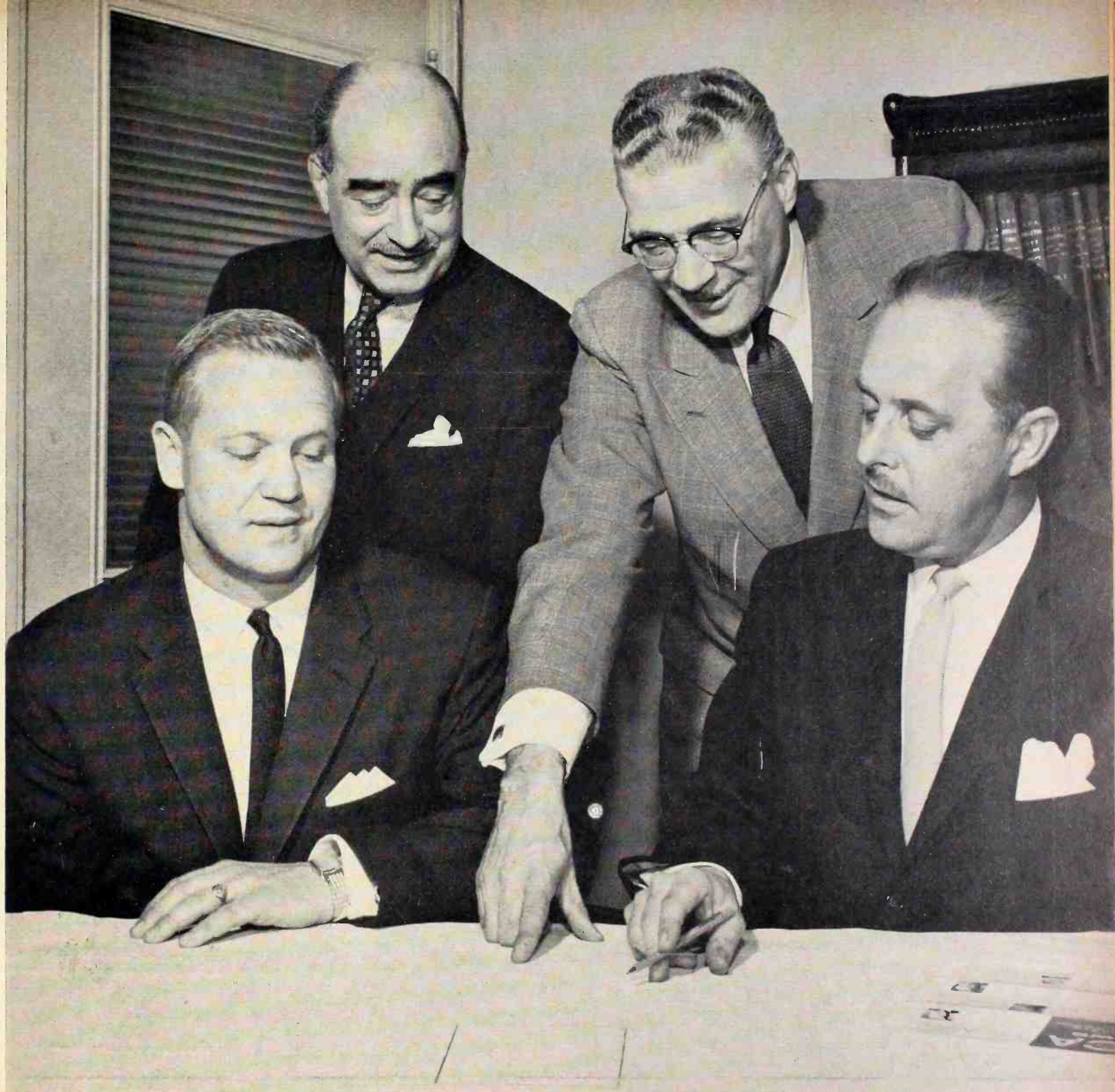


Advertising

Television

Radio



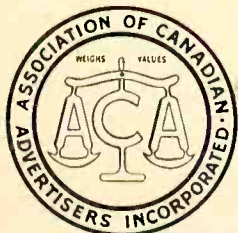
Canadian
BROADCASTER

ACA Daily No. 1

TORONTO

May 2nd, 1960

OBVIOUSLY PLEASED with their plans for this year's ACA conference are, left to right: George Meen, manager of advertising, Christie, Brown & Co. Ltd. and ACA co-chairman; Ernie Legate, ACA general manager; Ray Collett, advertising director, Lever Brothers Ltd. and ACA co-chairman; and Bill Vanderburgh, advertising manager, Coca-Cola Ltd. and ACA co-chairman.



