

SIGHT & SOUND

News from Advertising Avenue
About Radio and Television . .
Accounts, Stations and People

▲The general manager of Radio CKEY in Toronto feels the station has acquired "a boss who really likes what we're doing" through November 9th's tentative sale of the station to Maclean-Hunter Publishing Company Limited.

The Board of Broadcast Governors and the Minister of Transport must approve the transaction for it to become final, and approval is unlikely before March or April next year.

Donald Hunter, Maclean-Hunter president, says the publishing house intends to acquire 100 per cent of the outstanding shares of Shoreacres Broadcasting Co. Ltd., owner of CKEY. Shoreacres stock is held primarily by the *Toronto Globe and Mail*, Westinghouse Electric Corp. and Canadian Westinghouse Company Limited.

Hunter says no radical changes in staff or programming are contemplated, other than, "if possible, to improve the existing programs." He believes the present format "should attract an audience".

Douglas Trowell, CKEY general manager, says "They endorse what we're doing, and want to help us do it faster. But we're going to have to prove ourselves, I think. We're on the line."

Hunter says CKEY's ownership will be retained directly by the publishing company, and will not be

ANNOUNCEMENT
CFCF-TV

APPOINTMENT



DANNY DOONER
D. W. G. Martz, General Manager, CFCF-TV Montreal, announces the appointment of Danny Dooner to the position of Sales Manager, CFCF-TV. Mr. Dooner has been associated with Broadcasting for the past 20 years, most recently as Retail Sales Supervisor, CFCF-TV. In his new position, Mr. Dooner will be responsible for all CFCF-TV Sales including Commercial Production Sales.

transferred to Maclean-Hunter-controlled Great Lakes Broadcasting Ltd., operating CHYM Kitchener, CFCO Chatham and CFOR Orillia.

▲Advertiser disenchantment with the CBC's privately-produced *On The Seaway* Canadian series has pressured the network into considering a small-scale sponsor rescue operation, it's reported. Indications are the CBC plans to insert as many spot-commercial pre-emptions as possible into *Seaway*, according to the reports, in efforts to relieve current sponsors of some portion of their costs.

But an agency account supervisor for one *Seaway* sponsor says "it's not true. There's no pressure on us to merchandise this thing (sell off a portion of participation in the program)."

Ross Brown of Batten, Barton, Durstine & Osborn Inc., Toronto, agency for Chrysler Canada Ltd., also says, "We're not the least bit worried about *Seaway*. We thought the September ratings were reasonable enough, where it was, I think, number eleven.

However, rumors of the CBC's early retreat on *Seaway* persist. As one informant told the *Broadcaster*, "The CBC is going to slip those pre-emptions in there and save us some money."

In addition to Chrysler, Beecham Products Ltd. and Procter & Gamble Co. of Canada Ltd. have committed themselves to the show for the full season. Eversharp of Canada Ltd. is reported to have purchased a pre-Christmas spot flight on *Seaway* for Schick Electric.

▲ A new color television "brain bank" being established by the NBC network in the United States will be made available equally to Canadian and American advertising agencies, advertisers, producers,

TV stations and networks, on a first come, first served basis.

The free color consulting service consists of a committee of 16 NBC color specialists under the chairmanship of William Treverthen, NBC New York.

In advising the *Broadcaster* that Canadians could make full use of the consultant service. Treverthen warned that first NBC proclamation of the new facility had brought a flood of U. S. calls for help.

"But to the extent that we can, we are going to meet all the obligations," he commented.

The committee is being made available for assistance in virtually all technical areas of color TV - film, slides, camera technique, program production, videotape, lighting and scenery.

"All we ask is that you come to us," Treverthen said, explaining that the "no charge" consultations could be held only at NBC headquarters in New York or Los Angeles. "We're not in a position to send our people around - they're all needed here."

Requests for technical aid should be directed to Treverthen, and should specify the nature of the problem (so the right expert or experts can be scheduled for the consultation), names of those likely to attend, and desired timetable.

Treverthen warned potential users of the service to "ask for specifics. Everyone wants a six-month course in color television in two hours," he complained. "We're not prepared to do that."

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS
MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott



BROADCAST MEDIA SALES LTD.

TORONTO
Suite 100
130 Merton St.,
Toronto, Ont.
Phone: 485-0449

MONTREAL
Suite 12,
Palais Du Commerce Bldg.,
1600 Rue Berri,
Montreal, Quebec
Phone: V15-2616

formerly
TYRRELL & NADON LTD., BROADCAST REPRESENTATIVES



MEET GUY D'ARCY

dynamic vice-president and commercial director of "young adult radio" in Montreal.

In concept and programming, CKLM reflects "la joie de vivre" of its young directors - constantly strengthening its place as the station of Metro Montreal's modern, urbane French families.

at CKLM MONTREAL, QUEBEC



the man behind the All-Canada man

ALL-CANADA RADIO & TV LTD.



Toronto test on tab for individual diaries

McDonald Research Ltd. has a new-to-Canada argument to back its early-November announcement of plans for a Toronto-only test study of the contentious individual diary report system on consumer listening, viewing and reading habits.

Jim Lee, McDonald vice-president, points out that:

"The arrival of color television is one important reason for going to individual reporting diaries. By the

end of 1967 there's going to be a lot of split-viewing in this country's homes, because there'll be two television sets in a high percentage of Canada's households—a new color set and an old black-and-white set.

"Most of the black-and-white sets will still be on hand because they'll have virtually no trade-in value as color takes over."

Lee contends that a few years

ago nobody worried about the problem of measuring the multi-set situation in radio—"now it's already time to worry about it in TV."

The answer to the problem, in Lee's view, is the individual diary as opposed to the household diary now used by the majority of North America's broadcast rating services.

The concept of the individual diary has been kicked around for several years in the rating industry, with each gain in favor for the system matched by a new bruise.

In the United States early this year, the ARB rating bureau completed a large-scale individual-diary study aimed at providing some statistical validation of radio's out-

of-home listening claims. Reports indicate the study found an overall average listening-audience increase of about 42 per cent, when out-of-home listeners were added to each station's in-home total.

Criticisms of the ARB study, and of individual-diary systems in general, have centred on cost, and the doubtful nature of claimed gains in informativeness and reporting validity over the ordinary household diary.

Lee acknowledges the criticisms, and agrees sheer cost might make the individual diary system prohibitive to a multi-market rating system like the Bureau of Broadcast Measurement (BBM).

McDonald's switch to individual diaries (if the change proves practical after the initial Toronto multimedia test study) is projected on a maximum 50-market report, with a guarantee of at least 100 male adult, 100 female adult and 100 teen diary respondents in the sample for each market.

For the Toronto experimental study, the research company is aiming at a response of close to 900 individual diaries—no less than 275 each in the men, women and teen categories.

Lee hasn't reached any conclusions about the problem of measuring children's TV-viewing by individual diary as yet, but he presumes the logical answer is to add child-viewing to mothers' report forms.

Primary purpose of the Toronto study, as Lee sees it, is to get an answer to the "feasibility" question. "How many diaries are needed to get a valid sample—how heavy are actual costs?"

He looks on the continued fragmentation of viewing over a multiplicity of family radio and television sets as an irresistible force driving the rating business toward individual diaries.

"Even today," Lee says, "look at the teenage market. Rock-'n-roll radio stations say they get the kids, but there's utterly no documentation of transistor radio listening to prove it.

"I think radio is going to gain the most from any changeover to individual diaries—but it's the whole multi-set situation that's pushing us in this direction."

Results of the McDonald test study will be released at the end of the year, Lee says, or possibly early in 1966.

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS  SHOWS
 MONTREAL TORONTO WINNIPEG
 1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

ACRTF . . .

Les

**BONNES
NOUVELLES!**

toujours 

par

BROADCAST NEWS

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

**BOOKS
By Mail**

Book Dept.
Canadian Broadcaster
217 Bay St., Toronto

B

CANADIAN BROADCASTER

Editor and Publisher
RICHARD G. LEWIS

Assistant Editor
FRANK KELLEY

Art Editor
GREY HARKLEY

Makeup Editor
BRIAN MACDOUGALL

Secretary-Treasurer
and Circulation Manager
T. G. BALLANTYNE

CORRESPONDENTS

Ottawa
SAM G. ROSS

Winnipeg
WALTER A. DALES

Vancouver
DORWIN BAIRD

New York
LAURETTE KITCHEN

London
WALTER R. WATKINS

Published twice a month by
R. G. LEWIS & COMPANY, Ltd.
Room 205, 217 Bay St. - Toronto 1
EMpire 3-5075

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

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

CCAB

Typography and Make-up by
Canadian Broadcaster

Canada is richer for two cultures -- two races

For several years past, the Province of Quebec has been conducting a continuing campaign to make English speaking Canadians aware of the tremendous industrial regeneration which has been going on in the French language province. That it has been doing this with good effect is made evident by the tremendously increased awareness in the rest of Canada of the nature of the French people as people and the advances they are making on the economic and industrial fronts.

Up to this time an emotional cloud has hung over the horizon concerning the racial and linguistic differences between the two kinds of Canadians.

This has consisted largely of English language Canadians, including politicians, making grotesque efforts to master a few words of French with which to preface their luncheon club speeches.

These efforts - pointless because they are so ineffectual - have inspired only ridicule which their perpetrators too often see as amusement, and it is to be hoped that they are on the wane. They are especially offensive to French-language Canadians because they stand in such significant contrast to the great ability many of them enjoy to speak English.

Generally speaking, in business and such circles, French speakers face up with the fact that it is necessary for them to speak English because they know the others have no knowledge of French. On the other hand, English speaking people have no need to make the idiots of themselves they do, because their French audiences will understand them perfectly.

What we are finally coming to is the debunking of the fallacious idea that French Canadians should think and act like English Canadians and English Canadians like French Canadians.

There is a definite difference between the Gallic and the Anglo-Saxon temperaments and this is not something to be overcome, but rather to be fostered and developed because Canada is the richer for having two cultures or races. This is the way it is and always will be.

The idea of cordial relationships between the two racial groups need not be impeded by the admission on both sides that we are different from one another any more than it is necessary for a

man and his wife to have the same tastes, in order to live together in contentment. Just as there is an attraction between opposites in our individual lives, so can there be the same congeniality between the two groups which make up our country.

This "problem" as it is called can be solved without a revolution or even a bi- and bi- commission by the simple recognition of the fact that we are different and not just *tolerating* the difference but *taking advantage of it* in every respect.

There is one other fact to be faced and this is that there are two sides to the question - the French side and the English side. It rests with each of these two "opposites" not to try to emulate one another, but for each to acquaint itself with the philosophy of the other, and while not endorsing it or agreeing with it, to understand and respect it as part and parcel of the process of being a Canadian. An over-simplification perhaps, but the old nursery rhyme said it something like this:

*Jack Spratt could eat no fat;
His wife could eat no lean
And so between the pair of them,
They licked the platter clean.
(And doubtless lived happily ever after).*

Sorry to part

A man who has swapped harsh words with broadcasters and then made firm friends with them will be missing from the next public hearings of the BBG, because the vice-chairman, Carlyle Allison, was advised by the government last week that he would not be reappointed on the expiration of his term November 9.

In the seven years he has sat on the Board, first as full-time member and later as vice-chairman, he has earned the respect of the industry because his pursuit of the regulatory function for which he was appointed was both severe and just.

Coming into broadcasting without knowledge, he concentrated on learning; while many rebelled against his often harsh criticisms, most of them proved rational and of benefit to the industry in the long run.

Carlyle will be missed by those who have been his "charges". We are sure we may safely say they wish him well wherever he goes and whatever he may do.



Funsters win the day - serious spots take most prizes

Two creative comedy teams who regularly laugh their way to the bank with pocketings from the advertising industry, kept an audience of 200 or more at the November 4 Radio Commercials Festival in Toronto guffawing - while the audience was digesting the news that Canadian radio commercials are, on the whole, "fifth rate drivel".

Martin Myers, associate creative director at Goodis, Goldberg, Soren Ltd., Toronto, pinned the "drivel" rating on Canadian radio advertising. In a general way, he set the tone of the festival when he belted the assembly of agency copywriters, account executives and radio broadcasters with stinging criticism of radio's selling techniques, at the same time lacing his presentation with humor.

In a comment designed to give the audience "a few small lumps" to serve as a memento of the meeting, he said, "The way some of us write commercials for radio, we should be writing for the vacuum cleaner or the pop-up-toaster."

Other speakers during the afternoon echoed some of Myers' sentiment, but in milder fashion. Larry Solway and Garry Ferrier (the well-known Larry and Garry team), took note of the fact that people are making all kinds of funny radio commercials today, then Ferrier cracked:

"Some are funny, I guess, some cute, and some must star the producer's wife."

Humor gradually became the dominant characteristic of the Commercials Festival, as Myers was followed by radio jingle artist Richard Morris (of Quartet Productions), Billy Van and the Billy Van Four (a Toronto singing group), Larry and Garry, and then - just for laughs -

Bob Elliott and Ray Goulding (radio's famous Bob and Ray comedy duo). The "serious" fun was topped off by featured dinner speaker Alan Alch, an outstanding radio commercial writer in the United States and former associate of Stan Freberg.

Public wants advertising

Workshop sessions during the afternoon were introduced by David Broome, advertising manager for Rothmans of Pall Mall Canada Ltd., Toronto.

Broome said it was time for the advertising industry to swing to the attack against its critics.

