

Advertising

Television

Radio



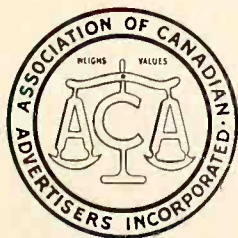
Canadian
BROADCASTER

ALLAN B. YEATES, director of public relations and advertising, The Prudential Insurance Company of America, right, accepts the ACA presidential gavel from outgoing president Jack McGill, advertising manager, Imperial Tobacco. The photograph is by Herb Nott.

Daily No. 2

TORONTO

May 3rd, 1960



CONFERENCE DAILY
 TUESDAY 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

SECOND DAY — TUESDAY, MAY 3rd

9.30 am — **Ballroom.** "How is an Industrial Manufacturer Going to Meet the Challenge of the '60's?"

The speaker is G. L. Wilcox, president, Canadian Westinghouse Company Limited, Hamilton. He will invite delegates to a look at the future of the Canadian industrial manufacturing industry as it may develop in the next ten years if present signs and portents are fully realized.

10.15 am — **Ballroom.** "What Should Media Do to Meet the Challenge of the '60's?"

The speaker is S. R. Bernstein, M.B.A., editorial director, ADVERTISING AGE, Chicago. He will examine the challenge of finding more economical and more efficient means of delivering the sales messages and the tremendously important role media will play in this development.

11.00 am — **Ballroom.** "How Should Agencies Meet the Challenge of the '60's?"

The speaker is Frederic R. Gamble, LL.D., president, American Association of Advertising Agencies, New York. Taking a forward look at an apparent vast growth in population, he will demonstrate that the task of communicating with this new audience of many millions will challenge the combined efforts of advertisers, agencies and media, who are responsible for advertising.

12.30 pm — **Canadian Room.** "Quebec's Development in the Next Ten Years".

The speaker at this luncheon is the Hon. Antoine Rivard, attorney-general and minister of transportation and communications, Province of Quebec.

2.30 pm — **Ballroom.** "Selling To Today's Canadian Women".

The speaker is Janet Wolff, vice-president and copy group head, J. Walter Thompson, New York. The theme she will develop is that the "key to better business . . . and more and more 'better business' in Canada during the next decade . . . may well be selling to women".

3.00 pm — **Ballroom.** Panel Session — "Young People Tell Us About the Teen-age Market".

This session will provide lots of information about the growing, exploding, teen-age market. What are their buying habits? What do they read, listen to and watch? What influence do they have on parent purchase? What kind of advertising sells them most effectively?

Facing six presidents of Toronto High School Student Councils will be four senior panelists: Logan Brown, marketing manager, Lever Brothers Limited; Murray Turner, vice-president, Cockfield, Brown & Company Limited; Kay Kritzweiser, former youth editor, THE TORONTO GLOBE & MAIL and Don Travis, managing editor, CANADIAN HIGH NEWS. The moderator is Frank Willis of CBC's *Close-Up*.

6.00 pm — ACA Cocktail Party for annual dinner guests.

7.00 pm — **Canadian Room.** Annual Dinner.

Entertainment. An evening of gala French Cabaret entertainment with 24 radio and television stars presented by L'Association Canadienne de la Radio et de la Television de Langue Francaise.

New President

34 YEAR OLD INSURANCE MAN HEADS ACA

ALLAN B. YEATES, public relations and advertising director of the Prudential Insurance Company of America, was elected president of the 180-member Association of Canadian Advertisers yesterday afternoon.

At 34 he is one of the youngest leaders in the Association's history. He has been an ACA Director for six years, treasurer for the past three years, and played an important part in the founding of the Canadian Advertising Advisory Board which in 1958-59 conducted a \$1 million public service advertising campaign on behalf of education in Canada.

Mr. Yeates has been with the Prudential nine years. Before that he was a financial writer with THE TORONTO DAILY STAR and THE FINANCIAL POST.

Mr. Yeates was educated at Westdale Secondary School, Hamilton, Kingston Collegiate and the University of Western Ontario, London. In London he acquired a bachelor's degree in business administration.

