vs. bureaucracy

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

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

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

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

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

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

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

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

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

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

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

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

## ACRTF NAMES NEW DIRECTORS



Photo by Herb Nott

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

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# Communications first

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

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

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

Let's refer to market data for a moment.

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

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

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

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

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

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

### A. Age group composition

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

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

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

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

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

### B. Family formation

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

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

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

### C. Distribution of population by birth place

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

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

### Communicating with the French element

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

*cont'd on page 13*

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**RADIO 610**

## Present Quebec research is old hat

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

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

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

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

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

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

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

study and experimentation.

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

### Greatness through compromise

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

### One Canada

## Co-existence in justice and equality

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

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

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

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

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

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

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

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

French, Canada will become more perfectly Canadian.

### An emerging generation

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

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

*cont'd on page 13*

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

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

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

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



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### ANNOUNCEMENT S & T ANNOUNCEMENT



**JACK HODSON**

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

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

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



# Canada must decide on foreign industrial control

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

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

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

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

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

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

### Disaster ahead

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

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

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

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

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

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

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

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

### 'MAN IN SPACE' FLIES HIGH

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

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

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

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MONTREAL WINNIPEG VANCOUVER

cont'd from page 8

such slogans as: "Vive la Différence."

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

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

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

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

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

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

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

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

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

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

The same principle applies to the French creative group.

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

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

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

Ontario. This can be achieved by two major operations.

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

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

- Message recall
- Message believability
- Message comprehension
- Concept testing.

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

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

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

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

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

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

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

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

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

#### Watch for the pitfalls

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

your attention:

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

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

3. This will inevitably increase

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

## Quebec Research cont'd from page 9

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

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

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

### Quebec cannot go it alone

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

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

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

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

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

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

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

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

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

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

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

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

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# Feature films prove threat to TV's film series

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

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

ANNOUNCEMENT

CHSJ RADIO



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

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

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

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

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

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

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

### The chips fall fast

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

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

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

### Movie boom hits weekly series

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

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

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

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

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

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

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

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

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

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

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

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

cont'd on page 15

the luxury sound

# CHEF

# 680

The trend is to balanced programming

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## Quebec Government

### Plans are laid for educational radio and TV

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

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

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

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

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

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

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

*cont'd from page 14*

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

## Some plain talk from Kodak about tape:



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

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

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

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

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

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

But there are some problems involved. At 15 ips a single cycle of signal at 1,000 cycles-per-second covers 15 thousandths of an inch longitudinally on the tape as it travels by. At 1⅞ ips (to go to extremes) it's down to less than 2 thousandths of an inch. As a result, as tape travel speeds decrease, tape "resolution," to borrow a photographic word, becomes more and more important. A second problem is that external magnetic flux on the tape available to thread the reproduce head also decreases in propor-

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

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

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

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

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

CANADIAN KODAK CO., LIMITED, Toronto 15, Ontario

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

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

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

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

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

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

- "Has greater potential influence on the consumer."

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

- "From my own subjective judgment."

- "Color is *much* more effective."

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

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

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

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

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

- "It gives added appeal to food products;"

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

- "Will primarily influence packaging which must be attractive."

*Trends* says a parallel study among production heads of the 50 agencies with the largest TV billings brought similar opinions. Two out of five agency men reported they specify color in 90-100 per cent of commercials, and feel the differentials were warranted in seven out of ten cases. Ninety-two per cent of the corporate admen gave the nod to color for "greater selling efficiency," compared to 68 per cent of the agency men.

However, the agency executives felt color commercials were from 80-100 per cent more effective "in getting the sales message across".

It should be noted that these statistics and quotes are from below the border, where Julian Goodman, president of NBC, estimates there are now eight million color sets in operation, and this figure will double in 1967.

Goodman feels 30 per cent of all TV homes in the U.S. will be watching programs in color during the next television season, and the formation of the new TV "generation" of young people, 25 and under, who have grown up with TV in their homes. He said this generation, "for whom TV was governess, teacher, nursemaid and friend, will hardly sit still for the status quo, but will seek newer and wider interests—becoming an increasingly sophisticated and diversified audience".



### SOLILOQUY

No more conventions until April! What shall we do for laughs? Might as well go home and play around with the wife and kids.

### HE WRITES GOOD

Any day now, Gordon Sinclair will invite me out to his house to look at his books—of which he has a complete set.

### SILENCE IS GOLDEN

I am contemplating joining an old-established club whose main claim to fame is that none of the members know one another.