"Advertising is something the public wants and needs," he explained. "It's of great importance to the *joie de vivre* of the community - adds zest to things that would be flat without it."

In the cigarette company executive's opinion, advertising has shown itself capable of creating pleasurable associations around the use of a product - "so the pleasure comes from sensations built up by advertising."

Doug Trowell, manager of CKEY Radio Toronto and program chairman and host for the festival, said he hoped the audience would be able to end the day's program by asking itself, "Aren't you glad you're creative? Don't you wish everyone was?"

Trowell said that managed creativity and hard work are the keys to good radio commercials. Successful commercial creation isn't a case of "winging" ideas from a Promised Land of easy inspiration, in his view.

He reminded the meeting a recent study had found many radio commercials "not as effective as they

should be." Apparently the study also indicated that three out of ten radio commercials might even be doing the product harm.

Myers picked up where Trowell left off by announcing that he too had conducted a survey - a survey of public attitudes toward radio commercials, made by counting noses. "And people were holding them," he said.

He challenged members of the audience to ask their neighbors for an honest opinion of radio commercials. Supplying a one-man preview of the survey results, Myers then ran through a list of thirteen most-likely replies - none complimentary.

Switching to a positive approach, he said this:

"Asking people to buy is not enough. Your message should be memorable, should involve the listener, talk to him meaningfully, with warmth, or wit, or insight or bright promise."

Myers asked the meeting if it wasn't obviously better to inform and entertain listeners than offend them with strong selling ideas brutally, unrealistically or banally presented.

Limerick Lane

*A producer-director named Bell
Found the spots on the show
wouldn't sell.*

*So he jazzed up the show -
Not the spots - and d'you know,
Those spots are now selling like
hell.*

He tossed a dire warning at the audience by saying, "our dull commercials are becoming part of the background that much of our radio programming has become . . . and one of these days we're going to get found out by our sponsors."

"And they're going to take their money out of radio and put it into more important media - like match book covers and bumper stickers."

Creative Exercise

Myers argued that radio commercial writing is a challenging creative exercise, not to be sloughed off on novices and incompetents in agency creative departments. Top creative people have to be disabused of the notion that radio is beneath their dignity, in his view.

"Spread the gospel that radio matters creatively as well as commercially."

Myers had an unkind word for attempts at radio realism that aren't true to life, and called the pseudo-



Alan Alch

realism "a bad joke" when it appears in commercials.

Then he lit into radio jingles, and repeated a Fowler Report on Broadcasting chapter heading lifted from the French author Beaumarchais - "Nowadays, if something is not worth saying, we sing it."

Coming to his own view of the singing-sell, Myers said, "The air is full of junk jingles badly executed. Making a bad jingle out of your commercial so that it will hide in the program content by sounding like it is a bad idea."

In defence of the Jingle

An immediate defence of the jingle was rushed to the breach by Richard Morris, of Toronto's Quartet Productions Limited. Morris invoked a David Ogilvy classic statement that "advertisers who believe in the selling power of jingles never have anything to sell," then repudiated the thought.

He argued that jingles were popular with street-hawkers 200 years ago, for the same three reasons jingles are popular today:

- They cut through the normal hubbub of the market place.
- They attract more attention than the spoken or written word.
- They have an extraordinary power to make the product come vividly alive in the imagination of the listener.

Morris said the argument against radio jingles exists because too often today jingle-listeners can't hear what the advertiser is selling. Inaudibility (of the words) is a characteristic of the contemporary music business, he suggested, saying that "in the pop field . . . if you can hear much more of the lyric than the title, you haven't got 'the sound'."

Good lyric writing can solve the problem, Morris said, at the same time outlining the characteristics of good jingle lyrics as:

- satisfying musical form
- repetitiousness, but not to the point of unbearable, and
- singability

Morris concluded with a series of tips for good lyric writing, and made a strong case for the trick of

CMTB

ST. CATHARINES
ONTARIO

SERVES THE NIAGARA PENINSULA
WITH BETTER LISTENING

DELIVERS THE PROSPEROUS HUB
CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:

Paul Mulvihill & Co. Ltd.
Toronto - Montreal

RADIO 610

"writing to a dummy tune."

Sadness of no Sale

The note of defensiveness running through the jingle discussion continued when Larry Solway and Garry Ferrier turned their off-beat senses of humor loose on the festival audience.

Solway said, "The anti-humor brigade believes there's nothing funny about a sale." In answer, he hinted that not making a sale (by failing to use humor) can bring on a worse case of sadness.

The duo contended humor makes radio advertising more effective by attracting listeners to the message and ("more important") to the product.

"We believe the product can serve the humor and humor can serve the product," the pair said, arguing that "you can write a more 'commercial' commercial using humor than without it."

The important factor in their comic-commercial career has been their ability to re-write and re-work to achieve a balance between the client's wishes and their own, the pair agreed.

Citing an instance where they had to produce 117 commercials for Kaiser Aluminum to arrive at a 24-commercial campaign, the duo said the requirements for creating a series are "time, patience and greed."

Alan Alch, featured speaker at the Festival Awards Dinner held in the ballroom of Toronto's Royal York Hotel, fired an additional salvo at anti-humor advertisers.

Dialogue leads to humor

Alch delivered a wry comment on people that still say, "Oh sure, it's funny, but will it sell?" - then suggested no one in history had ever asked, "Oh sure, it's serious, but will it sell?"

Going on to argue that "offbeat" doesn't imply falseness, weakness or thinness in the truth category, he said, "Offbeat doesn't mean lack of sell. It just means 'different' - the individual viewpoint, the private vision."

Alch contended that offbeat humor can reveal a lot about advertis-

ing in general, including what's wrong with it. In his mind, "Much of what we're doing in broadcast these days is derived from print - monologue - voice over. There isn't much stuff done in dialogue (meaning anything other than the curious stuff that pretends to be dialogue because two people are saying it, he noted)."

But writing dialogue leads directly to writing humor, Alch argued - to attempts at discovering and using "the truth of human needs." He said humor is more than an attention-getting device because it can present a product in human terms. It defines and delineates recognizable human beings, not cardboard cut-outs - "and real people give a special endorsement to a product."

"The individual vision, or private viewpoint, is the one that catches the truth," he said.

Alch admitted the ordinary business mind takes to the wacky, off-beat creative individual like a compound fracture takes to a leg. "Who wouldn't worry about entrusting a million-dollar campaign to some nut pacing around the halls in some tormented state?" Alch asked.

To the business man, the creative person's solutions to problems look accidental, Alch explained. But the businessman wants to remove the element of accidental solution.

So the businessman hires a computer with a memory bank of 20,000 or 80,000 pieces of information, and turns the job over to the machine.

"The computer mind is hard at work," Alch said. "And I don't know what to do about it. I'm opposed to it, because I'm convinced it doesn't work."

"And I think that instead of gaining in the art of communication, we may be losing."

Why? Because the computer can tell you how to do it, Alch explained, but it can't do it - and can't even tell you that you've done it, though everybody tries to think so.

The creative man is a computing machine so complicated, so chock full of facts, that he makes an IBM machine seem like a child's toy -

"So I believe in the private vision," Alch said. "I believe in it because it sells."

A
"Mad Capp" *//
look
at
CFQC

DEREK MOORE



More precisely, at the CFQC weekend man, Derek Moore, director of entertainment fun every Saturday and Sunday afternoon on CFQC radio. Derek spins the top twenty hits, both pop and western, Saturday afternoon and devotes Sunday to pleasant music for Sunday drivers.

All part of CFQC's "something for everybody" policy that has made the station a community leader in Saskatoon. Everyone listens to CFQC and those all-important weekend hours are carefully plotted to capture the extra sets flicked on in leisure time. CFQC means a lot to the people in Saskatoon. It should mean a lot to your western media plans, always.

*Sketch of Derek by our own "Mad Capp" 'QC staff announcer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.



radio saskatoon

MEMO

from the desk of

GORDON FERRIS

To - CKML, Mont Laurier
CHRL, Roberval
CHRS, St. Jean

We are pleased to be associated with a progressive group of stations in "La Belle Province". Each of you serves an area in which you contribute to the dynamic growth of Canada. With you, we look forward to the continuing growth of radio.

T.G.F.

Radio-Television Representatives Limited



SERVING SOUTH-CENTRAL ONTARIO FROM OSHAWA
AN IMPORTANT MARKET

- ★ Already in Canada's highest income area
Oshawa's average weekly wage has increased to \$125.97
- ★ Surging wages mean more sales for your product
- ★ CKLB reaches this buying power 24 hours a day

"YOUR KL RADIO" MAN HAS ALL THE FACTS

CKLB-AM 1350 KC
10,000 Watts
CKLB-FM 93.5 MC
14,000 Watts



For Further Information Contact:
LORRIE POTTS & CO.
TORONTO 921-8951 MONTREAL 845-6448

Advertising's cost and truth rank uppermost in critics' minds

Last of a series of four articles, digested from an address to the Institute of Canadian Advertisers (formerly CAAA) of "Some Insights into the Support and Criticism of Advertising" by Dr. Raymond Bauer, of Harvard School of Business Administration, delivered by his associate and collaborator, Dr. Stephen A. Greyser.

Let me try to digest these findings. Here is a list of words for me to sort out: truth, cost, repetition, boring, volume, insulting, and taboo products. These are the areas in which criticism clusters.

First, it is unlikely that you can do anything about the fact that some people believe certain products should not be advertised, or even sold!

The complaints about the volume

of advertising are familiar. While we can do nothing about this problem individually, we have some mechanisms for acting collectively, such as establishing norms for the amount of TV advertising.

The treatment of the ads themselves - seeing that they are not boring, do not talk down, and so on - is obviously a task for the creative people, and there has been much discussion of this as a result

of our study.

There are two issues, however, on which we need clarification. They are the matters of cost and truth.

You may remember that people are split about 50-50 as to whether or not advertising results in higher or lower prices of products. This has been the one question about advertising that has been asked most frequently on surveys. And we simply don't know what the answers mean!

Generally a statement that advertising raises prices has been taken as a criticism of advertising. But consider the following finding from Gallup surveys in 1939 and 1940. In each year 69% or 70% of respondents said advertising raises prices, yet an identical percentage said they would pay more for nationally promoted products.

We know from innumerable market studies that there are a lot of people who will pay extra for a branded product. But we have gone on generally thinking that a statement that advertising raises prices is a critical one.

The argument that advertising lowers prices is based on the assumption of economies of scale of production and distribution.

But at any given time, promotion is a specifiable element in the cost of a product. And advertised products usually cost more than unbranded and unpromoted products. Of course, this is often because the advertised products have developed the market so that an unpromoted product can be sold profitably.

Which of any of the above considerations does the consumer have in mind when he is asked if advertising raises or lowers prices? We simply don't know.

And I think a lesson of the AAAA study is that a closer look has to be taken at this issue before we continue to make any further assumptions as to what the public is saying when they answer this question.

I saved the question of truth, exaggeration, and reality for last, because it is most important.

With virtually every type of data we have in this study we find the issue of truth, exaggeration, and failure to depict reality as the main

specific complaint laid to advertising. It is both the most serious and most frequent complaint.

Let us pause for a moment to consider this issue of truth in advertising which is a recurring area of criticism. For example, when respondents were asked why they felt people were unfavorable toward advertising, the most frequently cited reason of all attitude groups was 'false or misleading advertising.'

The mixed and unfavorable groups, moreover, mentioned the false or misleading reason most often of all. The issue of truth - disbelief and perceived exaggeration - is also important in the reasons given for categorizing advertisements as annoying.

However, although this is certainly an issue on which advertisers and advertising agencies must do some soul searching, it is most important to observe that respondents who criticize advertising as being untruthful or misleading are, by implication at least, claiming their own ability to distinguish truth from falsity.

Some verbatim comments from respondents on annoying advertisements illustrate this distinction:

... One toothpaste is as good as another. No toothpaste does any better than any other.

... Every product makes the same claims. . . They are all making the same claims and it is all sales propaganda.

... It was a joke to me - I feel that the product is misrepresented.

It can be seen that these respondents feel themselves capable of recognizing false advertising either on the basis of common sense or previous product experience.

There is a strong suggestion in these data that the issue of truth involves annoyance as well as moral concern.

It is my guess that there is a hard core of concern with genuinely misleading advertising. However, included with this in undetermined proportion is, I think, a certain amount of condescending contempt which, if articulated, would take the form: "Who do they think they are kidding?"

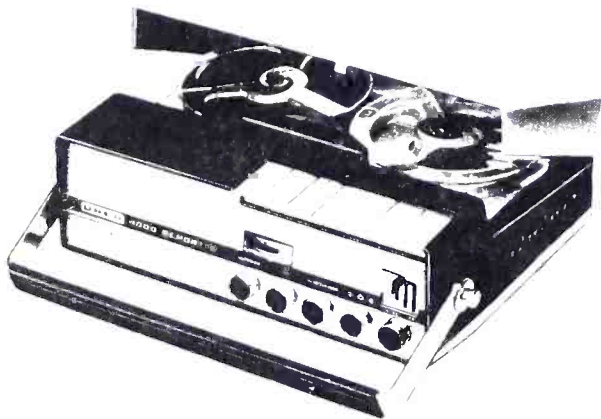
I would further suspect that copy writers have developed some clichéd ways of saying "We have a good product." The statement, "Our product contains the new ingredient Formula 2X34," is probab-

UHER

4000 REPORT-S TAPE RECORDER

for the

PROFESSIONAL



8 REASONS WORTH INVESTIGATING!

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

For further information contact:

ROBERT BOSCH (CANADA) LTD.

