Divcon
Canadian-made
RCA computer charts election
for NBC News

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

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

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

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

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

Crawley lists free film sources

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

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

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

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

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

Also announced at the ACRFT meeting were four men elected to serve on the board of the Canadian Association of Broadcasters: Raymond Crémault, CJMS Montreal; Paul L’Anglais, CFTM-TV Montreal; Henri Audet, CKTW-TV Trois Rivières and Maurice Dansereau, CHL-Trois Rivières.

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

John Munro, parliamentary secretary to Manpower Minister Marcand, told the Montreal Advertising & Sales Executive Club that public rather than private interests should take a larger role in the broadcasting field.

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

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

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

“We must be prepared to guarantee the dominance of public broadcasting in Canada,” he said.

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

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

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

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

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

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

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

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

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

Account supervisor is Paul Winters, replaced in the latter position by Donald Ruff who is account executive with Les Shonstone assisting on contact.

Case have also been appointed to handle the advertising for Exquisite Form Brasierre (Canada) Ltd., effective January 1, 1967.

December 15, 1966

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

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

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

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

T&V Canada has issued their latest estimate of Canadian color set growth:

1966 – 85,000
1967 – 225,000
1968 – 500,000
1969 – 855,000
1970 – 1,350,000

A new chat with the highest estimate of sales in the U.S. for 1966 is 4,800,000, bringing the total to about 10,000,000, And RCA estimates U.S. sales for 1967 will be 8,000,000.

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

• Don Loadman, a 12 year veteran at Procter & Gamble, latterly as manager of media and promotions, is leaving at the end of the month to join the media department of General Foods.

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

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

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

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

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

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

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

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

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

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

continued on page 18

November 17, 1966
These Gates products are now available from Gates Radio Company (Canada)

AM, FM & TV Transmitters
Amplifiers, Audio
Antennas & Accessories
Audio Consoles & Accessories
Audio Systems & Components
Automation
Booms, Microphone
Cabinets, Racks, Panels
Cartridge Equipment, Automatic Tape
Chronometers, Clocks
Communications Systems
Consoles, Audio
Disks, Blank Recording
Headsets, Headphones
Heads, Magnetic Film, Magnetic Tape, Disc Recording & Playback
Jack Panels & Accessories
Loud Speakers & Accessories
Microphones & Accessories
Monitors, Audio & Video
Monitors, AM, FM & Phase
Phasing Equipment
Power Supplies
Racks & Cabinets
Recorders, Audio
Remote Broadcast Pickup Equipment
Speakers
Stands, Microphone
Switches & Accessories
Tape, Audio
Towers, Accessories, Services
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Transistors
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JOHN S. MURPHY, District Manager
637 Craig Street, West
Montreal 3, Quebec
(514) 866-6755

ROBERT J. GAUTHIER, District Manager
19 Lesmil Road
Don Mills, Ontario
(416) 447-7234
Not French - not English - just Canadian

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

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

The 1966 French convention lived up to this tradition and then some. But it went farther. This year the customary cordiality abounded and the cup flowed over, but the main purpose of the convention was not lost sight of - French Canadian broadcasting came to Toronto to tell Toronto about French Canadian broadcasting... economics...living conditions...and, above all else, people.

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

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

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

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

Because a handful of radicals and revolutionaries have made the headlines from time to time with stories of acts of violence designed to demonstrate their desire for Quebec's withdrawal from confederation, English-speaking Canadians have an image of a whole province willing to fight to the death for their independence from the rest of the country.