### AUDREY STUFF

Then there's the gal who was so dumb, she was a strong believer in coffee breaks because they helped keep her co-workers awake all day.

### JUST CAN'T LOSE

The publicity man never worried about the order in which he listed his stars in his advertising, because "those who matter don't mind and those who mind don't matter."

### HOMEWARD BOUND

He was tense with excitement over the football game he was watching on TV (in color yet). The score was 14-14 and there was one minute to go, when he walked over and switched off the set, muttering: "Damned if I'm going to get caught in that mob."

### HOT NEWS

Gordon Fairweather (PC-Royal) suggested that the name of the defunct CBC program, *This Hour Has Seven Days*, be revived for telecasting of Commons debates.

### B FOR BREVITY

We're awarding a special Beaver for the critic who wrote a comprehensive five-word review of a recent TV drama—"All irk and no play."

### THE MELODY LINGERS

There's a touch of whimsy about the background story of the noted news commentator who started his career sweeping his father's stable.

### WANTED

Immediate opening for experienced switcher. Contact:

The Production Manager  
CKSO Television  
Sudbury, Ontario

### ALL NIGHT PERSONALITY

Outstanding opportunity exists for well qualified all night personality on leading station in major Ontario market. Successful applicant will be an experienced, responsible broadcaster, and will enjoy good pay and complete benefits. Send full details, including recent photograph and audition tape, to:

Box A-915  
Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### NIGHT ANNOUNCER

CFAM/CHSM, Altona, is looking for a full-time announcer for all-night programming. Applicants should have some radio experience, and some knowledge of classical music is essential. Remuneration commensurate with ability. Send an audition tape, résumé and two personal references to:

Elmer Hildebrand  
CFAM/CHSM  
P.O. Box 1000  
Altona, Manitoba

### AVAILABLE

Production man. 7 years experience including sales, announcing, program director, music director. Good music operation preferred. Permanent. Married.

Box A-917  
Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ontario

### AVAILABLE

Newsman with eight years experience desires managing director position. Former American Broadcasting Company foreign correspondent. Write:

Box A-916  
Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ontario

### WANTED

Montreal — Professional motion picture film laboratory requires experienced personnel, all categories, printing, developing, sensitometric control, timing, inspection, finishing, supervision, etc. Experienced only apply.

Telephone A. Nalven, 484-1186, for interview appointment.

Our employees know about this ad.

### AVAILABLE

Have ten years experience to back up my claim that I can sell your station and help your salesmen sell. Experience covers all phases of broadcasting including major markets.

Bill Konyk  
129 Horton Ave. E.  
Winnipeg 25, Man.  
Phone (204) 222-9440

### COPYWRITER WANTED

A major radio and television station in Montreal requires the services of a copywriter, experienced in radio and/or television copywriting. Applicants please send résumé to:

Box A-918  
Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ontario  
All replies will be held in strictest confidence.

### AVAILABLE

Canadian, some past radio training, employed 20 yrs. publishing, writing, p. r. advt. now seeks creative challenge in religious or education radio. Have unique idea for 'inspirational readings' appealing to mature audience. Age, 42, single, good voice, speak Spanish, French. Relocate.

Box A-919  
Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ontario

# Canadian radio costs less per thousand than U.S.

The Radio Sales Bureau, dedicated to the formidable task of helping Canadian advertisers use Canadian radio with greater effectiveness, has added a new set of data to their basic radio presentation, *Radio Alive*—a reach and cost per thousand comparison between radio in the U.S.A. and Canada.

They have taken four American cities, calculated the performance of the AM radio stations in those markets and then selected four Canadian cities of approximately the same size and determined how many Canadian stations it would take to equal or surpass the performance of the U.S. stations.

As can be seen from the three examples, Canadian radio outperforms U.S. radio by a large margin. In each case a lower number of Canadian stations was needed to provide a greater reach at a lower cost.

Peter Harricks of RSB, who is largely responsible for digging up

this information, recently presented this story to a number of agencies in New York City and reports that it met with extremely favorable reaction. He is currently getting geared up to expose this data to Canadian advertisers and agencies.