CONFERENCE DAILY
 MONDAY EDITION

You Are Reading

THE BABY BROADCASTER

•
This is our daily
contribution to the
ACA Convention

•
**TWICE
EVERY
MONTH**

we publish

CANADIAN BROADCASTER

- Reporting the constantly changing scene in the exciting world of Radio & Television.
- Keeping pace with the political side of the business — BBG, CBC, Dept. of Transport.
- Chronicling advertisers' use of the two air media.
- Letting you know about the people and programs on stations across the country.
- Providing twice yearly directories of key people in and around the business.
- Focussing attention on worthwhile endeavours by means of our Beaver Awards.

BE A REGULAR

\$5.00 a yr. — \$10.00 for 3 yrs.

**CANADIAN
BROADCASTER**

219 BAY ST., TORONTO 1.

ASSOCIATION OF CANADIAN ADVERTISERS

45th Annual Conference

FIRST DAY — MONDAY, MAY 2nd

8.30 am — Hall "A". Registration

9.30 am — Ballroom. ACA Annual Business Meeting (Members Only)

12.30 pm — Canadian Room. Key Executives Luncheon. "How Changes in World Markets May Affect Canada's Future".

An address by Lt. Col. Stuart M. Finlayson, B.Sc., president, Canadian Marconi Company, Montreal.

2.30 pm — Ballroom. "Outlook for Expansion in Canada Over This Decade"

The speaker is Ronald A. McEachern, Ph.D., editor of THE FINANCIAL POST. He will pose such provocative questions as "How about the coming depression?", "Should you expect higher taxes and more governmental control?" and "What will be the next great impetus to a renewed era of economic expansion in Canada?"

3.00 pm — Ballroom. "Purchasing Power of Credit in this Expanding Economy"

J. H. L. Ross, vice-president and general manager, Industrial Acceptance Corporation Limited, Montreal, will consider some aspects of the growth of installment purchase credit, its impact and probable role in the expanding markets of the next ten years.

3.45 pm — Ballroom. "How a Consumer Product Industry Should Meet the Challenge of the '60's".

The speaker is Robert A. Davis, general advertising manager, Kraft Foods, Chicago. He will define the challenge which will develop within the consumer product industry as growing population and income deliver more expendable dollars in the hands of more people.

6.00 pm — Hall "B". Cocktails for ACA members only. The host is Merle M. Schneckenburger, The House of Seagram.

7.00 pm — Ballroom. ACA Member's Buffet Dinner.

Entertainment. Presented by The Procter & Gamble Company of Canada, Limited.

TV'S SECOND RUNG CHANGES ALL ADVERTISING

by RALPH DRAPER

Media Director — Foster Advertising Ltd.

TELEVISION IN CANADA, now close to its eighth birthday, has grown to the point where three and one-half million Canadian households are now equipped with receivers — a number which no advertiser of consumer products can afford to shrug off as a passing fad.

Most marketers know equally well the power of the TV medium, and the heartbreaking, expensive mistakes which can be made. The year 1961 will present the greatest challenge yet to all phases of marketing, resulting largely from the deliberations of a sincere, searching group of fifteen men and women called the Board of Broadcast Governors.

Before June has ended, their considerations may mean the granting of second television licenses in eight Canadian markets, in which the total metropolitan counties alone represent 35% of Canada's population, and over 41% of the country's retail sales.

When the Board has completed its eighth market hearing, chances are that revenue predicted by successful applicants will come close to the total 1959 revenue of WEEKEND MAGAZINE and STAR WEEKLY combined, a figure in the neighborhood of fifteen million dollars. All of this revenue cannot come from straight budget increases by marketers of consumer products. A battle royal will necessarily develop among all types of advertising media in an effort to protect their revenue positions from inroads by sales departments of new stations.