TORONTO 18

MONTREAL 18

1355

AUTHORIZED

UHER

DEALER

DOMINION BROADCASTING COMPANY

12 SHUTER STREET
TORONTO

AUTHORIZED

UHER

DEALER

E. J. PIGGOTT ENTERPRISES LTD.

40-42 LOMBARD STREET
TORONTO
EM.3-9141

**Say you saw it
in
The Broadcaster**

ly perceived neither as a lie nor a scientific breakthrough, but rather as an attempt to say: "This is a good product."

I might add the possibility that there is a certain amount of fantasy used, often skillfully and tastefully, that some people are simply too dull to appreciate.

I dwell on this topic of truthfulness not only because it comes up quite often, both in our study and in public discussion, but more importantly because it represents an issue on which we need to know much more, particularly as to what people actually think is being said.

In short, some things have become much more clear as a result of this study. Other things in my opinion have become less clear.

What seems most clear is that advertising as an economic institution has strong public support.

What is under criticism is the execution of the advertising, its volume, and some of the products being advertised. Few if any of these criticisms are the sort that can be countered solely or mainly by a campaign of public education.

A certain level of criticism will be inevitable. It has been a chastening experience for the research team for one of us to have a favorite ad which other members of the team found boring or downright offensive. Tastes differ.

However, the major complaints seem to be ones which can be remedied in the execution of either individual ads or campaigns.

Then, there are the things which we now understand less well. I talked about the issues of the effect of advertising on the costs of products and about truth and exaggeration. These are clearly matters on which we can no longer talk with confidence.

I will not come out flatly and advocate more research. But I will say that without more research we will not know just what the public is reacting to.

Overall Significance:

It has been my fate in the past to work on studies of unusual complexity, of even greater complexity than that presented by the large amount of data involved in the AAAA study.

So, while I could give you only a few highlights in what may seem to many of you a rather lengthy talk, I can also forecast that even the lengthy book now well under way at the Harvard Business School will in no sense "exhaust" all the possible questions which may be asked of this study. Both the analysts and readers would be exhausted well in advance of the data.

There are certain major evaluations which can be made of the study already, however. And it would take rather poor performance on our part from here on out to reverse these judgments.

We have, of course, important substantive findings illuminating

the nature of public support and criticism of advertising. And it seems safe to say that there is consensus that in addition to being more detailed, the resulting picture of support and criticism is actually quite different in tone than had been anticipated.

The evidence is, in general, that all the involved parties—advertising men, advertisers, and hopefully many government officials—have accepted this revised picture, and that the nature of the discourse about improvement of advertising will probably change and assume a more productive form.

Within the advertising industry in particular, there seems to be a realization that improvement in public relations will not come through a program of public relations but rather through a better conduct of day-to-day business.

As an example of cooperation in research between industry and the academic world, we have hopes that it will serve as an example of success.

From where I sit, the signs are all that both parties are considerably more at ease and enthusiastic than they were about two and one-half years ago when this began. This, I believe, can be a very significant change in the state of affairs.

In a personal experience that dates back well over ten years, I have found that American industry, when confronted with a public relations problem, has not been reluctant to do research.

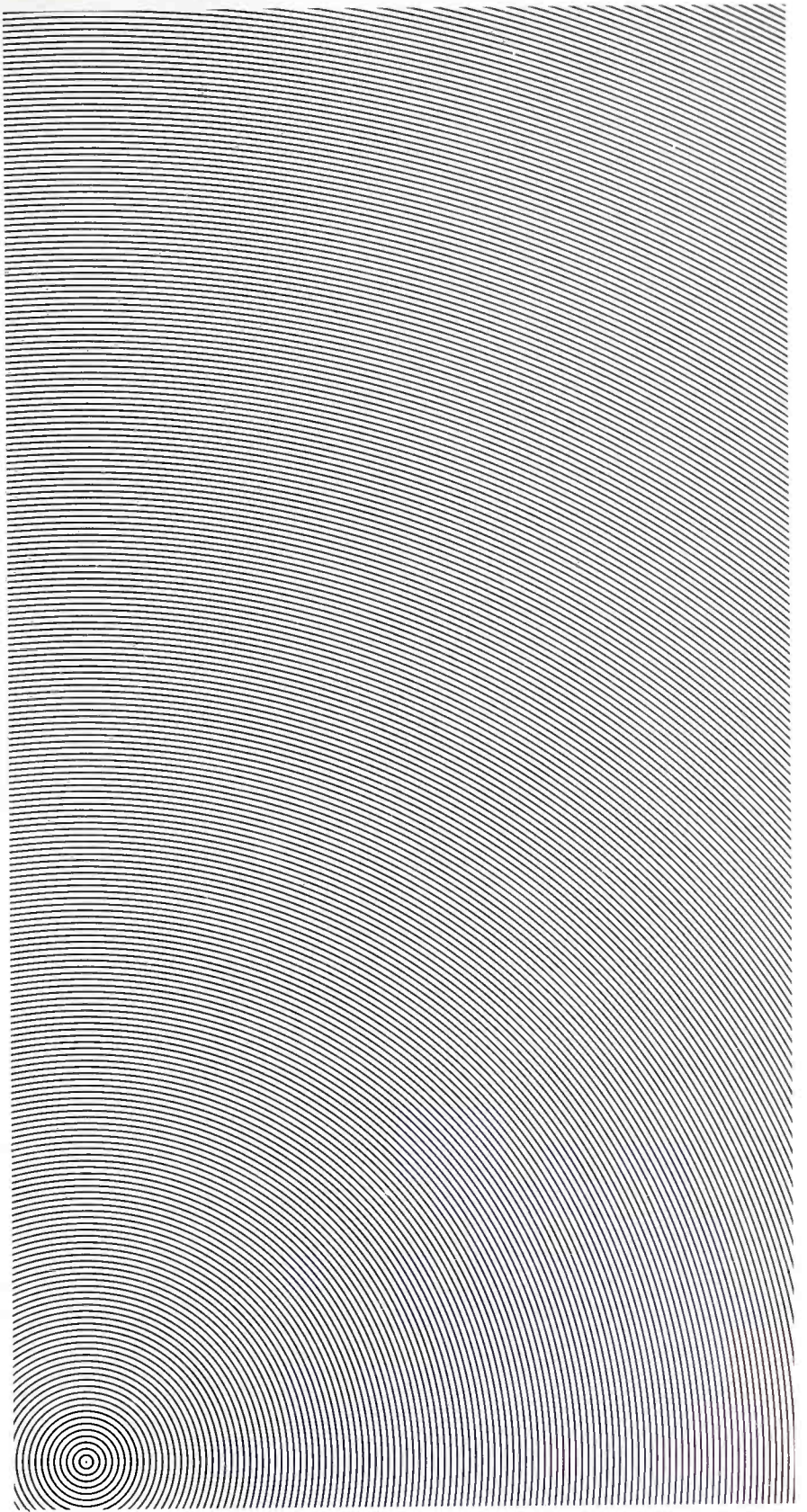
However, when they did such research, it has been with tremendous anxiety that results would somehow leak out. When the results are used with the public, they tend to be used selectively. Often, as in some instances with which I am personally acquainted, a single copy of the findings went to the president of the company.

The consequences have been that the research has never had much impact, particularly with the public and with public officials. In fact, it has often not even been adequately interpreted for the men who commissioned it.

I have strong hopes that all this may change. In a recent conference with the representatives of another large industry I took my courage in hand and announced: "If you are going to do a survey of the public, there is only one way to do it. Announce it in advance, make your plans public, and above all guarantee that all the findings will be reported and none suppressed. If you don't do that, you will have no constructive effect. People will only wonder what you are hiding."

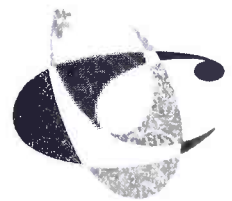
To my surprise and delight, the only reply I got was "Of course."

I took pains in advance to make it clear that this enlightened—and then bold—policy was taken on the initiative of the AAAA. The rest of us can be proud only of having been participants.



Want better targeting of French Communications?

Call on the only French advertising agency in Toronto.



Publicité Chanteclair
1670 Bayview Ave.
Toronto 17 (Telephone 487-1522)

A member of the Baker Advertising group of companies.

OVER the DESK

MY FRIEND, ROY THOMSON

"Roy Thomson of Fleet Street"
Collins - \$5.95

Friends are not people you consider perfect. Rather they are people whose imperfections are well-known to you but whom you accept nevertheless.

This must have been the way Russell Braddon reacted to the complicated assignment of chronicling the life - so far - of Roy Thomson, son of a Toronto barber, who at 71 has performed the astonishing feat of pyramiding nothing at all into a barony and the longest list of newspapers, publications and broadcasting stations valued at \$100 million (or was it £100 million - I forget which).

When Greek meets Greek they open a restaurant. When you bring together two people - one a man with a story which would have been rejected as "too utterly incongru-

ous" had it been offered as a piece of fiction, the other such a professionally competent writer as Braddon - nothing else could emerge but a masterpiece of fascinating biography, and nothing else did.

The rags to riches story is old hat. To those of us who have watched and gasped at Thomson's financial gyrations over the past thirty years there is nothing new, because we have seen it all happen in our own time. We remember how he once did battle to meet his pay cheques in Timmins in the early days; we have read how he raised three quarters of a million dollars the other day to make a mammoth buy of newspaper properties in England.

But Braddon did more than recite the details of these transactions as the cold statistical facts they really were. He brought them to life by introducing the people who worked with him in those first days. And the result - for the first half of the book you come head on, on every page, with old friends like Ernie Bushnell, Jack Davidson and Tommy Darling, who share the glory with the title character. Not only were they very much a part of it all, but Roy must have made a point of letting his able biographer know that such was the case.

Apparently this book set London on its ear, not just for the fantastic exploits it describes, but because it was written and published while the party of the first part was still living.

But this is Roy Thomson - filled with a candor beyond belief aimed at someone or something that opposed him or, more often than not, right back at himself.

The second half of the book deals with the big-time manipulations - financial of course - as he went around everywhere asking people if they wanted to sell their paper. He got a lot of rebuffs, but he also bought a lot of papers.

Here again, the writer brings to vibrant and often highly amusing life what might have been a series of dull facts. He doesn't interlard his reports by chronicling his own reactions to them, but simply recounts what Roy said to his secretary when someone said "no" to a big deal; or an associate's biting remarks which led him to have his suit pressed before going to lunch with the Queen Mother. Braddon must have felt his own conclusions were unnecessary, so he offered none.

Roy Thomson of Fleet Street, as he is portrayed by Russell Braddon, is reminiscent of that notorious TV game, *The \$64,000 Question*, which, as a point of fact, was nothing but an opportunity to watch fortunate people win large sums of money. Yet it was presented in such a way that it held viewers all over the continent fascinated, and they would sit clutching the arms of their chairs in painful suspense, in case some galoot they didn't know missed out on the grand prize.



I have known Roy Thomson since I met him one day in the early thirties in Hamilton, and he out-fumbled me for the lunch check. In spite of this - perhaps because of it - I love the old beezer.

I'm grateful to Russell Braddon for a book I shall always keep, next to James Thurber's "Years With Ross". I shall reread it or pick at it every so often. Roy gave him wonderful material to work on and he - Braddon - certainly justified it.

A NEW WAY TO REACH THE PEOPLE

in Canada's first market

Population 926,500.

Households 204,600. -

Retail Sales \$690,000,000.

OR . . . all for \$47.60 per occasion

How? -- Ask Your Hardy Radio Man
He has ALL the facts.

Cover Montreal AND reach the people

Use "Montreal Suburbia"

CPM 77¢



HARDY RADIO & TELEVISION LIMITED

LIMITÉE

TORONTO - EM 3-9433

MONTREAL - VI 2-1101



if you
lived in
Montreal
you, too,
would
listen
to
CKVL

BBM August 1965 reports that more French-Canadians listen to CKVL than to any other radio station in the province of Quebec.

CKVL
,000 watts (day)

VERDUN-MONTREAL 850 on your dial

*Represented by: Radio and Television Sales Inc. Montreal-Toronto
Young Canadian Ltd. New York*

OVER the DESK

MY FRIEND, ROY THOMSON

"Roy Thomson of Fleet Street"
Collins - \$5.95

Friends are not people you consider perfect. Rather they are people whose imperfections are well-known to you but whom you accept nevertheless.

This must have been the way Russell Braddon reacted to the complicated assignment of chronicling the life - so far - of Roy Thomson, son of a Toronto barber, who at 71 has performed the astonishing feat of pyramiding nothing at all into a barony and the longest list of newspapers, publications and broadcasting stations valued at \$100 million (or was it £100 million - I forget which).

When Greek meets Greek they open a restaurant. When you bring together two people - one a man with a story which would have been rejected as "too utterly incongru-

ous" had it been offered as a piece of fiction, the other such a professionally competent writer as Braddon - nothing else could emerge but a masterpiece of fascinating biography, and nothing else did.

The rags to riches story is old hat. To those of us who have watched and gasped at Thomson's financial gyrations over the past thirty years there is nothing new, because we have seen it all happen in our own time. We remember how he once did battle to meet his pay cheques in Timmins in the early days; we have read how he raised three quarters of a million dollars the other day to make a mammoth buy of newspaper properties in England.