MARKET	AM STNS IN MARKET	POPULATION	STATION	AVERAGE PERSONS REACHED PER ¼ HOUR 6-9 AM MONDAY THROUGH FRIDAY				TOTAL (00)	1 MIN COST	CPM PERSONS
				M (00)	W (00)	T (00)	C (00)			
Portland, Ore.	13	877,000	KEX	83	88	13	1	185	\$ 37.00	\$2.29
			KGW	34	56	2	1	93	25.00	
			KISN	55	79	48	12	194	34.00	
			KOIN	64	93	8	6	171	35.00	
			KPDQ	7	9	-	-	16	9.00	
			KPOJ	19	22	2	3	46	15.00	
			KRDR	16	21	-	1	38	12.00	
			KWJJ	36	41	1	2	80	14.00	
			KXL	28	32	1	-	61	18.00	
			KAPM	9	7	-	-	16	7.50	
							351	448	75	
Vancouver, B.C.	9	840,300	'A'	281	286	20	6	583	\$ 48.00	\$1.02
			'B'	117	117	3	4	241	25.00	
			'C'	92	113	3	-	208	32.00	
				490	516	26	10	1032	\$105.00	

MARKET	AM STNS IN MARKET	POPULATION	STATION	AVERAGE PERSONS REACHED PER ¼ HOUR 6-9 AM MONDAY THROUGH FRIDAY				TOTAL (00)	1 MIN COST	CPM PERSONS
				M (00)	W (00)	T (00)	C (00)			
Albuquerque, N.M.	10	306,800	KABQ	13	20	3	7	43	\$ 14.00	\$2.68
			KARA	3	5	1	2	11	5.50	
			KDEF	7	6	1	5	19	7.00	
			KGGM	19	25	3	4	51	12.40	
			KLOS	2	5	4	-	11	6.30	
			KOB	42	38	6	6	92	25.00	
			KQEO	27	43	32	9	111	22.00	
			KRZY	19	19	2	4	44	10.00	
						132	161	52	37	
Calgary, Alta.	5	311,700	'A'	81	109	40	7	237	\$ 30.00	\$1.50
			'B'	52	87	10	15	164	30.00	
				133	196	50	22	401	60.00	

MARKET	AM STNS IN MARKET	POPULATION	STATION	AVERAGE PERSONS REACHED PER ¼ HOUR 6-9 AM MONDAY THROUGH FRIDAY				TOTAL (00)	1 MIN COST	CPM PERSONS
				M (00)	W (00)	T (00)	C (00)			
Cleveland, Ohio	8	2,041,800	WABQ	11	23	6	5	45	\$ 17.85	\$2.09
			WERE	55	89	2	2	148	35.00	
			WGAR	82	106	-	-	188	65.00	
			WHK	100	162	56	24	342	65.00	
			WIXY	37	38	3	2	80	30.00	
			WJMO	37	95	11	10	153	20.00	
			WJW	168	175	14	5	362	50.00	
			WKYC	110	164	62	13	349	65.00	
						600	652	154	61	
Toronto, Ont.	7	2,020,600	'A'	639	859	48	21	1567	\$ 95.00	\$0.61
			'B'	338	476	279	109	1202	75.00	
				977	1335	327	130	2769	\$170.00	

## SIGHT & SOUND

continued from page 3

The union spokesman says the strike would not affect theatrical pictures, or television entertainment films.

A contract covering the 17,000 members of the Screen Actors Guild is being negotiated in New York.

■ ■ The BBM Bureau of Measurement board of directors meeting in Toronto last week recommended for approval proposed new rate increases for BBM radio and television audience reports.

All members are being asked to vote on the recommendation and a special general meeting will be held December 1 in the King Cole Room of the Park Plaza Hotel in Toronto to decide the outcome.

The rate increases, if approved, will be as follows:

All television stations will face an average hike of 26 per cent.

All radio stations, except those reported once a year, will pay an average of 25 per cent more. The once a year stations can look forward to a reduction of 23 per cent.

Advertising agencies' fees will be increased 49 per cent, while advertisers' fees will go up by 13 per cent.

Current BBM membership is just short of 500, although Bill Byram, BBM's president, expects to hit that mark by the December 1 meeting.

■ ■ CBC production employees will vote November 23-24 to decide whether they will be represented by the Canadian Union of Public Employees or remain with the International Alliance of Theatrical Stage Employees.

The Canada Labor Relations Board ordered the vote after a majority of production employees signed CUPE membership application cards. Some 1,200 of the 1,584 production employees involved are in Toronto and Montreal.

■ ■ The efforts of Maclean-Hunter Publishing Co. Ltd. to dispose of control of CJCH-TV Halifax and take over the reins at CFCN-TV Calgary culminated last month with the BBG's recommendation for approval in both instances, following their Winnipeg hearings.