CAPTIVE MARKETS HAVE GONE

Advertisers and agencies must face 1961 with a planning thoroughness which will make even their most serious sessions of previous years appear to be simple kindergarten problems. The days of fabulously low cost per thousand homes reached in markets such as Winnipeg, Calgary, Edmonton and Montreal can come to an abrupt end. The markets have reached a high level of set saturation, and existing operators cannot slash wildly at their operating costs and time rates when competition looms heavy against them. Programs which could attract an audience in captive markets must now be looked on for their ability to attract and sell under competitive conditions. The quality of commercial creation and production must be geared to highest levels, since every dollar spent must do its job at a profit. Techniques of tape must be quickly mastered, since the new independents all plan to make extensive use of this new tool. Advertisers who formerly found network television their only source of obtaining minute commercials in prime time must now choose between the network and use of selective markets.

As opportunities for advertisers, the new stations mean availability of spots on a national basis for the first time. Commercial integration can at last become a reality on a national basis. Well conceived programming could increase the sets in use figure to keep cost per thousand at a low level. In addition, advertisers

will be able to use local live selling personalities in all markets across Canada through facilities of the new outlets. Perhaps use of saturation television techniques in major markets will be available as a result of the competitive search for revenue.

Competition for the best in film programming and live talent will increase. Needless to say, price could be affected adversely by this competition. Audience research requirements will increase in both depth and speed of action required. Time and program buying must be of the highest calibre in order to avoid financial murder by a strong opponent on a competing channel. Perhaps the largest problem to be faced by marketers is the fact that more dollars will generally be needed to create an equal impact upon a market.

MUST START WITH A BANG

Operating heads of the new channels cannot hope to start out with a small share of market and expand gradually each year; they must get off to a flying start in audience acceptance in order to attract advertising revenue to run their plants.

Each of the new station owners will begin with virtually a full staff. In Toronto, Baton Aldred Rogers Broadcasting Ltd. expect that 303 people will be a necessity on the payroll of Channel 9 when they open on January 1.

Each station will need a high powered promotional effort aimed at attracting both viewer and advertiser. Program personnel must be inventive in order to capture audience, and thus attention from sponsors. Sales staffs must be chosen carefully at the local level, and national representatives must be kept fully informed of every happening. Rate cards must be established at realistic levels, with continuity and frequency package discounts carefully considered.

CBC personnel must face a new

competitive sales situation with imagination and aggressiveness in the fields of programming, pricing and promotion.

Station owners in secondary markets must be prepared to take aggressive action to ensure that their stations are not dropped from the lists in order to provide funds for major metropolitan areas. Probably the most fortunate people in the entire picture are the operators in smaller metropolitan markets who remain captive for the present time; new dollars attracted into television by availability in majors can mean that they will have an exceedingly tight availability situation.

All other advertising media must face the revenue threat posed by second television channels, and television must face the threat posed by these other media. Newspapers will be forced to counter with the most aggressive selling effort in their entire history. They have the greatest amount of revenue, and thus stand to be attacked hardest

by television salesmen at both local and national levels.

Radio must watch pricing carefully in order to maintain their position as a low cost, high circulation medium. Weekend papers and magazines must face the situation of selling advertisers on the value of national circulation as opposed to market pin pointing. Poster plant owners must continue efforts to keep plants in top condition, due to the increased wanderings of national marketers into their home territories.

The economy of Canada is expanding. Radio didn't kill newspapers; first TV licenses didn't kill either newspapers or radio. Second TV licenses shouldn't kill any current advertising media either. They will serve to keep everyone engaged in any phase of advertising and marketing working with every skill and resource which can be mustered. To the BBG, we can all say thanks for the promise of marketing's most challenging year.

CKTB—ST. CATHARINES

Programming to an Adult Audience

Now Recommended by the BBG for

10,000 WATTS DAY
(5,000 — NIGHT)

Giving an *EVEN BETTER* signal and less interference for our complete coverage of the Niagara Peninsula — Canada's Richest Market.