But Braddon did more than re-cite the details of these transactions as the cold statistical facts they really were. He brought them to life by introducing the people who worked with him in those first days. And the result - for the first half of the book you come head on, on every page, with old friends like Ernie Bushnell, Jack Davidson and Tommy Darling, who share the glory with the title character. Not only were they very much a part of it all, but Roy must have made a point of letting his able biographer know that such was the case.

Apparently this book set London on its ear, not just for the fantastic exploits it describes, but because it was written and published while the party of the first part was still living.

But this is Roy Thomson - filled with a candor beyond belief aimed at someone or something that opposed him or, more often than not, right back at himself.

The second half of the book deals with the big-time manipulations - financial of course - as he went around everywhere asking people if they wanted to sell their paper. He got a lot of rebuffs, but he also bought a lot of papers.

Here again, the writer brings to vibrant and often highly amusing life what might have been a series of dull facts. He doesn't interlard his reports by chronicling his own reactions to them, but simply recounts what Roy said to his secretary when someone said "no" to a big deal; or an associate's biting remarks which led him to have his suit pressed before going to lunch with the Queen Mother. Braddon must have felt his own conclusions were unnecessary, so he offered none.

Roy Thomson of Fleet Street, as he is portrayed by Russell Braddon, is reminiscent of that notorious TV game, *The \$64,000 Question*, which, as a point of fact, was nothing but an opportunity to watch fortunate people win large sums of money. Yet it was presented in such a way that it held viewers all over the continent fascinated, and they would sit clutching the arms of their chairs in painful suspense, in case some galoot they didn't know missed out on the grand prize.



I have known Roy. I met him one day thirties in Hamilton, fumbled me for the lure of this - perhaps it - I love the old bee.

I'm grateful to Roy for a book I shall next to James Thu With Ross". I shall pick at it every so often him wonderful material and he - Braddon justified it.

Dick

A NEW WAY TO REACH THE PEOPLE

in Canada's first market

Population 926,500.

Households 204,600. -

Retail Sales \$690,000,000.

OR . . . all for \$47.60 per occasion

How? -- Ask Your Hardy Radio Man
He has ALL the facts.

Cover Montreal AND reach the people

Use "Montreal Suburbia"

CPM 77¢



HARDY RADIO & TELEVISION

TORONTO - EM 3-9433

MONTREAL - VI 2-1101



if you
lived in
Montreal
you, too,
would
listen
to
CKVL

BBM August 1965 reports that more French-Canadians listen to CKVL than to any other radio station in the province of Quebec.

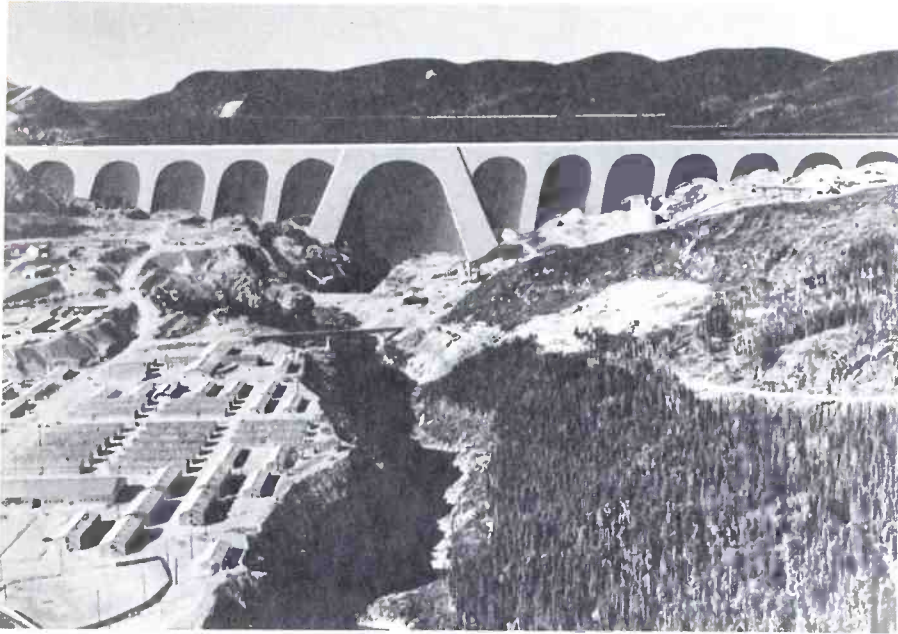
CKVL

50,000 watts (day)

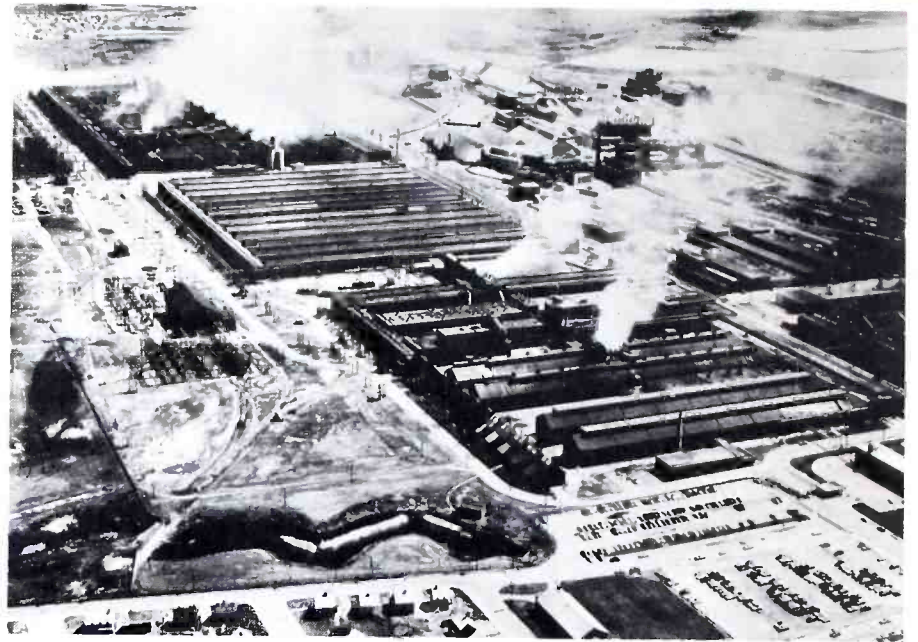
VERDUN-MONTREAL 850 on your dial

Represented by: *Radio and Television Sales Inc. Montreal-Toronto
Young Canadian Ltd. New York*

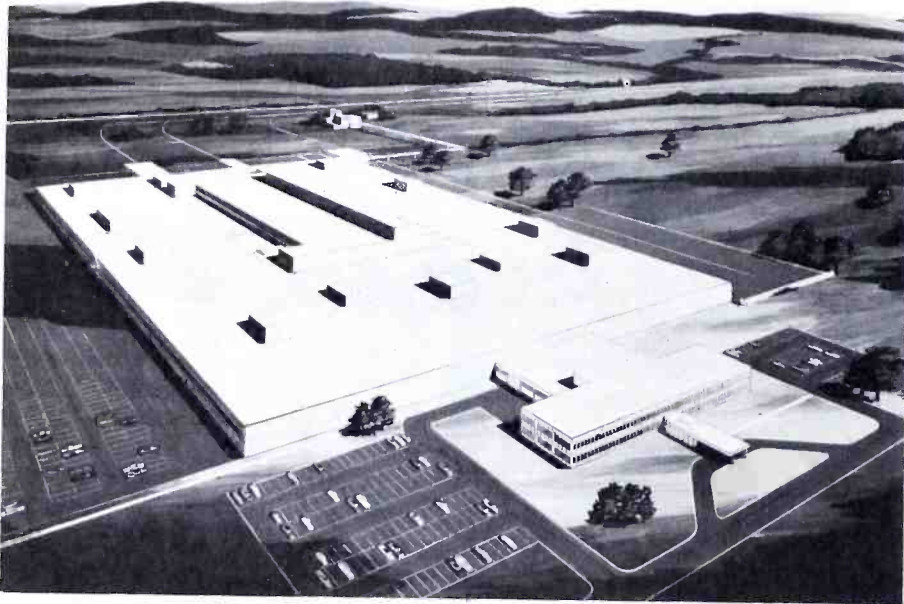
INSIDE INDUSTRIAL FRENCH CANADA



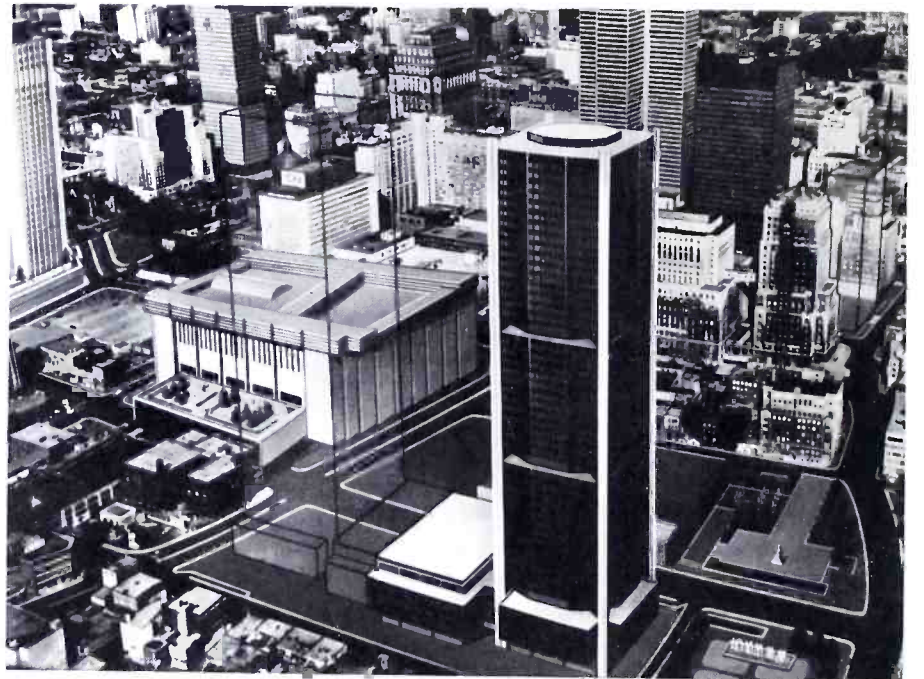
Six million kilowatts of power will radiate from the \$2 billion Manic-5 main dam of Hydro-Quebec's Manicouagan-Outardes development. 703 feet high and 4,200 feet long, it will create a lake of 800 square miles.



373,000 tons of aluminum per year or about seven per cent of the world's production pour out of the Arvida plant, the world's largest aluminum plant and one of the five Canadian smelters operated by Alcan.



The estimated \$50 million General Motors plant at Ste. Thérèse will employ 2,500 people at capacity and boost GM production by 30 per cent. It has attracted two new tire plants to Quebec - Dominion Rubber in St. Jean and Goodyear Tire & Rubber in Valleyfield.



In the new \$45 million Place Victoria, the Stock Exchange Tower houses the Montreal and Canadian Stock Exchanges with the world's most modern facilities and conveniences. The other tower - shown in the outline - will be built after the 1967 World's Fair.



310,000 barrels of oil a day (almost one third of Canada's production) flow from Montreal East Refineries' \$425 million investment of six oil companies. 3,000 men are employed on this 2,000 acre site.



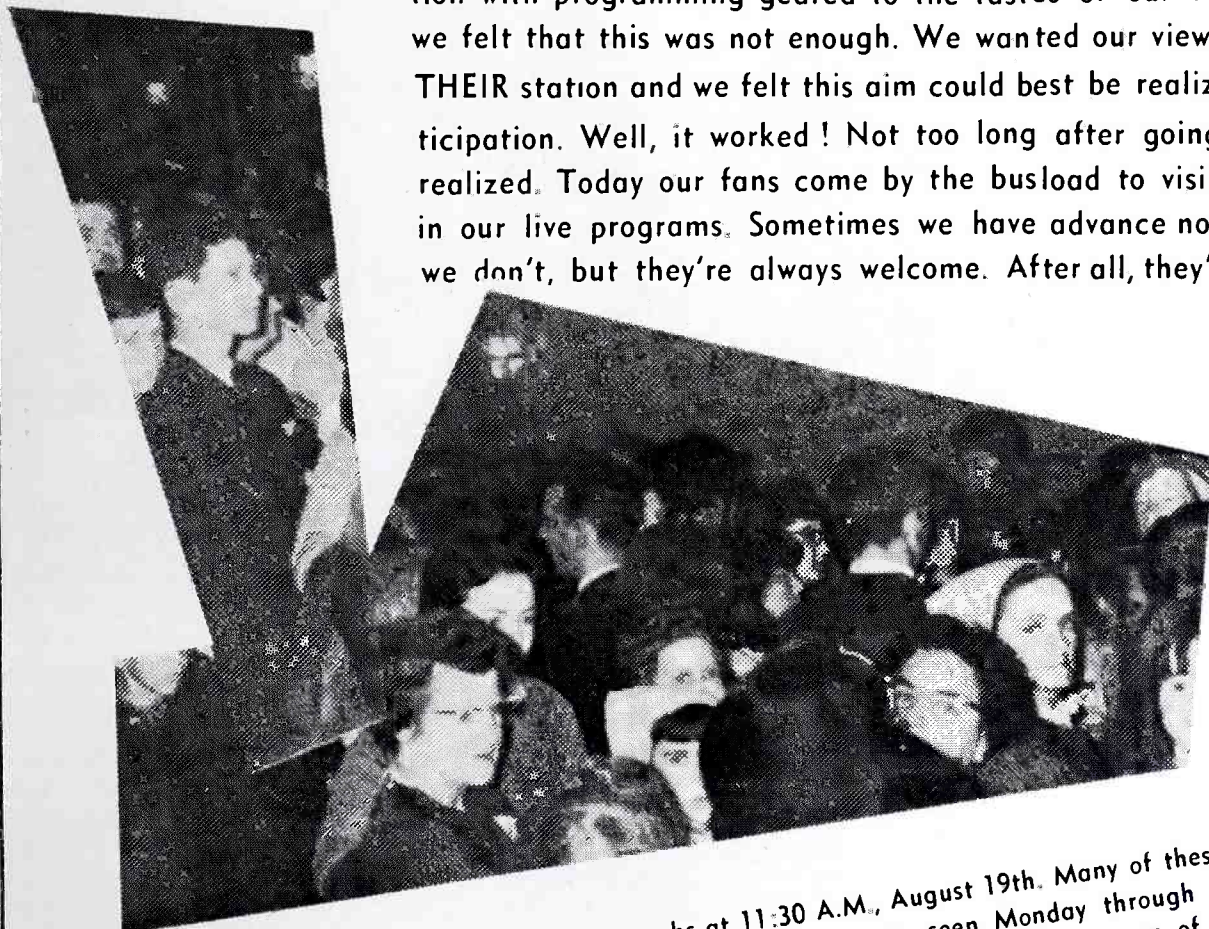
Schefferville in Northern Quebec (top) and the nearly open iron mine, produce a very high grade ore. One of Quebec's major mineral industries, iron ore mining, will receive a tremendous boost with the advent of the Sibbec Steel Development.