CJCH Ltd., licensee of CJCH-TV Halifax, CJCH-TV-1 Canning, CJCH-TV-2 Bayview and CJCH-TV-3 Amherst, was given permission to transfer 504 shares of capital stock in CTV Atlantic Ltd., the majority shareholder in CJCH-TV.

In effect, Maclean-Hunter has relinquished its controlling interest in CJCH-TV (through CTV Atlantic Ltd.) to Spence Caldwell, Finlay MacDonald and others.

CFCN Television Ltd. of Calgary, licensee of CFCN-TV Calgary and rebroadcasting stations at Drumheller, Banff and Brooks, Alta., will be allowed to

transfer 64,312 common shares of capital stock in the company to Maclean-Hunter, giving the publishing company control of the station.

Back of this announcement was the BBG's approval of the sale of the CTV Network to its affiliated stations early this year.

This sale went through on the understanding that the Board would reject any future applications for transfer of ownership or control, which would result in one interest holding shares in more than one network station.

Because of its interest in the Halifax station, Maclean-Hunter's application was denied.

Now, disposal of its Halifax holding has enabled M-H to qualify under the regulation for ownership of the Calgary station.

BBG recommendations are subject to ratification by the Transport Department, which is usually automatic.

■ ■ A series of 365 featurettes, of 60-90 seconds duration—one for each day in 1967, is available from the CAB Program Exchange on a sponsorship or sustaining basis.

Titled *Calendar Canada*, the featurettes are being written for the CAB by Hugh Bremner, news editor of CFPL London, Ont., and an experienced author and world traveller.

The CAB hopes members will program the featurettes, one each day in 1967, as a Centennial project, and is making them available for as little as 25 cents per episode.

Scripts will be delivered in monthly batches, with the January 1967 group already in circulation. The CAB recommends they be read by well-known station personalities in each area.

Bremner has compiled the scripts, based on major historical events that took place on the same day as the air date of the programs. For instance, the January 15 script deals with Lord Durham, who consented to come to Canada and write his famous report on January 15, 1838; the January 21 episode describes the sailing of Canadian troops for the Boer War from Halifax, January 21, 1900.

The CAB describes *Calendar Canada* as a capsule review of important events in history which led to Confederation and Canada's 100th birthday. It says listeners will learn about Canadian history and relive the perils and hardships faced by our forefathers in building a great nation.

■ ■ The social hours between 5:00 and 8:00 pm were taken over by French language radio in Toronto on November 9.

At the Royal York, CKVL Verdun was celebrating their 20th anniversary. On hand to greet agencies, advertisers and the trade press were Jack and Judah Tietolman, Corey Thompson, Marcel Provost, Jack Selinger, Andy McDermott and other station staffers.

Uptown at the Westbury, CJMS Montreal treated hundreds of guests to an *Evening Under Montreal Skies*—their way of saying thanks to the advertising people for all the business. Ray Crépault and Rocky Demers from CJMS were on hand along with all the Stephens & Towndraw people.

■ ■ Lego Building Toys, recommended by the Canadian Toy Testing Council for its durability and imaginative uses, is getting an added Christmas boost this year.

E. A. Westendorp, director of marketing for Samsonite of Canada, Limited—producers of Lego—said 19 major TV stations across Canada are carrying specially prepared 60-second commercials, featuring Lego's new gear and motion sets, and expected to make over 15,000,000 impressions between November 14 and the day before Christmas.

Participating stations are: CFTM-TV and CFCF-TV Montreal; KVOS-TV Vancouver; CHRE-TV Regina; CHAB-TV Moose Jaw; CFCN-TV Calgary; CJCH-TV Halifax; KKCW-TV Moncton; CFCM-TV Quebec; CFRN-TV Edmonton; CJAY-TV Winnipeg; CHSJ-TV Saint John, N.B.; CJON-TV St. John's, Nfld.; CFTO-TV Toronto; CHCH-TV Hamilton; CKCO-TV Kitchener; CJOH-TV Ottawa; CFPL-TV London; KKLW-TV Windsor.

■ ■ Four new part-time members and a new Senior Counsel were appointed to the Board of Broadcast Governors, before the opening of the Ottawa hearings, October 24.

The new members serving three-year terms are: Dr. Gordon Waddell Thomas of St. Anthony, Nfld.; Major Reid of Souris, PEI; Edouardina Dupont of Trois Rivières, PQ, and Professor Guy Rocher of Montreal.