Committee work takes up much of his spare time. Last year he sat on fifteen committees. He is vice-chairman of the advertising section of the Canadian Life Officers' Association, treasurer of the Toronto branch of the Western University Alumni Association and co-chairman of the Public Information Committee

of the University of Toronto National Fund. He is a member of the Board of Trade.

One of Mr. Yeates' major current concerns is the completion of the new Prudential Building to be opened this fall, culminating an intensive public relations campaign.

As a member of the Building Planning Committee he has been deeply involved in this project.

His main objective as he takes on the ACA Presidency: "to undertake a massive public relations program designed to improve the public image of advertising".

ACA Elects 1960 Directors

ALLAN B. YEATES, director of Public Relations and advertising, The Prudential Insurance Co. of America, Toronto, is the new president of the Association of Canadian Advertisers.

He succeeds J. J. McGill, advertising manager, Imperial Tobacco Co., Montreal, who remains a director of the 180-member organization.

Other officers elected: K. J. Farthing, Canadian Westinghouse Co. Limited, Hamilton, executive vice-president; E. J. Coleman, Kraft Foods Limited, Montreal, vice-president and treasurer; J. W. Cook, The Shawinigan Water and Power Company, Montreal; E. T. Gater, Sterling Drug Mfg. Ltd., Aurora; and P. J. McGinnis, The Bell Telephone Company of Canada, Montreal, all vice-presidents.

Directors: J. J. McGill, Imperial Tobacco Co. of Canada Ltd., Montreal; A. F. M. Biggs, Canadian Industries Limited, Montreal; R. B. Collett, Lever Brothers Limited, Toronto; D. M. Mackinnon, General Motors Products of Canada Ltd., Oshawa; W. T. McFarlane, Canadian Pacific Railway Company, Montreal; George A. Meen, Christie, Brown & Company Limited, Toronto; Roger Neron, Robin Hood Flour Mills Limited, Montreal; R. M. Sabloff, The House of Seagram Limited, Montreal; W. W. Vanderburgh, Coca-Cola Ltd., Toronto; R. E. Oliver, Bank of Nova Scotia, Toronto; J. H. C. Penaligon, O'Keefe Brewing Co., Toronto; and A. G. Mackie, Abitibi Power & Paper Co., Toronto.

General Manager and secretary is B. E. Leate, Toronto.

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

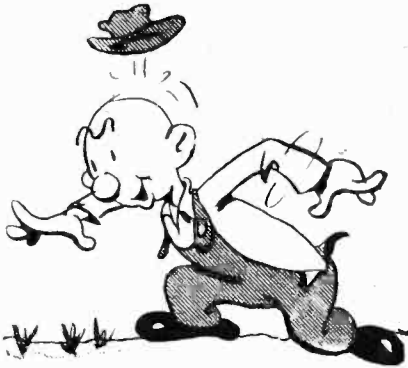


IN TORONTO



IN HAMILTON

**"Spring is sprung
The grass is riz
QC is where the listeners is"**



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



THE RADIO HUB OF SASKATCHEWAN

Canada Must Control Costs To Maintain Export Trade

BUSINESS COMPETITION from abroad is not a temporary situation, and it is one which Canadian business has to face up with, if it is to stay in the field of world business.

Stuart M. Finlayson, B. Sc., president of Canadian Marconi Company, spoke forthrightly on this subject at yesterday's opening luncheon of the ACA convention, at which the advertisers' association honored top management of member companies.

The European situation is not far removed from North America, from a standpoint of standard of living, but the Orient is able to undersell us because of the keen willingness to work of the labor force, and because it neither enjoys our standards of living, nor does it aspire to them.



S. M. Finlayson

Mr. Finlayson stressed the importance to Canada of national trade if we are to sell our goods in foreign markets. While he approved of reasonable tariffs, these must not keep other countries out of our market.

What Canada has to do is to recognize that the problem exists; that we must become more competitive; and that an intensive study of the problem must be conducted from within.