(The pictures on this page were kindly supplied by Paul L'Anglais Inc., who acquired and displayed them at the 1965 convention of the Association of Canadian Advertisers.)

PEOPLE ORIENTED.....

TELEVISION!

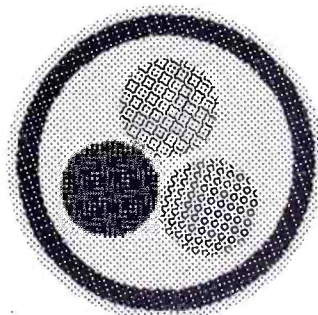
Years ago, when CHLT-TV was in the planning stage, we had a dream. We wanted to create a television station that would be different. Obviously, it would be a station with programming geared to the tastes of our French-Canadian viewers, but we felt that this was not enough. We wanted our viewers to feel that CHLT-TV was THEIR station and we felt this aim could best be realized by stressing audience participation. Well, it worked! Not too long after going on the air, our dream was realized. Today our fans come by the busload to visit their station and participate in our live programs. Sometimes we have advance notice of their arrival; sometimes we don't, but they're always welcome. After all, they're our fans!



We took these photographs at 11:30 A.M., August 19th. Many of these people, waiting to participate in one of our shows, seen Monday through Friday at 1:00 P.M., came early and brought their lunches to make sure of getting a seat. It's like this on most weekdays.

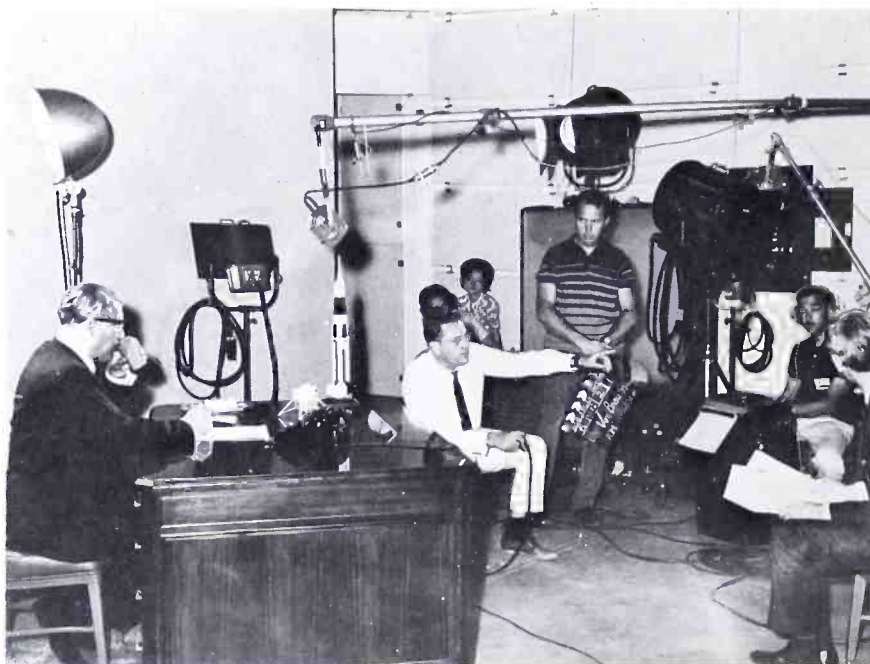
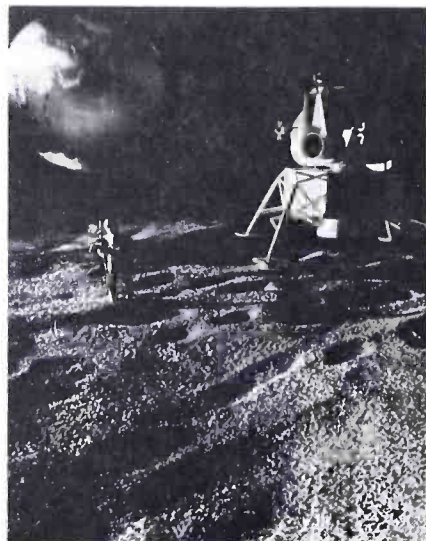
There's one drawback. Sometimes our fans pack the corridors to such an extent that our employees have difficulty getting out of the building for lunch, but with goodwill on both sides it's usually possible to squirm through the crowd!

Head Office, La Tribune Bldg., Sherbrooke, Que.
Represented in MONTREAL & TORONTO by Paul Langlais Inc.
NEW YORK CITY by Adam Young Inc., 3 East, 54th St.
VANCOUVER by Scharf Broadcast Sales Ltd., 1006 Richards St.



CHLT TV
channel 7
SHERBROOKE

CBC French network travels into space



Comprehensive interviews with Dr. Wernher Von Braun and other U.S. space experts are among the features of *Atomes et galaxies*, a CBC French TV Network series on space science and exploration, presented

in 38 half-hour programs. It started Monday, Sept. 6, in the 5:30-6 p.m. time block.

The Von Braun interviews were obtained at the Marshall Space Flight Centre in Huntsville, Alabama, by a Radio-Canada crew under Producer Jean Martinet. The subject of the interviews is "The Story of Rocketry", shown in five of the half-hour programs, Oct. 25 and Nov. 1-8-15-22. The interviews were conducted in French.

The Von Braun programs review the development of rockets from the early V-2 experiments at Peenemunde, Germany, to the present day. One of the programs deals with electric propulsion, which science is working on as a future means of power, replacing liquid propulsion, as presently used in the Titan and Saturn rocket projects.

Atomes et galaxies also includes a five-part series, "An Astronaut - Man Into Space", produced by Martinet at the National Aeronautics and Space Administration (NASA) Control Centre in Houston,

Continued on page 17

CAN YOU AFFORD . . .

. . . to ignore a market of 225,000 people?

CAN YOU AFFORD . . .

. . . to overlook a market of 61,840 French homes?

WOULD YOU IGNORE . . .

. . . a city that size in your advertising plans?

THE WESTERN CANADA FRENCH RADIO GROUP

CKSB	CFRG
St. Boniface	Gravelbourg
CFNS	CHFA
Saskatoon	Edmonton

FOR MORE DETAILS CONTACT:

HARDY RADIO & TELEVISION LIMITED
Montreal & Toronto

DEVNEY ORGANIZATION INC.
New York

RADIO-TELEVISION REPRESENTATIVES
Vancouver

ROLAND COUTURE
CKSB, St. Boniface

MEET GEORGES LABEL

genial, co-operative manager of bilingual CJEM. Georges' complete marketing familiarity of the Madawaska Valley and CJEM's wide regional influence are invaluable assets to the advertiser selling in this important French/English market in northwestern New Brunswick.

at **CJEM EDMUNDSTON,
NEW BRUNSWICK**

the man behind the All-Canada man

 ALL-CANADA RADIO & TV LTD.





RCA
NEW
LOOK

COLOR TV CAMERA ... "LUMINANCE MAGIC"



Canadian orders received to
September 15, 1965

TK-42 Color TV Cameras — 19



New TK-42
Color TV Camera

**Separate luminance channel
...like the black plate
in full color printing
magically sharpens the color**

...adds the detail that gives snap to the picture

NEW COLOR PROCESS

From its all-new operating principle to its all-new look, the TK-42 represents an entirely new concept in color camera performance. It adds a separate luminance channel to the red, green and blue (chrominance) channels, to supply high-quality monochrome information. This is like the black plate in 4-color printing, for giving finest detail, superior color pictures.

NEW PICTURE PERFORMANCE

A big picture 4½-inch tube is used in the luminance channel. (It's the same tube used in RCA's deluxe TK-60 camera for superb monochrome reproduction.) Result: highest quality monochrome pictures and highest quality color pictures.

NEW EASE OF OPERATION

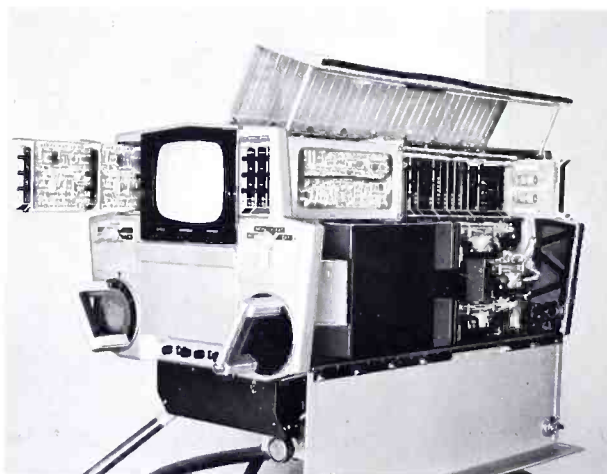
Self-compensating circuits are used to avoid drift, permitting the camera to operate for long periods without adjustment. For ease of operation a zoom lens is built in, also a large 8-inch viewfinder and complete test facilities.

THE CHOICE OF BROADCASTERS

New luminance principle proved by 5 years' intensive engineering, product research, and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, Broadcasters registered their choices regarding the luminance principle, the built-in zoom lens, and other features—the present camera is the result.



This is the 4-1/2 inch image orthicon tube used in the luminance channel to sharpen the picture.



Plug-in transistORIZED modules speed servicing, increase reliability.



RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Que.

T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S

Continued from page 14

Texas. This will be shown January 17-24-31 and February 7-14. Another four-part series, "The Challenge of the Space Age", will include interviews with officials of the Goddard Space Centre at Greenbelt Md. This series is scheduled for December 13-20-27 and January 3. Also scheduled for *Atomes et galaxies* is a four-part series on the life and work of Dr. Albert Einstein. This will include film footage taken at Princeton University, where Dr. Einstein worked for many years prior to his death in 1955. The scheduled dates of the Einstein series: April 25 and May 3-10-17.

Atomes et galaxies also includes two other series, produced by Jacques Faure in Radio-Canada's Montreal studios. These are "Life in Outer Space", with Dr. Pierre Couillard, department of biology, Université de Montreal, which opened the season September 6 and continued through September 13-20-27 and October 4; and "Celestial Mechanics", dealing with such topics as the discoveries of Newton and the principles of weightiness and weightlessness, scheduled for March 7-14-21-28 and April 4.

Producer Reviews U.S. Programs

"A very open attitude" was the way Producer Jean Martinet described the collaboration he and his team received from NASA officials who

granted permission for many interviews and on-location film footage produced at U.S. space centres.

"We feel that we were given the maximum amount of information available to the general public," Martinet said, "and in some cases we were almost overwhelmed by the extent to which NASA allowed us to visit their facilities and to attend and film a number of major experiments."

Martinet stated that he and his crew were present at a static test of a Saturn IB, which has a thrust of more than one million pounds. The Radio-Canada crew witnessed this test at Huntsville, the propulsion centre where all such tests are made before the rockets and other equipment are installed at Cape Kennedy. "It was a most memorable sight to watch this ground test of awesome proportions," he said, "and we are most grateful to NASA for the privilege of being able to show films of this test in our series."

The Radio-Canada crew spent five days at Huntsville. During the interviews with Dr. Von Braun, they were provided with certain data on the giant Saturn V rocket (see photo), which was recently ground-tested successfully at Huntsville. Saturn V has a total height of 360 feet, compared with 60 feet for the Titan II rocket used in the recent Gemini V launching. Saturn's

Continued on page 18



Radio-Nord, Inc.