Representatives
Paul Mulvihill
Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

CFPL-TV builds up sales

in a BILLION DOLLAR MARKET

... with a combination of maximum power, concentrated coverage, top personalities and choice availabilities. CFPL-TV delivers your sales message to the cities of London, Woodstock, St. Thomas and Stratford as well as all other urban and rural areas of Middlesex, Huron, Oxford, Perth and Elgin counties plus bonus coverage in Lambton, Kent, Bruce, Norfolk and Waterloo. No other single medium can duplicate this coverage and influence in the wealthy Western Ontario Market.

Check BBM and Elliott-Haynes figures for the full story on audience delivered.

If building up sales is your problem, remember . . .

Western Ontario is sold on . . .

CFPL-TV
CHANNEL 10 LONDON



S. M. Finlayson



R. A. McEachern



J. H. L. Ross



R. A. Davis



G. L. Wilcox



S. R. Bernstein



F. R. Gamble

WHO'S WHO ON THE ACA AGENDA?

Stuart M. Finlayson, president, Canadian Marconi Co., Montreal, joined the company in 1919 as an apprentice engineer. The following year he entered McGill University, graduating in 1924 with a B.Sc. in electrical engineering. He was named general manager of the company in 1945 and became president in 1951. He is a past president of the Montreal Board of Trade.

Ronald A. McEachern, editor, THE FINANCIAL POST, graduated from the University of Toronto in 1934 with a Doctorate in Philosophy. He became the editor-in-chief of THE FINANCIAL POST in 1942. Under his direction, the paper's circulation has multiplied five times.

J. H. L. Ross, vice-president and general manager, Industrial Accept-

ance Corp. Ltd., Montreal, celebrates his thirtieth anniversary with IAC this year.

Born in New Brunswick, Ross is president of Niagara Finance Co. Ltd. and a director of Merit Insurance Company both IAC subsidiaries. He is also vice-president of the Federated Council of Sales Finance Companies and a director of the American Finance Conference

and the Canadian Good Road's Association.

Robert A. Davis, general advertising manager, Kraft Foods, Chicago, is a graduate of the United States Naval Academy at Annapolis, Maryland. His first job with Kraft was salesman with the Chicago City Sales Branch. He then served briefly in the Sales Promotion Department in the company's international headquarters offices in Chicago and was named national product advertising manager for salad products and margarine in 1949.

After service in Korea, he rejoined Kraft in 1953 as margarine and salad products advertising manager and was appointed manager of cheese product advertising in 1955. Named general advertising manager in 1957, he is also administrative assistant to the company's director of marketing.

George L. Wilcox, president, Canadian Westinghouse Co. Ltd., Hamilton, joined the company's Pittsburgh branch in 1942. The following year he joined Westinghouse Electric International as assistant manager, apparatus sales department. In 1946, he became manager of Windsor Manufacturing and Repair Corp., Brooklyn. He rejoined Westinghouse International in 1950 and held successive posts of sales manager, vice-president, sales and executive vice-president from 1953 to 1955. He became president of Canadian Westinghouse in 1955.

Sidney R. Bernstein, editorial director, ADVERTISING AGE, Chicago, has been with the paper since its inception in 1930. He became managing editor in 1932 and editor in 1938. He was named to his present position in January, 1958.

Born in Chicago, he holds an MBA from the University of Chicago. He is a member of the National Advisory Council, Boston Conference on Distribution. He was chosen as "Advertising Man of the Year" in 1957 by American Legion Post 170.

He has served as a director of the American Marketing Association and chairman of its marketing statistics committee, as well as president of AMA's Chicago chapter. He has been vice-president of the National Conference of Business Paper Editors and the Society of Business Magazine Editors.

Frederic R. Gamble, president, American Association of Advertising Agencies, New York, entered the advertising business in 1923 as advertising and sales manager of the Straus Brothers Co., investment securities, Chicago. From 1925 to 1929, he was the Chicago represen-

"TWINS BUT NOT IDENTICAL"

Radio and Television are the electronic twins of advertising media — but they are fraternal and not identical.

Radio, the first-born, sells with sound and is a member of nearly every family in Canada.

Television, newest member of the electronic family, sells with sight and sound and is being "adopted" by more homes every day.

Radio and Television together reach and charm more people, more effectively than any other media combination.