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

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

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

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

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

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

Not just the Johnson lunch speech but the entire ACRTF convention, with its interesting and instructive panels and lectures, was an indication that the French broadcasters have recognized that our national racial problem is not teaching the English to act French or the French to act English, but rather for the French and the English to act Canadian.
Broadcasting’s heads of state peer into the crystal ball

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

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, spoke from the legislative point of view: "The development of communications has been in the direction of eliminating time and space. Instantaneous transfer of information—audio and visual—around the globe is upon us.” This will lead, he said, to the ultimate condition where “any person anywhere will be instantaneously in touch, by sight and sound, with any other person anywhere else.” In short, an increased accessibility of information—a very desirable end. “The precise shape of change and degree of expansion is not clearly predictable over a period of time; but the extent to which the advantages of technological advance will be secured depends on the degree of flexibility we bring to bear on the problems of change,” he said.

The developments now in progress will require a new look at the traditional patterns and distinctions between the methods of distributing information. “The developments which are physically and economically possible may be impeded by inability to accommodate them—by inflexibility arising from such rigidities as uncompromising adherence to so-called principles which are no longer valid or relevant, undeviating commitment to forms and structures which have become obsolete, the intransigence of vested interests of one kind or another, or sheer administrative inertia.”

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

New legislation in ’67

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

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

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

Tribute to the industry

Next, Alphonse Ouimet, president, Canadian Broadcasting Corporation, spoke of the technical future of broadcasting in Canada, prefacing his remarks with a tribute to all broadcasters in Canada, public and private.

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

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

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

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

Space satellites ahead

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

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

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

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

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

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

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

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

Choice by computer

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

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

The range of use for such a system stretches all the way from having income tax returns automatically prepared on the basis of continuous, cumulative annual records of income, deductions, contributions and expenses to the...
purchase of household equipment. The computer would search the catalogues and list the alternatives available, together with appraisals from such institutions as the Consumers Union.

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

**Wanted - a two-fold system**

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

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

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

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

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

**People vs. bureaucracy**

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

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

The future of broadcasting is in the hands of the broadcasters, he said. "The day is here when international programs are a habit and part of our daily broadcast diet. But I do not believe this will have a disastrous effect on the service that is expected from you by the people in the communities you serve."

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

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

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

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

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

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

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

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

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**ACRTF NAMES NEW DIRECTORS**

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

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November 17, 1966
Communications first

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

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

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

Let's refer to market data for a moment.

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

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

Or if one wants to purchase food in Toronto or in Montreal, one goes to a corporate or voluntary chain store where basically the same products are offered and the service doesn't differ. True, there are more voluntary chain stores and independent stores in Quebec, but the gap is narrowing and soon we will have almost identical distribution systems in this product category.

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

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

A. Age group composition
(Source – D.B.S. 1961 data)

In the age groups under 30, Quebec's proportion of total population exceeds Ontario's. With 35.5 per cent of her population under 15, Quebec has a substantial edge on Ontario with 32.1 per cent of her population in this age group. Many of Quebec's fiscal problems can be traced to this concentration of population in an unproductive age group; an age group which demands a great deal of Government expenditure in the form of education and welfare.

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

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

B. Family formation

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

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

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

C. Distribution of population by birth place

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

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

Communicating with the French element

I could go on for hours pointing out a great number of socio-economic differences between Ontario and Quebec. Differences which must be taken into consideration by marketers. Differences, important enough to warrant extensive research studies into economic and demographic characteristics, consumption patterns and media exposure. Differences which are likely at the origin of cont'd on page 13
Present Quebec research is old hat

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

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

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

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

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

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

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

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

Greatness through compromise

Lemelin said Canada's cultural problems challenge the country to overcome them and become, in his words "a highly civilized people, one of the world's leading peoples. Since we have a neighbor like the United States, it is by style, ethics and a clear cut personality that we will make our presence felt."

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

The resurgence of activity on all levels in French-speaking Canada, he said, is a formidable asset for the country. By making French Canada more perfectly and harmoniously co-existent with the rest of Canada, Lemelin advocated the use of French in the bilingual Province of Quebec, and "the cold language, advertising within Quebec."

He pointed out that there was a complete lack of knowledge among advertisers and broadcasters about Quebec. "I was in the advertising business, believing that I was in the advertising business in Quebec, but I was only in the advertising business in Toronto."