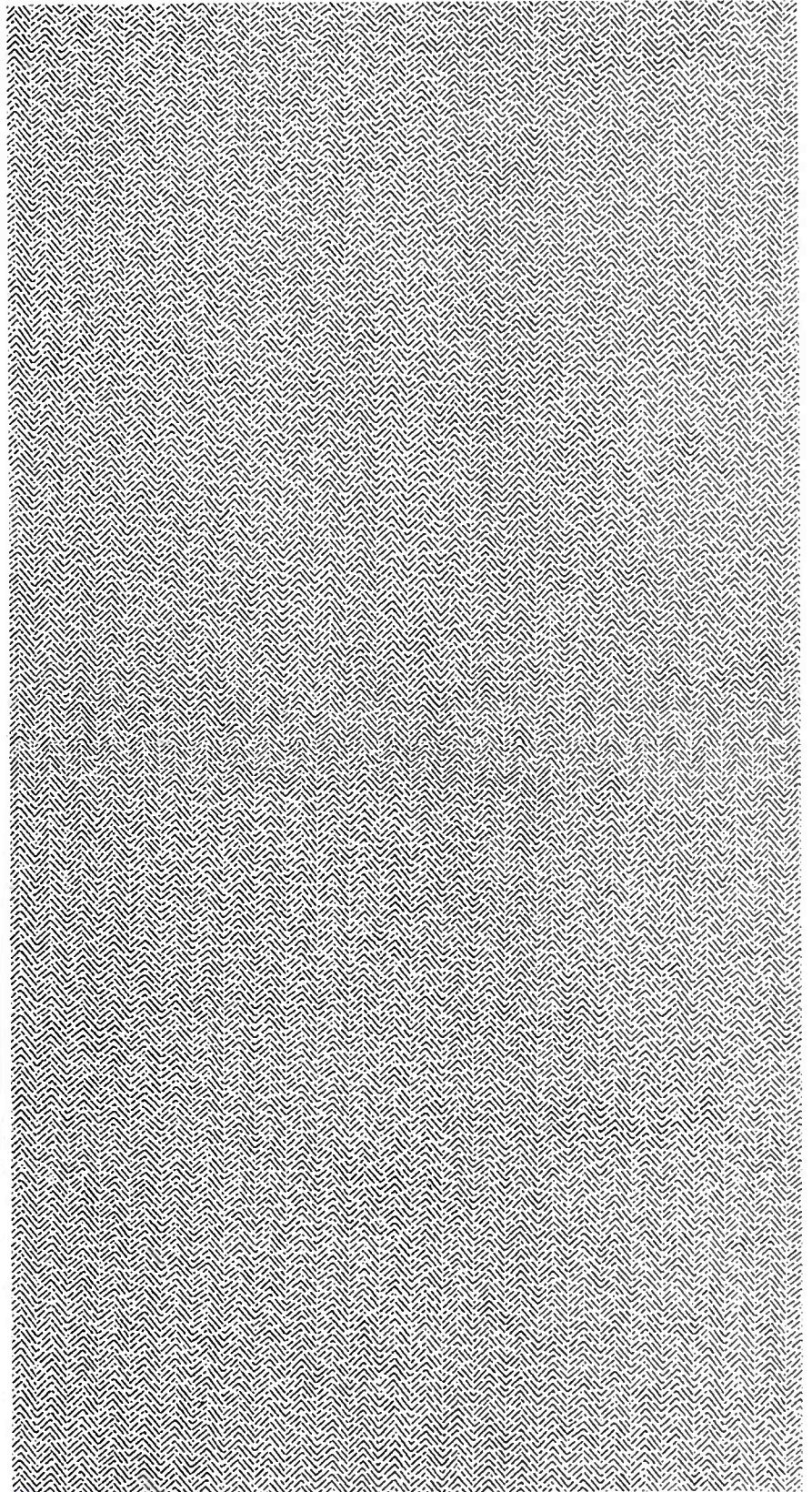
SELLING IN QUEBEC?
Look To Radio Nord

Large Population — 175,000 people
High Income Market — \$1,120 per capita
High Retail Sales — \$100 million plus
Large Radio Audience — 12,450 average
9am/12noon BBM

**IF YOU WANT MORE INFORMATION
OUR REPS HAVE IT.**

CONTACT

**HARDY in Toronto & Montreal
SCHARF in Vancouver
WEED & CO. in the U.S.A.**



*Établissez "Le Dialogue"
avec vos clients
d'expression anglaise.*

Parlez-nous
en français. Nous vendrons en anglais! Nous vendrons en anglais les mérites de vos produits ou services à vos clients d'expression anglaise. Nous le ferons mieux que tout autre. Pourquoi? C'est simple, nous sommes la seule agence de publicité de langue française à Toronto. Nous disposons d'une organisation complète, nécessaire à une agence de publicité à l'échelle nationale... Écrivez ou téléphonez à



Publicité Chanteclair
1670 Bayview Ave.
Toronto 17 (Téléphone 487-1522)

RADIO NEWFOUNDLAND

VOCM · **CK**CM · **CH**CM
59 10,000 watts 62 10,000 watts 56 1,000 watts

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

YOU CAN'T COVER

the 62,000

French-speaking people

in the

SUDBURY MARKET

without

CFBR

SUDBURY

Check Broadcast Media Sales

Continued from page 17

thrust is 7,500,000 pounds, compared with less than one million pounds for Titan II. The huge Saturn rocket is being developed and tested as part of the U.S. moon project Apollo.

At the NASA Control Centre in Houston, Martinet and his crew interviewed Astronaut David Scott, who is scheduled to be a member of the Apollo project crews. The Houston officials also collaborated in the filming of space suits worn by the astronauts and the methods of feeding used in space.

"The era of food in a 'toothpaste tube', as used in project Mercury, is gone," Martinet said. "The astronauts now sustain themselves entirely on cubes containing a well-balanced diet. As to liquids, the base is in the form of a powder which the astronaut dilutes by using water kept in a special water container equipped with a small spray-gun."

Specimens of the food and other dietary facilities were obtained at Houston and are being shown during the TV series.

Another feature of the Houston stay was the filming of the Lunar ship (LEM), a moon-landing vehicle developed by NASA (see photo).

At the Goddard Space Flight Centre, the Radio-Canada team interviewed Dr. O'Keefe, a specialist in lunar science, and other officials. Dr. O'Keefe recently formulated the theory that the earth is not round, but in the shape of a pear.

Montreal Studio Productions

Also Extensive

Among the topics covered in the "Life in Outer Space" series, produced in Montreal, are "the evolution of life on earth", "Life in the universe", "life in the solar system", "Mars and Venus", and "things to come".

Two other interesting Montreal-produced features of *Atomes et galaxies* are the "Current Events" programs and another group known as "Live Audience Phone Answering Service". These are presented in the two weeks following the completion of each of the six main groups of programs. "Current Events" reviews the latest developments and achievements in man's efforts to conquer space. "Live Audience Phone Answering Service" enables viewers either to phone in, or write in, with questions concerning space science.

Atomes et galaxies is produced by Radio-Canada's youth program division under the supervision of Adelin Bouchard. The M.C. throughout the series is Serge Lapointe, doctor of science at l'Université de Montréal. Assistant Producer is Jacques Brosseau, with scripts by Pierre Dumas. Head cameraman on the U.S. productions was René Jeanneret, assisted by assistant cameraman Réal Renaud and sound man Roger Bouchard.



NATURAL REVERBERATION IS THE SECRET TO NATURAL SOUND

As far as we know there is only one Recording Studio in town designed specifically with an optimal reverberation time — and that's ours. Sure! You can add artificial "echo" to any piece of "dry" recorded music, but it isn't the same. To start out with a naturally "live" studio makes the musicians feel good, and they play more vibrantly than in the sound desert of a dead hall. Anything up to four instruments will not get a better sound anywhere — Try us!



Cy Strange

DOMINION BROADCASTING COMPANY

12 SHUTER ST., TORONTO

TEL. 363-3383

Delivering the best in sound



MEET ANDRE LECOMTE

vice-president and general manager, whose diligence and "savoir-faire" have made CJBR radio the dominant selling force in the vital Lower St. Lawrence.

Le Bas St-Laurent is the fastest-growing region in Quebec province and, under André's experienced management, CJBR presently delivers the largest radio audience outside Quebec City and Montreal.

at **CJBR RIMOUSKI, QUEBEC**

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



SALE AND PURCHASE

AM Metropolitan
 AM Suburban
 CATV Systems

Michael Jay,
 Licensed Broker,
 1262 Don Mills Rd.,
 Don Mills, Ont.
 Phone: 444-8791

Say You Saw It
 in

THE BROADCASTER

French market differences a plus for food products

Ask one major Canadian food marketing corporation if there's a real difference in the Quebec market and the company will probably answer: "Some people suspect the French market is completely different — but whatever the difference is, it's a plus for us."

M. Loeb Ltd., suppliers for IGA (Independent Grocers Alliance) supermarkets, carried out an eight-week-long detailed analysis of IGA stores in Canada a year ago, and released its findings late this summer. One portion of the study analyzed differences between French-Canada's IGA stores and the "typical" Canadian IGA supermarket.

News that French Canadian IGA stores have a better overall weekly sales picture (\$605.02 or 2.3 per cent better) than the "typical" store, featured the research results.

The study was prepared in cooperation with *Supermarket Methods*, of Southam Business Publications Ltd. It examined dollar sales, dollar margin, and unit sales in its special analysis of stores serving "predominantly French-speaking clientele."

Among the study's more challenging revelations — extra gross profit from the higher weekly dollar volume of French Canadian IGA stores is half what it should be (in relation to typical IGA outlets).

J. C. McCracken, vice-president, merchandising, at IGA headquarters in Toronto, blames the thinned-out gross profit of French stores on "the highly competitive situation in Quebec."

He says, "Quebec is a hotbed of competition. There are so many food outlets in the province it's ridiculous."

He gives much the same explanation for another food marketing peculiarity highlighted by the study — the abnormally low profit on French-store soup sales.

Market research has generally established the French Canadian as a heavy consumer of soup, and IGA stores in French Canada sell more soup than "typical" stores — 3176 units each week as opposed to 2939 units. But the cash take from soup is less than the "typical" store's by \$2.62 weekly, and dollar margin is accordingly lower by 63 cents.

Price competition in the Quebec soup market is evidently hot and heavy. In fact, the study indicates soup is the only product that "moves more" in the French Canadian store, but generates less than the typical store's dollar income.

To quote the study — "In the . . . store serving a predominantly French-speaking clientele, these grocery items . . ."

Move More and Produce More Dollars

Baby Foods
Baking Mixes
Baking Needs
Cereals
Coffee, Tea, Cocoa
Condiments, Sauces
Cookies, Crackers
Deserts, Toppings
Flour
Dried Fruit
Household Supplies
Jams, Jellies, Spreads
Canned Juices
Laundry Detergents
Laundry Supplies
Macaroni Products
Can. & Pow. Milk
Paper Products
Pet Foods

Pickles, Olives
Salad Dressings
Shortenings
Soaps, Hand & Face
Soft Drinks
Sugar
Syrups, Molasses
Canned Vegetables

"These grocery items . . ."

Move Less and Produce Less Dollars

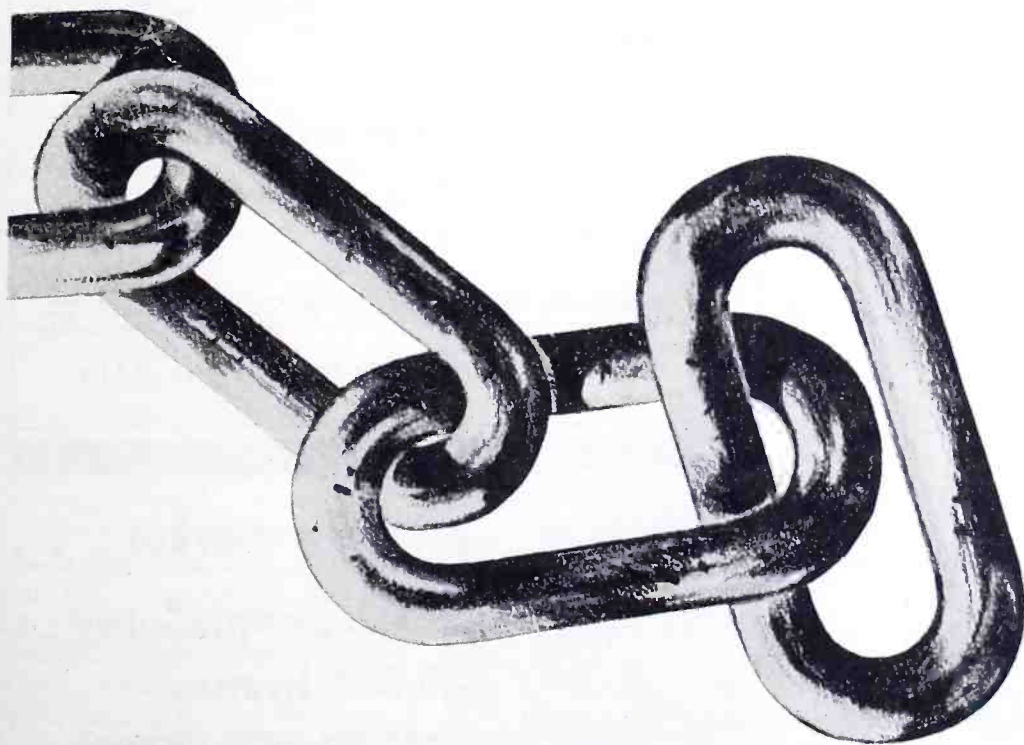
Beverage Powders
Dietetic Foods
Canned Fish
Gourmet Specialties
Canned Meat
Prepared Foods
Salts, Seasonings
Dried Vegetables

The exceptions to the rule are soups, which, as already noted, move more but produce less dollar volume in French-Canada's IGA stores — and canned fruits, which "move less", in French IGA's but produce more dollars than in non-French typical stores.