The Canadian Association of Broadcasters
L'Association Canadienne des Radiodiffuseurs

Head Office:
108 Sparks Street
Ottawa 4, Canada



Toronto Office:
200 St. Clair Ave. W.
Toronto 7, Canada



Mrs. Janet Wolff



W. E. Williams



F. M. Cone



J. C. Coffee



Dr. E. Davies

tative of the Curtis Publishing Co. and the SATURDAY EVENING POST. He joined 4-A in 1929 as executive secretary and was named managing director in 1940. He has been president of the association since 1944.

He was a founder, officer and director of the Advertising Council Inc. He is a director of the Advertising Federation of America, Advertising Research Foundation, Brand Names Foundation, Traffic Audit Bureau, Advertising Club of New York, Trade Association Executives in New York and the American Society of Association Executives.

Janet Wolff, vice-president and copy group head, J. Walter Thompson Co., New York, broke into advertising with Franklin Simon, where she became assistant advertising manager in her early twenties. She was a senior copy writer at Compton Advertising, handling Ivory Soap, Drene Shampoo, Crisco and Duz, before she was 25. She has been creating feminine-slanted advertising for 17 years with such campaigns to her credit as: "That Ivory Look"; "Duz Does Everything"; and "One Paper Nap-

kin You Don't Need Three Of". In 1957, her book, *What Makes Women Buy* won her the Philadelphia Club of Advertising's Women's annual award.

William E. Williams, president of The Procter & Gamble Co. of Canada Ltd., joined the company in 1930 in the advertising department (Brands Section). After experimental work in sales, and actual sales work, he was appointed Milwaukee district manager in 1941. He was transferred to the Detroit district in the same capacity and, in 1947, was named vice-president and general manager of the Canadian company, becoming president and general manager in 1950.

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding Inc., Chicago, is a member of the advisory council and a past chairman of the American Association of Advertising Agencies. He is a director and past chairman of the Advertising Council.

J. Collins Coffee, president, Management Improvement Inc., Manhasset, N.Y., was with RCA for four

years, first as a student engineer and then in the engineering products division as assistant to the general sales manager. He has spent twelve years as a management engineer, with clients in the heavy metals fabrication, chemical processing, pharmaceutical and food manufacturing and distribution and related industries. He also served on the Hoover Commission in Washington.

Rev. Dr. Emyln Davies, B. Litt., D. D., Toronto, minister of Yorkminster Baptist Church and a member of the Board of Broadcast Governors, was born in Wales and holds his doctorate from Oxford. Though he has been approached several times to enter politics, he feels committed to the ministry, where it is his aim to build up his people in sound theological learning, at the same time keeping them sensitive to the needs of society.

Hon. Antoine Rivard is attorney general and minister of transport and communications for the Province of Québec. (not shown)

ACA DELEGATES!

with Measure or a Rule Include

in your plans the 1960 view of

CKCK-TV

Channel 2 REGINA

CHCH-TV CHANNEL 11

on the



go...all the time!

IN NIAGARA FALLS



IN ST. CATHARINES



IN TORONTO



IN HAMILTON

ALL-CANADA RADIO and TELEVISION LIMITED

invites delegates and guests attending the ACA Convention to visit them in the All-Canada suite.

CKLC

KINGSTON'S *SECOND RADIO STATION

IT'S NICE TO
KNOW
WHAT YOU ARE GETTING

- BALANCED PROGRAMMING
- STATIC AIR PERSONALITIES
- COVERAGE
- TRUSTWORTHY OPERATION

In Kingston the INFLUENCE Station is CKLC. Listeners to CKLC have money to spend. They respond to CKLC advertisers . . . and buy MERCHANDISE AND SERVICES!

CALL STOVIN-BYLES LTD. — TORONTO

***SECOND TO NONE**

In the Kingston Market!!

(See Elliott-Haynes January & March 1960)

Annual Dinner

ACA CABARET—OO! LA! LA!



The Theo Denis Dancers

WE CAN'T give you their names, addresses or phone numbers, but this lovely octet of feminine beauty, *The Theo Denis Dancers*, will be a part of the Annual Dinner entertainment tomorrow night.