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

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

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

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

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

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

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

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

He envisioned "that new Canada we must build together, where two cultural communities will be able to set forth the more resolutely on the path to solidarity and economic co-operation, the better assured they are at the outset of their identity and their legitimate differences."

Johnson said: "If we can meet the present requirements for financial redistribution, then we shall be able to concentrate on the broader and basic questions of reshaping the Canadian federation prior to entering into more binding arrangements."

One Canada

Co-existence in justice and equality

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

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

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

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS === SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermot

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

Phone for Booklet in

Toronto 924-4471
Montreal UN. 6-6921

ANNOUNCEMENT

STATIONS

T

Telephone Answering Service

Telephone Answering Service

ANSWERS YOUR PHONE WHENEVER YOU ARE AWAY FROM YOUR OFFICE OR RESIDENCE

PHONE FOR BOOKLET IN

TORONTO 924-4471

JACK HODSON

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November 17, 1966
Canada must decide on foreign industrial control

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

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

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

The situation would not change until Canada made clear rules and regulations respecting foreign ownership and control of our business and resources, as was done in Mexico, he said.

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

Disaster Ahead

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

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

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

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

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

The speaker was thanked by Harry E. (Red) Foster, who said: "Most advertisers would settle for a good share of audience, and I think there has been a significant sales increase for your product in this presentation. There should be a 100 per cent response in all parts of Canada for Mr. Gordon's devotion to country, zeal and determination in expounding his views, both inside and outside his party."

"Man in Space" Flies High

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

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

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

We're Proud to Represent

Jack Blick's

CFRW is providing the complete radio service for Winnipeg - a fresh, exciting style of radio with smooth sound featuring all the well known music from rock to Bech. Good music is in the ear of the listener and no one category has the claim to the word "good», said Jack Blick's warm hearted, personal feeling for Radio Winnipeg at 1470 on the dial provides national advertisers with the unique approach in Canada's fourth market.
such slogans as: "Vive la Différence." 

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

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

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

Some of them, Awake but Unrealist, hope to see the making of a multivocal state. 

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

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

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

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

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

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

The same principle applies to the French creative group. 

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

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

Having established these two creative groups, one must ensure communications between these two groups in cases where the campaigns must reach Quebec and Ontario. This can be achieved by two major operations. 

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

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

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

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

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

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

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

2. Internal communications must be established between French and English creative departments to facilitate the development of the campaign. 

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

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

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

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

Watch for the pitfalls 

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

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

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

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

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

This 1957 Academy Award winner was sponsored by the Ford Motor Company, and rating-wise clobbered all opposition, playing in the U.S. to an estimated 60,000,000 viewers. Ford's neatly integrated commercials introduced its 1967 line of automobiles while the opposition, (General Motors) was doing the same on the other two networks, NBC and CBS, (and the CBC in Canada) with such highly rated programs as Bonanza, Andy Williams and Garry Moore.

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

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

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

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

The chips fall fast

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

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

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

Movie boom hits weekly series

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

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

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

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

Merv Stone, manager TV programs on film for the ABC network, said the corporation will continue its same general pattern of film buying with an eye to quality and color.

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

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

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

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

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

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

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS 15 SHOWS

TORONTO 433 Jarvis St.
WINNIPEG 171 McDermott
Some plain talk from Kodak about tape:

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

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

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

**Enters the star.** Compared to our own Type 31A Standard Play Tape, and to the low-noise product from a competitor we must keep mum about, the chart below reveals that KODAK Type 34A Hi Output Tape gives five or more additional decibels of undistorted output. At similar output levels, Type 34A is just as quiet as the next fellow's. It does this with no increase in print-through over general-purpose tapes. Pretty nice for silence lovers. The values expressed in the chart are in decibels at optimum bias settings using our Type 31A as the reference.