Melville M. Goldberg was named Senior Counsel. He graduated with honors from the University of Toronto, in Political Science in 1948; was admitted to the Bar in 1951 and is currently pursuing an MA at Carleton University, Ottawa. He is a director of the Theatre Foundation of Ottawa.

Dr. Thomas, a 48 year old surgeon from Toronto, was educated at McGill, Montreal. Mr. Reid, a farmer, educated at Prince of Wales College, Charlottetown, is 44. Miss Dupont is a past president of the Quebec branch of the Canadian Federation of Business and Professional Women's Clubs. Professor Rocher is a graduate of Montreal, Laval and Harvard Universities. He served on the Quebec Royal Commission on Education and teaches sociology at the University of Montreal.

The appointments bring to 15 the total membership of the BBG. The three full-time members are Dr. Andrew Stewart, chairman; Pierre Juneau, vice-chairman; and David Sim, former deputy minister of Customs and Excise. Juneau and Sim were appointed earlier this year (*Broadcaster*, April 7).

If your brother is a



Barber or a Clinical Psychologist,  
tell him about SASKATOON.

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

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

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

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



radio saskatoon

# How do you say \$250,000 worth of "Thank you?"



Dr. Alex McMahon, a CUSO volunteer, claims he learns more than he teaches.

You can't, of course. No one has yet figured out how to measure thanks in dollars. But here's why we'd like to. CUSO (Canadian University Service Overseas—private, non-profit, enthusiastic) organized a spring recruitment drive to enlist young people interested in working for the underprivileged people of the world. Information was provided to broadcasters all across Canada. Altogether, they donated about \$250,000 of their air-time to this project. And the drive was a resounding success. So how do we say "Thank you"? Or do we just refer you to the more than 35 developing nations—in Africa, South America, all over the world—who are benefitting? Now there's a brand new campaign starting. (You'll be receiving materials shortly.) And maybe, perversely, that's the best thanks we can offer. Over to you.



**CUSO**

The Canadian Peace Corps





# CFCM-TV

quebec city has



## 20/20 FRENCH VIEWING

THE TOP 20 SHOWS*		HOUSEHOLDS	VIEWERS	TIME	DAY	STATION	THAT OTHER TV STATION
1	CINEMA KRAFT	80,100	247,100	8.45	thursday	CFCM	
2	REAL GIGUERE ILLIMITEE	79,900	226,100	9.30	wednesday	"	
3	LE SAINT	78,200	250,600	8.30	wednesday	"	
4	MA SORCIERE BIEN-AIMEE	77,600	255,500	8.45	monday	"	
5	PERRY MASON	75,300	235,500	9.30	sunday	"	
6	GAG A GOGO	74,600	218,500	9.30	monday	"	
7	LE VIRGINIEN	73,100	232,500	8.00	tuesday	"	
8	EN PREMIERE	71,800	216,700	8.00	friday	"	
9	GRAND PRIX MUSICAL B.A.	70,900	213,300	9.00	monday	"	
10	INVITATION	70,100	199,000	7.30	wednesday	"	
11	TELE QUEBEC	69,100	215,900	6.00	thursday	"	
12	HISTOIRE D'UNE ETOILE	68,500	222,100	8.30	tuesday	"	
13	A LA BRUNANTE	68,000	209,100	9.15	saturday	"	
14	COMMENT POURQUOI?	68,000	218,400	8.00	saturday	"	
15	SUR DEMANDE	67,200	205,400	7.00	thursday	"	
16	TELE QUEBEC	66,100	202,800	6.00	wednesday	"	
17	ESCOUADE CRIMINELLE	65,500	208,200	8.15	monday	"	
18	JEUNESSE D'AUJOURD'HUI	65,200	215,400	7.45	saturday	"	
19	JOEL DENIS	64,700	217,100	8.30	sunday	"	
20	CINE SPECTACLE	63,000	217,200	8.15	sunday	"	

QUEBEC'S ANNUAL PURCHASING POWER IS OVER  915,758,000.

### SALES REPRESENTATIVES :

CFCM-TV - Announcements only:

CFCM-TV - Programs only:

CFCM-TV - Programs and announcements:

Hardy Radio & Television Ltd.

TORONTO MONTREAL WINNIPEG

Paul L'Anglais Inc.

TORONTO MONTREAL

Forjoe-TV Inc. - Stephens & Towndrow

NEW YORK VANCOUVER

\*NIELSEN AUGUST 1966