Bringing along their repertoire of popular and folk music will be *Les Collégiens Troubadours*. This quartet, which was formed in 1950, has worked in cabarets, radio and television. One of their television programs which was a regular feature on the CBC French Television network called *Ca C'est Montréal*.

Armed with the savoir faire they gained from such Broadway Musicals as *Babes In Arms*, *Wish You Were Here* and *New Faces* come Rollie and Bonnie Pickert. Said to be a necessity to add spark to any show, they will entertain you by dancing on stilts.

Another feature will be a medley of French Canadian songs presented by Muriel Millard, considered to be Québec's foremost singing personality.

Singing and dancing the folklore of Québec Province will be Roger Parent and his Habitant Quartette. A milestone in their career was reached in 1958, when they entertained at the official opening of the Queen Elizabeth Hotel in Montreal.

Hedda Hopper, well known Hollywood columnist was so enthused by their music and antics, that she joined in one of their square dance sessions.

Armand Marion will be on hand interpreting an hilarious pseudo-



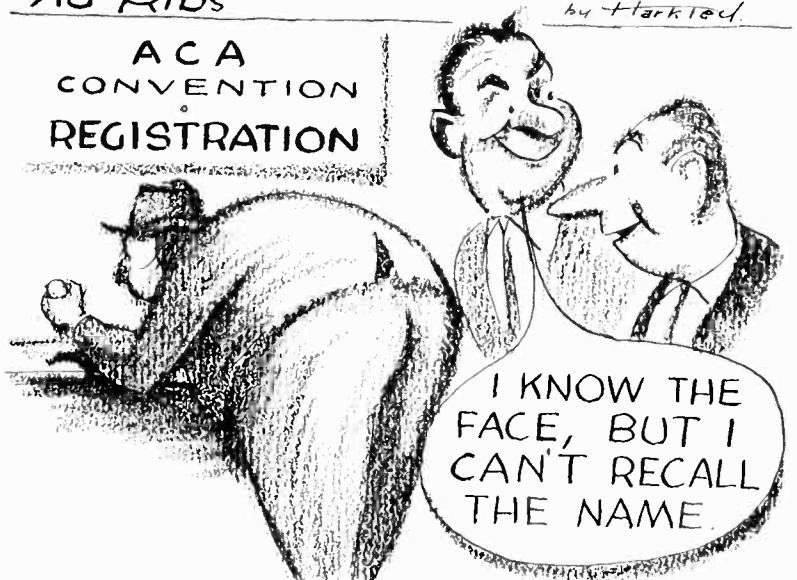
Yonelly

commercial on the French market, prepared by Mr. French Canada himself, Nolin Trudeau.

Last, but certainly not least, is the international musical humorist Yonelly, who as you can see from the picture is well armed with instruments.

Ad Ribs

ACA
CONVENTION
REGISTRATION



Advertising

SWISS WATCHES LAUNCH INSTITUTIONAL CAMPAIGN

AN AMBITIOUS advertising and public relations program covering the next 18 months has been launched by the Watchmakers of Switzerland. Using radio, trade and consumer magazines, the advertising program is backed up by a vigorous sales promotion and public relations campaign designed to tell Canadians more about the quality of Swiss watches.

Theme of the campaign is "Quality" and the benefits to be gained from buying a quality watch rather than a so-called "bargain" watch.

Paul A. Tschudin, vice-president of Watchmakers of Switzerland said "we also want to emphasize the fact that you should seek the advice of a jeweller when buying a watch — because he is an expert and can show the inside difference between a quality Swiss watch movement and the 'bargain' watch movement."

Radio advertising will be concentrated in three flights: May to June, 1960; December, 1960 and May to June, 1961.

During a four week period between May 16 and June 30 this year, the following stations will carry 10 spots per week, two per day Monday through Friday: CKWX, Vancouver; CKY, Winnipeg; CFRB, Toronto and CJAD Montreal.

In the four week pre-Christmas drive this year, 20 stations will carry 10 spots per week. They are: CJVI, Victoria; CKWX, Vancouver; CFAC, Calgary; CHED, Edmonton; CKCK, Regina; CJOB, Winnipeg; CKPR, Fort William; CKSO, Sudbury; CFPL, London; CKKW, Kitchener; CHML, Hamilton; CFRB, Toronto; CHEX, Peterborough; CFRA, Ottawa; CJAD and CKAC Montreal; CHLT, Sherbrooke; CHRC, Quebec; CFBC, Saint John and CHNS, Halifax.