Canned fruit sales — 27 units weekly lower than typical store sales of 1076 units — generate \$1.48

Continued on page 20

KEY LINKS IN THE QUEBEC STANDARD RADIO CHAIN:



CKCH
OTTAWA-HULL

CHLN
TROIS RIVIERES

CJMT
CHICOUTIMI

CFGT
ALMA



STANDARD BROADCAST SALES COMPANY LIMITED

2 ST. CLAIR AVENUE WEST, TORONTO 7, ONTARIO, TELEPHONE 924-5721

1407 MOUNTAIN STREET, MONTREAL 25, QUEBEC, TELEPHONE 849-2454

OUR CAMERAS WHERE PEOPLE WANT THEM...

your advertising where people see it!

SEE HARDY TELEVISION, MONTREAL, TORONTO.



CFCM-TV * CKMI-TV

Télévision de Québec (Canada) Ltée.

Continued from page 19

more weekly dollar volume in the French store, but produce 42 cents less gross profit. Apparently the French Canadian consumer buys higher-priced units of canned fruit, but the local IGA grocer settles for lower-than-usual mark-up on each can.

(The study warns that figures for predominantly French-IGA stores help to form the comparative profile of the "typical" IGA supermarket. In that sense, the comparison "is in effect an average of an average", the report says, noting that "it is safe to assume the differences shown by this comparison are more extensive than they appear.")

Overall groceries in the predominantly-French IGA store generate \$1135.67 more sales a week than in the typical IGA outlet - a 10.5 per cent better performance than the typical store.

What drags the French-area supermarket down is the relatively dreary performance of the following six departments (classed as "non-grocery" in the study):

- Meat - performs 11.4 per cent (\$612.94) worse each week than the typical store;
- Frozen Food - performs 40.0 per cent (\$276.20) poorer;
- Tobacco - 17.3 per cent (\$205.99) poorer;
- Dairy Products - sell 8.4 per cent (\$228.05) less;

- Fresh Produce - 7.3 per cent (\$163.87) worse;

- Bakery Sales - 4.6 per cent (\$44.00) lower than typical store.

Three other "non-grocery" departments - confectionery, health and beauty aids, and non-foods - outdo their counterparts in typical IGA stores, to the tune of \$998.40 a week, and rescue the non-grocery position to a net-below-average status of \$532.65 weekly.

Confectionery departments in predominantly-French IGA stores out-sell the typical IGA supermarket by \$376.14 a week, or 49.0 per cent.

Non-foods do nearly as well in terms of percentage. They outsell the typical store by 46.4 per cent, but account for a spectacular extra weekly dollar volume of \$534.73.

How does the French IGA store sales pattern measure up against research on French consumer habits? Like square pegs in square holes, apparently. IGA sales patterns seem to reinforce conclusions about French Canada already reached by researchers.

Take baby foods, for instance. French Canadian families tend to be slightly larger than the Canadian average, so research has suggested the baby food product group should be a good supermarket performer.

It is - 36 per cent better in French IGA stores than in typical IGA outlets. (French area IGA's outsell the average IGA store by 700 baby food units weekly.)

Soft drinks are also rated above

CKFH

ON THE RIGHT SIDE OF YOUR DIAL


10,000 WATTS

1430

ANNOUNCES

REPRESENTATION IN MONTREAL

BY



HARDY RADIO & TELEVISION

TORONTO - EM. 3-9433 MONTREAL - VI. 2-1101

In the Lower St. Lawrence market . . .

188,000 people* in
30,000 homes*

can best be sold through

CJFP

Rivière-du-Loup
Now 10,000 watts

CJAF

Cabano
1000 watts

CKRT-TV

Rivière-du-Loup
40,000 watts ERT
CKRT-TV-1
Baie St. Paul
CKRT-TV-2
Ste-Rose-Du-Déjé
CKRT-TV-3
St. Patrice

Reps: Hardy Radio and TV Ltd.,
Montreal - Toronto

*
In these counties:
Charlevoix-Saguenay
Kamouraska
Rivière-du-Loup
Témiscouata
Northern
New Brunswick
Northern Maine

average in popularity with the French Canadian market, and IGA experience bears out the findings. The average French-Canada IGA sells 380 more soft drinks weekly than the regular IGA — a 32.5 per cent sales advantage.

Does the Quebec housewife do more home baking than her English counterpart? IGA's French experience suggests "yes". Predominantly-French IGA's outsell non-French IGA's in baking products (other than prepared mixes) by 98 units a week (15.7 per cent). Shortenings do better in the French IGA store by 119 units weekly (24.7 per cent). Even pre-packaged baking mixes do well in French Canada with 67 units a week (18.1 per cent) higher sales in the French IGA outlets.

The French Canadian's sweet tooth is a well-known Quebec marketing factor — and IGA experience again substantiates research findings. Syrups and molasses move 41.0 per cent faster in French-area IGA's than in typical IGA stores. And sugar, desserts, jams, jellies and spreads follow a similar pattern, in each case outselling corresponding products on non-French IGA store shelves.

The French-Canadian's strikingly high consumption of paper products is the only apparent buying-habit surprise in the IGA analysis. IGA French-area stores find themselves turning over 525 more units of paper product weekly (a 22.8 per cent higher turnover rate) than the typical IGA store.

All in all, the predominantly-French IGA store matches the typical non-French store on five grocery items that normally earn over \$100 weekly gross profit apiece. The items are soups, paper products, household supplies, cookies and crackers, and coffee-tea-cocoa.

But the French store puts three additional grocery items into the \$100-earner class — soft drinks, canned vegetables, and laundry detergents and soaps.

As *Supermarket Methods*, publisher of the Loeb-IGA study, commented in its introduction to The "French Canada Story:"

"This report is not intended to prove or disprove the theory. . . that the Province of Quebec is a completely different market than the rest of Canada."

But on a practical level, the *Supermarket Methods* analysis found that the French-Canada IGA store has "relatively no completely French-Canadian oriented merchandising campaigns — that most of the merchandising at store level . . . is in English, or at least bilingual."

Supermarket Methods went on to say operators of French-Canada IGA's get by with whatever point of sale merchandising material suppliers make available — and most of it makes no allowance whatsoever for the French Canadian "difference".

**TRY A JOB AD
IN THE BROADCASTER**

PROGRAM ASSISTANT

required immediately for the English Section

RADIO NEDERLAND

Dutch World Broadcasting System
in HILVERSUM, HOLLAND

The man we are looking for is single and has a comprehensive background in all facets of broadcasting, including straight announcing, news reading, narrating, outside broadcasts etc. Workable knowledge of the French language a decided asset. The successful applicant will be offered a 3 year contract, travel expenses to and from Holland, good wages and all fringe benefits.

Please send all particulars: tape, résumé, recent photograph, etc. to:

John van Bruchem,
Canadian Representative,
Radio Nederland,
P. O. Box 222,
THORNHILL, Ontario.

Good IMPRESSIONS in PRINT

Print Division
CANADIAN BROADCASTER
217 Bay Street,
Toronto 1, Ontario



The shortest distance between
a Station and a Time Buyer

AN AD IN THE BROADCASTER

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

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

at Your SERVICE

DON'T WRITE . . . TELEGRAPH . . . Walter A. Dales, and let him write it for you. He's poised at his typewriter. 270 Fort Street, Winnipeg; or phone him at WH 3-8346

THIS SPACE
will deliver your message
TWICE A MONTH
FOR ONE YEAR
for \$5 per insertion.

XEROX COPIES
of typed or printed material at reasonable prices — any quantity.
WHILE YOU WAIT
Broadcaster Office,
217 Bay St., Toronto 1.

 **DOMINION
BROADCASTING**
Best in Sound
12 SHUTER ST. 363-3383

MARKET RESEARCH — GUIDEPOST
TO SOUND MANAGEMENT


**ELLIOTT RESEARCH CORPORATION
LIMITED**

TORONTO — 840 Pape Avenue, 463-1143
MONTREAL — 3280 Bernardin St., R.A. 9-3360

SKY-HOOK
Construction Limited
All types of
Tower and Antenna
Installation and Maintenance
138 Sorabren Ave. Toronto 3
Phone 536-7201



Telephone
Answering
Service

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

Phone for Booklet in

Toronto
924-4471

Montreal
UN. 6-6921

MEET MAGELLA ALAIN

one of the industry's most active broadcasters and a director of the ACRTF.

A native of Quebec City, Magella's sensitivity to the desires of his listeners has created a station with a strongly loyal audience — radio that reaches the hearts and minds of 'les Québécois'.

at **CKCV, QUEBEC CITY,
QUEBEC**

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



French Canada's messiah complex blocks French Canada's achievement

Quebec News Editor
of Broadcast News

by Larry Ouellette

Until French-Canadians give up the idea they have a mission to accomplish in Quebec, in Canada or anywhere else, they will never attain the status to which they aspire. Here are two examples of what I mean.

In the early evening of May 23, 1963, two burly detectives of the RCMP climbed the narrow stairway leading to the newsroom of one of Canada's best-known French-language dailies. To an enquiring reporter, one of the detectives whispered a name. Minutes later a short, extremely thin man of about 25, pale-faced and with intense dark eyes emerged from a nearby office.

The two lawmen advanced on him. One of them spoke a few words. The frail young man returned briefly to his office accompanied by one of the visitors, took his jacket from a hanger, and within seconds was whisked away.

The next morning, Quebecers learned from their papers that Eugenio Pilotte, proof-reader at Montreal's *Le Devoir*, had been arrested on charges connected with terrorist activities. Montreal at the time was in the grip of a wave of raids and bombings that spread terror through the city.

In the case of Eugenio Pilotte, however, it turned out that police authorities had made a blunder. After a lengthy detention period, the Courts cleared him of all charges of terrorism and he was freed.

But people don't get arrested for no reason at all.

In Pilotte's case, what reason or reasons led police to think that he might have been connected with acts of terrorism when he was perfectly innocent?

Somebody had given his name as a separatist. Someone else had added that he had friends who were

separatists.

But Pilotte thought of himself as only a good French-Canadian. And for him that meant he was a patriot.

And to be a patriot at a time when bombs are being thrown by irresponsible maniacs who claim to be patriots as well, is a dangerous thing. It demands courage and conviction. Perhaps the courage and conviction of a missionary.

Are French-Canadian patriots nothing but missionaries?

Or, are all French-Canadians missionaries at heart?

Being a French-Canadian myself, and living daily among people a good many of whom seem to be constantly fighting for "causes" has given me a strong case to suspect that a germ of missionary zeal was once sown in Quebec and that it is still flourishing with more vigor than ever.

Masonic conspiracy

Let's listen to another French-Canadian newspaperman, an avowed "patriot" who looks forward to the day when the political party he has founded, to which he has given a name, which he believes will eventually save French-Canada, but of which he still is the only member, will finally emerge in the political field.

Interviewed by a reporter of *Le Nouveau Samedi*, Jan. 22, 1965, Antonio Boisclair, founder of "The New Canadian Party", gave the following answers to some pertinent questions about his views on French Canada:

"You ask me if I favor Quebec independence? It is difficult to be more in favor of independence than I am. But I must add that I am also in favor of the independence of all

continued



CHAS. POWELL
Toronto



WELDON WILSON
Dir. Research
Toronto



PAUL MARTEL
Montreal Mgr.



ART HARRISON
General Manager



DICK SIENKO
Asst. Manager
Toronto



ANDRE CARTIER
Montreal



TED TEVAN
Montreal



PAT ROWSELL
Toronto



PIERRE CHAMPAGNE
Montreal

Creatively Selling For These Stations

AM RADIO STATIONS

CKCL Truro
CKDH Amherst
CKMR Newcastle
CKNB Campbellton
CHNC New Carlisle
CKBL Matane
CJFP Riviere du Loup
CJAF Cabano
CKLD Thetford Mines
CHRC Quebec City
CFOM Quebec City (English)
CKRS Jonquiere/Chicoutimi
CHRD Drummondville
CKJL St. Jerome
CJSO Sorel
CJLM Joliette
CHEF Granby
CFLV Valleyfield
CKBS St. Hyacinthe
RADIO NORD GROUP
KCRN Rouyn
CKVD Val d'Or
CHAD Amos
CKLS La Sarre
CKLC Kingston
CKLY Lindsay

CFTJ Galt
CHIC Brampton
CKFH Toronto (Montreal only)
CJME Regina
WESTERN CANADA FRENCH RADIO GROUP
CKSB St. Boniface, Manitoba
CFNS Saskatoon, Saskatchewan
CFRG Gravelbourg, Saskatchewan
CHFA Edmonton, Alberta
CKAY Duncan
CJAV Part Albani

FM RADIO STATIONS

CKCL-FM Truro, N.S.
CHRC-FM Quebec City, P.Q.
CHFM-FM Calgary, Alberta
CKLC-FM Kingston, Ontario
CFMC-FM Saskatoon, Saskatchewan
CHIC-FM Brampton, Ontario
TELEVISION STATIONS
CHAU-TV Baie des Chaleurs, P.Q.
CKBL-TV Matane, P.Q.
CKRS-TV Jonquiere/Chicoutimi, P.Q.
CFCM-TV Quebec City, P.Q.
CKRT-TV Riviere du Loup, P.Q.
CKCO-TV Kitchener, Ontario
KCRN-TV Rouyn, P.Q.



DICK RING
Toronto



JEAN SENECAL
Montreal



GENE ALTON
Toronto



TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

French-Canadians across Canada, for whom I wish equal status with other Canadians.