Some like it slow. In medieval times, a favorite subject of theological discussion was just how many angels could dance on the head of a pin. KODAK can provide no informed opinion on this question, but leaps into the fray when it comes to how much signal you can squeeze on a given length of tape. Since tape started, tape speeds have been dropping. First it was 15 ips, then 7 1/2 ips; the day of 3 1/2 ips is here for some. And the recorder manufacturers still haven't stopped. Who knows where it will end.

But there are some problems involved. At 15 ips a single cycle of signal at 1,000 cycles/ second covers 15 thousands of an inch longitudinally on the tape as it travels by. At 7 1/2 ips (to go to extremes) it's down to less than 2 thousands of an inch. As a result, as tape travel speeds decrease, tape "resolution," to borrow a photographic word, becomes more and more important. A second problem is that external magnetic flux on the tape available to thread the reproduce head also decreases in proportion. This means that you need a high-efficiency tape. Last but not least, the tape itself has to be thin for maximum footage on a given reel. People buy long-playing tapes because they play long.

Put all these problems together and our trusty KODAK 11P 1/2 Mil Double Play Tape sounds better and better. Look at the chart which compares it to a premium-priced famous name brand recently improved for low speed... and to a competitive general-purpose tape. KODAK 11P shows off as well as the first, and better than the second. Figures are in decibels using our 11P as the reference.

<table>
<thead>
<tr>
<th>KODAK &amp; PREMIUM-PRICED Tapes</th>
<th>KODAK 11P Double Play Tape</th>
<th>KODAK Type 31A Tape</th>
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**KODAK Sound Recording Tapes are available at most electronic, camera, and department stores. New, 24-page, comprehensive "Plain Talk" booklet covers all the important aspects of tape performance, and is free on request. Write: Canadian Kodak Co., Limited, Toronto 15, Ontario.**
Most U.S. sponsors feel color is worth the cost

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

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

It was found that color commercials bring up the company's image.

The company's reasons for using color is that consumers in countries where color TV is installed find the image of the company a worthwhile investment.

The following is a list of the reasons given by the advertisers:

- "We think it is--top management isn't so sure."
- "Has greater potential influence on the consumer."
- "In virtue of the audience, enthusiastic salesmen."
- "From my own subjective judgment."
- "Color is much more effective."
- "Surveys and our belief in recruiting audience response."
- "Over-all costs are comparable to black and white."
- "These ads admitted these were their own opinions, and not necessarily those of their bosses. They said top management wasn't so sure (yet)."

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

- "We depend on consumer appeal, and color has it."
- "It gives added appeal to food products."
- "In the beauty and style business there is nothing like it."
- "Will primarily influence packaging which must be attractive."

Trends says a parallel study among production heads of the 50 agencies with the largest TV billings brought similar opinions.

Two out of five agency men reported they specify one in 90-100 per cent of commercials, and feel the differentials were warranted in seven out of ten cases. Ninety-two per cent of the corporate admen gave the nod to color for "greater selling efficiency," compared to 68 per cent of the agency men.

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

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

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

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

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

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

Peter Harricks of RSB, who is largely responsible for digging up this information, recently presented this story to a number of agencies in New York City and reports that it met with an extremely favorable reaction. He is currently getting geared up to expose this data to Canadian advertisers and agencies.

<table>
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<th>Population</th>
<th>Station</th>
<th>Average Persons Reached Per 1/4 Hour 6-9 AM Through Friday</th>
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<th>Population</th>
<th>Station</th>
<th>Average Persons Reached Per 1/4 Hour 6-9 AM Through Friday</th>
<th>Total (00)</th>
<th>1 Min COST</th>
<th>CPM PERSONS</th>
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November 17, 1956
The union spokesman says the strike would not affect theatrical pictures, or television entertainment films.

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

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

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

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

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

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

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

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

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

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

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

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

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

CFCCN Television Ltd. of Calgary, licensee of CFCCN-TV Calgary and rebroadcasting stations at Drumheller, Banff and Brooks, Alta., will be allowed to transfer 64,312 common shares of capital stock in the company to Maclean-Hunter, giving the publishing company control of the station.