The third flight during the May-June period, 1961, will run on CKWX, Vancouver; CJOB, Winnipeg; CFRB, Toronto; CJAD and CKAC, Montreal. Again the frequency will be 10 spots per week for four weeks.

POINT OF SALE

Jewellers in the areas served by radio stations carrying the campaign will be urged to make special displays of quality Swiss watches, to feature them in their own advertising in local newspapers and radio stations and to use special sales promotion material being supplied on request by Watchmakers of Switzerland.

Testimonials and endorsements by well-known Canadians form the basis for the magazine advertisements, scheduled to appear in MACLEANS MAGAZINE, READERS DIGEST (English and French editions), LA REVUE POPULAIRE, LE SAMEDI, CHATELAIN, TIME (Canadian edition), LE PETIT JOURNAL and LA REVUE MODERNE. Among those appearing in the ads are Foster Hewitt, owner of radio station CKFH, Toronto, and Larry Henderson, radio and television newscaster. The theme will be "People Who Know Choose a Quality Swiss Watch".

TRADE PAPERS

Trade advertising will also play



COUNTER DISPLAY being made available by the Watchmakers of Switzerland to jewellers across Canada invites customers to "see the inside difference". The display is available in both English and French.

an important part in the advertising of the Watchmakers of Switzerland. Watchmakers will tell jewellers, wholesalers, importers and manufacturers the many facets of the work they are doing in support of the Swiss Watch business.

Jewellers will be supplied with a counter display unit. It invites the customer to "see the inside difference" by comparing a quality Swiss

watch movement with a "bargain" watch movement.

In co-operation with Jas. M. Fraser, Canadian director of the Watchmakers of Switzerland Information Centre (Canada) Ltd., the advertising campaign is being handled by Walsh Advertising Co. Ltd., Toronto and their public relations division, Editorial Services Limited.

Saskatchewan's Big Station

Serving* and Selling 24 Hours Daily

* Dotted area represents coverage

CONTACT OUR REPS
Radio Reps - Canada
Young Canadian Ltd. - USA

CFQC 500 KC 5000 WATTS

THE RADIO HUB OF SASKATCHEWAN

Profile

of a

CHWO LISTENER

- He has a family of four.
- He lives in one of the 62,900 households in The White Oaks - Oakville Burlington and Port Credit.
- He earns from \$6,000 to \$50,000 a year.
- He buys \$45,438,000 worth of food a year.
- He buys \$5,443,000 worth of furniture and appliances a year.
- He owns about 1.5 cars.
- He spends \$29,783,000 a year on the purchase and upkeep of his cars.
- He buys radio-advertised merchandise from local merchants. (\$180,000,000 retail sales a year).
- He listens 4 hours and 36 minutes a day to our "Great Albums of Music" and a award-winning analytical treatment of world and local news.
- He—well most of him—is rated in Dun & Bradstreet and listed in "Who's Who".

Reach him over

CHWO

"The White Oaks Station"

Home Station to
243,000 Listeners

between

TORONTO & HAMILTON

4 DIRECT PHONES

- Toronto — WA. 3-6814
- Hamilton — JA. 2-5242
- Burlington — NE. 7-1414
- Oakville — VI. 5-2821

Representatives:

AIR-TIME SALES in Toronto
RADIO REPS in Montreal
Winnipeg and Vancouver

FOR RENT

BROADCAST FACILITIES WITH $\frac{1}{5}$ THE POWER
OF MOST STATIONS ON THE CONTINENT

1 DULL UNCOMPLICATED RATE CARD

1 MEDIUM-SIZED AUDIENCE WITH MONEY

1 PROMOTION-INFLUENCED BBM (AVAILABLE SOON)

1 IVORY TOWER WITH BAR—ALL
CREDIT CARDS HONORED

1 SOFT SELL REP ORGANIZATION WITH
OFFICES IN MONTREAL, TORONTO, VANCOUVER

apply to BOX "680"
WINNIPEG