"The Canadian Constitution, which is called Confederation, was never really applied. It has remained a dead letter because it was ignored or falsified by a small group of narrow-minded colonialists and racists who long before 1867 took a firm grip on the government of the country. They have succeeded in maintaining this grip by the take-over of Civil Service jobs through the influence of the British masonic lodges.

"My own conviction is that the Ottawa government is now and has always been more rotten than the governments of Montreal or Quebec. However, scandals in Ottawa are cleverly camouflaged to the extent that the Central government has succeeded in making a good many Anglo-Canadians accomplices in the thefts, exploitation and racism used against French-Canadians across the land.

"But since the Anglo-Canadians have always been kept ignorant of the real situation, I think it is worth the try to attempt to open their eyes and awaken them in order that they may help French-Canadians clean the Ottawa government. Moreover, they need us more than we need them to help them develop their own Canadian identity.

What price missionary zeal?

This is quite a cause that Mr. Boisclair has set for himself when his new party emerges.

Why should French-Canadians, who are a minority in Canada, and who hardly count at all in North America, aspire to be the saviors of the New World? What phenomenon is at the root of a messianic mentality that drives French-Canadian leaders to grandiose visions in the political, religious and social fields? To what extent will their missionary zeal help French-Canadians attain their aims? How will it hurt their chances? —

(a) *Psychologically.* French-Canadians are told by their priests and their educators, at an early age, that they possess one advantage over all other Canadians: to have been born "French and Catholic".

I heard many times in my youth that this was the greatest gift a providential God could bestow upon any person.

When they grow older, their politicians repeat the same thing, but in different words and for different purposes. This explains their defensive attitude from a tender age and their desire to enlighten and convert their fellow citizens who do not possess the same privilege. It is noteworthy that most French Canadians who think, today are in more or less open rebellion against their elite: educators, religious leaders and politicians.

Consciously or subconsciously, they know that these people must bear the responsibility for a century or more of intellectual darkness during which a whole race was deluded into thinking that it had been chosen, that it had been spared the ignominy of being like any other race, that it must try and show the light of truth to the poor, unfortunate and ignorant of other races and religions.

(b) *Historically.* French-Canadians have been struggling for almost 200 years to gain what they consider their rightful place in Canada and

this struggle has become their mission in life.

(c) *Politically.* The attempt to downgrade Confederation and to replace it by something still vague and untried, but certainly better according to their way of thinking, pours fuel on the fires of missionary zeal.

(d) *Economically.* Slogans such as "l'achat chez-nous" (implying that French-Canadian products are a better buy) — are nothing more than a gimmick used by French-Canadian merchants well aware of the eagerness their compatriots devote themselves to great causes.

Rainbows obscure problems

Is the messianic zeal of the French-Canadian a dream that has been planted in his mind to keep him enslaved forever?

Was it carefully cultivated for that very purpose?

Quite possibly. In any event, as long as French-Canadians persist in running after rainbows, they will lose sight of their real problems.

As long as their leaders keep on telling them they are different, they will believe they are superior. But

they will also be frustrated because others will refuse to recognize any so-called superiority. Conflicts will result.

As long as their leaders tell them they are better (Maurice Duplessis used to say this quite often) they will attempt to impose their own views. Again, they will be frustrated.

They will have a chance to become equal citizens in a one-nation country if they:

- (1) Forget about any special status they might have or want;
- (2) Forget about being different from others;
- (3) Stop making the French language a cause which they must defend, but concentrate on speaking it well;
- (4) Forget their struggle to defend the Catholic religion, which is not their exclusive property, and which nobody is attacking anyway;
- (5) Give up the idea of showing the light of truth to others who will never listen, no matter how loud they shout;
- (6) Forget their "special mission" which is a pure invention of the mind, and concentrate on cleaning their own house.

CKJL RADIO 900, YOUR STATION FOR UNITY IN THE LAURENTIANS



CKJL 900, the Laurentian station serving Canada's largest resort area, fosters bilingualism . . . the "Junior Club" with hosts Andre Paille and Don Wayne heard nightly from 8:00-9:00 p.m. is the only bilingual show of its kind in Canada. For sample tape or details write CKJL, Box 900, St. Jerome.

CHRC
80 À VOTRE RADIO

CHRC/FM

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



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

HARDY RADIO AND TELEVISION LTD. — CANADA
YOUNG CANADIAN LIMITED

Walter Dales WINNIPEG LETTER

One of the proudest broadcasters in Winnipeg these days is Bob Macdonald, production manager at CKRC and radio chairman of the publicity committee of United Way. He's proud about his colleagues in broadcasting.

Winnipeg radio is highly competitive, but when it comes to public service they work together. The United Way is new to Winnipeg, so every single radio station, AM & FM, private and CBC, English & French, joined hands in a network to blanket the area with this year's United Way message. They did it without kudos-seeking. One micro-

ANNOUNCEMENT

**BYLES, GIBB & ASSOCIATES
LIMITED**



Mr. J.B. Gibb, Executive Vice-President, has pleasure in announcing the appointment of Mr. G. Blyth Haney to the sales staff of Byles, Gibb & Associates Limited. Mr. Haney gained broad marketing and sales experience during the course of two important industry appointments. He was most recently associated with The Formfit Comfit Company where he held the position of Vice-President, National Sales.

phone, with no insignia, caught the ceremonies and fed them to all.

This kind of thing may get only a phrase in Fowler-type reports, but it wins plenty with the general public.

Stations uniting in the broadcast Were: CJOB, CKY, CJQM, CBW, CKRC, and CKSB, St Boniface.

Capable and aggressive

KCND-TV, the American station beamed at Winnipeg, has engaged Jerry Johnson as president and director of the company. This will give Manitoba broadcasters cause for concern. Johnson is highly regarded for the work he did here at CJAY-TV, and for his work in TV at Moose Jaw. He's considered an extremely capable and aggressive operator and may succeed where others have failed to get that channel off the ground.

He has one tremendous advantage; he can solicit brewery advertising, while competing Manitoba stations are deprived of it, at least for the time being. Indications are, however, that the Manitoba government may reform its liquor laws, as they apply to advertising, allowing it in some limited form.

Home to roost

CKY, like the PC Party, has gained some of its former staff members back into the fold. When Randy Mofat became manager and Bill Grogan program director, they put out the welcome mat for a list of former members who had departed. Back came outstanding news man, John Pierce, and a popular personality-type announcer, Porky Charbonneau. Grogan says the mat is still out, and there are some others he'd like to have back in the CKY camp again.

Radio prestige

Radio seems to be at its best in Winnipeg these days. One indication of this resurgence of radio is the way the newspaper commentators deal with it. Scarcely a day goes by

but what local radio personalities get mentioned in our dailies - which, three or four years back, seemed to be ignoring the media.

I believe the reason for the improvement is the way each station has settled into its style. There is scarcely a poor announcer in the city. Biggest over-all improvement, in my opinion, is at CJQM, where they had a long way to go and probably not too much travelling money to get there. They're on their way now, however, with a style of their own that seems unpretentious and friendly.

Local television, too, is thoroughly professional at both CJAY and CBC-TV. The old, fumbling, slap-happy approach has disappeared, and most of the local presentations have the smoothness and polish of network shows. Some of them merit network presentation and I find it hard to understand why they remain local. One example is the *Little People* show at CJAY. I find it hard to understand why a national sponsor doesn't grab it, and use it coast to coast.

Local boy makes good

Winnipeg people are watching BA Oil's *Musical Showcase* with a great deal of pride - our boy, George La Flèche, is mastering the ceremonies. La Flèche has been a popular Winnipeg singer and entertainer for many years, and for some long while we felt that there was a reversal of the old saying, "A singer hath honor save in his own city." This town has always been fond of him, but it began to look as if the rest of the world wasn't paying any attention. Now, on *Showcase*, he's getting an opportunity to show his style, and he certainly isn't muffing it. He has all the free-and-easy friendliness of a Perry Como, but with more life and zip. Furthermore, he's a salesman as well as a singer, and BA Service Stations will attest to it.

It seems to me that advertising agencies in Toronto and Montreal ought to do more scouting of cities such as Winnipeg, Vancouver, Halifax and the like for talent. They may not pick up a George La Flèche every day, but there are a number of his type getting missed.

**Want a Man?
Want a Job?**

TRY A SMALL AD
in

Canadian Broadcaster

**FOR SALE
FM TRANSMITTER**

Gates 10 Kilowatt FM Transmitter (FM10B) less exciter. Assembled and tested but never used.

Box A-827
Canadian Broadcaster
217 Bay St. Toronto 1, Ont.

A NON METRO B. C. RADIO STATION

wants an announcer with one to two years experience. This is an opportunity for a young man who wishes to take on more responsibility and wants to learn much more about all phases of broadcasting. The applicant must be alert and able to supply top references. Send audition, background material and references with application, to:

Box A-828
Canadian Broadcaster
217 Bay Street, Toronto 1, Ont.



BY THE PEOPLE -
FOR THE PEOPLE

The only thing no political party ever seems able to nationalize is the Canadian government.

BAD NEWS IS GOOD NEWS

It is never worth reporting that a man is good to his mother, but if he beats her he'll make all the front pages.

SIGNUS TROUBLE

Rest rooms on second floor; please use the elevator.

- F. D. Maxam
in "true"

AUDREY STUFF

And then there's the gal who thought a socialite was what a member of the NDP becomes when his party holds the balance of power.

EMPLOYMENT WANTED

Political pundit is available for daily commentary entitled "Why I was wrong".

COLLIDE-A-SCOPE

What we were called upon to decide on this election was what shade of pink we want our parlors painted.

CLOSED CASKET

Now that Canada has been transformed into a ship without a rudder, the next item on the agenda is provincial rites.

POLITICAL FORECAST

Now is the winter of our discontent.

- Wm. Shakespeare

TOPICAL CLICHE

Now is the time for all good men to come to the aid of some goddam party.

Why did Simoniz
take a shine to CBC afternoon TV?

Why does Christie's know
which side their bread is buttered on?

Why does Heinz have more than
57 reasons for buying CBC afternoon TV?

Why did Alpo Dog Food snap at the chance
to get a bite of CBC afternoon programming?

Ask P & G—they really cleaned up.

5 of the top 8 U.S.
afternoon shows are
now available on
CBC afternoon TV.

All these shows
are proven programmes. In fact, most
of them hold records.

"The Guiding Light," "Search for
Tomorrow," "To Tell the Truth,"



The Guiding Light



As The World Turns



To Tell The Truth

"Password," "As
the World Turns."

They all run in
a daily strip on the
8-station network,
some in their 10th
and 15th seasons
in the U.S.A.

You can buy spots in or adjacent to
any or all of the shows that are still
available.

There are still some strategically



Search For Tomorrow



Password

placed spots open, and you don't
have to be a corporate giant to
afford them.

Why not phone your CBC National
Sales Representative this afternoon?

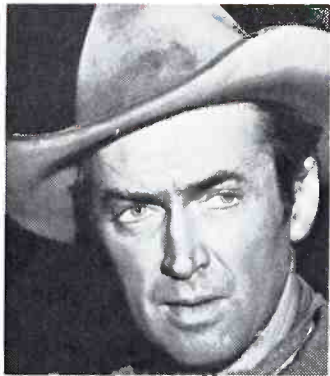
CBC  **TV**

PROGRAMMATION POUR LA TELEVISION EN COULEUR

235 HEURES DE FILMS VERSIONS
FRANCAISES EN COULEUR ET PRESENTES
PAR LA COMPAGNIE "SEVEN ARTS"



ROMANCE INACHEVEE
James Stewart, June Allyson



LES AFFAMEURS
James Stewart, Rock Hudson



LE CRI DE LA VICTOIRE
Van Heflin, Aldo Ray, Tab Hunter



SAYONARA
Marlon Brando, Red Buttons



UNE ETOILE EST NEE
Judy Garland, James Mason



LE SECRET MAGNIFIQUE
Rock Hudson, Jane Wyman



JE SUIS UN AVENTURIER
James Stewart, Ruth Roman



L'HOMME AU COMPLET GRIS
Gregory Peck, Jennifer Jones



A L'EST D'EDEN
James Dean



CRIME ETAIT PRESQUE PARFAIT
Ray Milland, Grace Kelly



PERMISSION JUSQU'A L'AUBE
Jack Lemmon, Henry Fonda, James Cagney



LE MONDE LUI APPARTIENT
Gregory Peck, Anthony Quinn

Parmis les 250 versions françaises de haute qualité présentés par "Seven Arts": "Grands Films des Années '50", il y en a 165 en couleur, ce qui représente plus de 235 heures de visionnement! (Et ceci comprend quelques-uns des meilleurs films mis à la disposition de la télévision).

Il y a 104 versions françaises des films contenus dans le volume 9, mis récemment en circulation, et de ce nombre 70 sont disponibles en couleur.

De plus, pour ajouter à votre programmation de films en couleur, "Seven Arts" vous offre aussi plus de 500 dessins animés en couleur comprenant le fameux "Bugs Bunny", Popeye et aussi "A la Sortie de l'Encrier" (avec le clown Koko), une série longue de plus de 50 heures.

La réponse idéale pour vous procurer de bons films en couleur sans frais supplémentaire pour la couleur et pour la télévision, est "Seven Arts". Pour plus d'information, écrivez ou téléphonez à messieurs Chas. S. Chaplin, W. K. (Bill) Moyer ou Sam Kunitzky à "Seven Arts", EM 4-7193, Toronto.

 **Seven Arts**

11 Adelaide St. West, Toronto, Ontario EMpire 4-7193