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

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

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

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

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

**A series of 360 featurettes, of 60-90 seconds duration—one for each day in 1967, is available from the CAB Program Exchange on a sponsorship or matching basis.**

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

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

Scripts will be delivered in monthly batches, with the January 1967 group already in circulation.

The CAB recommends they be read by well-known station personalities in each area.

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

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

**The social hours between 5:00 and 6:00 p.m. were taken over by French language radio in Toronto on November 9.**

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

Upont at the Westbury, CJS Montreal treated hundreds of guests to an Evening Under Montreal Skies—their way of saying thanks to all the advertisers and is current in business. Ray Crépeault and Rocky Demers from CJS were on hand along with all the Stephens & Townsend people.

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

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

**Participating stations are: CFTM-TV and CCFG-TV Montreal; KVOS-TV Vancouver; CHRT-Regina; CJTR-Jaw; CFCCN-TV Calgary; CJCH-TV Hallifax; CKW-TV Moncton; CFCF-TV Quebec; CFRN-TV Edmonton; CJAY-TV Winnipeg; CHSJ-TV Saint John, N.B.; CJON-TV St. John’s, Nfld.; CPTO-TV Toronto; CJCH-TV Hamilton; CKCO-TV Kitchener; CJOH-TV Ottawa; CFPL-TV London; CKLW-TV Windsor.**

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

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

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

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

The appointments bring to 15 the total membership of the BBG.

The three full-time members are Dr. Andrew Stewart, chairman; Pierre Juneau, vice-chairman; and David Sim, former deputy minister of Customs and Excise. Juneau and Sim were appointed earlier this year (Broadcast, April 7).
How do you say $250,000 worth of "Thank you?"

You can't, of course. No one has yet figured out how to measure thanks in dollars. But here's why we'd like to.

CUSO (Canadian University Service Overseas—private, non-profit, enthusiastic) organized a spring recruitment drive to enlist young people interested in working for the underprivileged people of the world. Information was provided to broadcasters all across Canada. Altogether, they donated about $250,000 of their air-time to this project. And the drive was a resounding success.

So how do we say "Thank you"? Or do we just refer you to the more than 35 developing nations—in Africa, South America, all over the world—who are benefitting?

Now there's a brand new campaign starting. (You'll be receiving materials shortly.) And maybe, perversely, that's the best thanks we can offer.

Over to you.

The Canadian Peace Corps

The cost of this space was donated by a friend of CUSO.
**THE TOP 20 SHOWS**

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<th>DAY</th>
<th>STATION</th>
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<td>2</td>
<td>REAL GIGUERE ILLIMITEE</td>
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<td>3</td>
<td>LE SAINT</td>
<td>78,200</td>
<td>250,600</td>
<td>8.30</td>
<td>wednesday</td>
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<td>4</td>
<td>MA SORCIERE BIEN AIMEE</td>
<td>77,600</td>
<td>255,500</td>
<td>8.45</td>
<td>monday</td>
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<td>5</td>
<td>PERRY MASON</td>
<td>75,300</td>
<td>235,500</td>
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<td>6</td>
<td>GAG A GOGO</td>
<td>74,600</td>
<td>218,500</td>
<td>9.30</td>
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<td>7</td>
<td>LE VIRGINIEN</td>
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<td>EN PREMIERE</td>
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<td>13</td>
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**QUEBEC'S ANNUAL PURCHASING POWER IS OVER $915,758,000.**

**SALES REPRESENTATIVES:**

CFCM-TV - Announcements only: Hardy Radio & Television Ltd.
CFCM-TV - Programs only: Paul L'Anglais Inc.
CFCM-TV - Programs and announcements: Forjoe-TV Inc. - Stephens & Townndrow

*NIELSEN AUGUST 1966*