The advertising people who make up the membership of the Association of Canadian Advertisers are equipped better than anyone else to study the problem and perhaps to find ways and means of persuading their customers to face up to it too.

As Mr. Finlayson sees it, if we are not going to be fouled up with offshore competition, we have to find some way of bringing cost structures into line. There can be no "featherbedding", he said, and the only

principle which will work is an honest day's work for an honest day's pay.

We have to find a way, he said, of asking for less instead of more from our government, and so reducing the tax scale.

Mr. Finlayson lay particular emphasis on his point that other countries, especially the Orientals, have not the slightest desire to adopt our North American living standard.

One example he gave was the fact that the Japanese home is almost completely without furniture. "It has been that way for thousands of years", he said, "and it is very doubtful indeed if the Japanese housewife or her husband are going to expend the energy and money necessary to fill those houses with furniture, when, to some extent at least, they are increasing their comfort at great expense, not only of first cost, but also the business of keeping it clean and up to date."

Want to Win a Boat?

SOME LUCKY advertising man or woman attending the ACA convention Monday or Tuesday is going to be the winner of a brand new power boat — a 17-foot-long Sangstercraft convertible day cruiser, worth \$1,500 . . . by Wednesday.

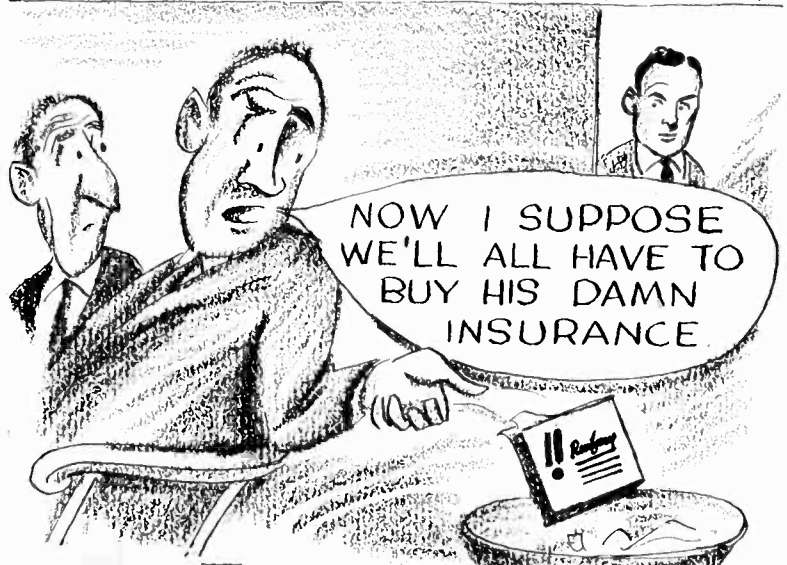
This will be the top prize of a contest being staged at their convention headquarters (Suite 12-127) in the Royal York, by Buffalo's Television Station WGR, Channel 2, in their second annual visit to the ACA meeting. Other appliance prizes are part of a registration gimmick handled at the suite by W. Van Beuren deVries, vice-president and general manager of WGR-AM-FM-TV; George Cyr, program director; Ed Pfeiffer, television sales manager; George Hutaft, public relations director; Ollie Howard, promotion director; and George Stevens, New York, general sales manager, Transcontinent Television Corp., who own and operate WGR-TV.

ALL-CANADA RADIO and TELEVISION LIMITED

invites delegates and guests attending the ACA Convention to visit them in the All-Canada suite, 16-161

Ad Ribs

by Harkley



CREDIT CONTRIBUTES TO PRODUCTIVITY

CREDIT, LIKE advertising, is a powerful merchandising tool, and both are needed to match our growing productivity by maintaining the level of sales and consumption.

J. H. L. Ross, vice-president of Industrial Acceptance Corporation, told the ACA convention yesterday afternoon that "a broader public understanding is needed if installment credit is to fully serve the economy and help distribute a maximum of goods."

Illustrating the vital part played in business by sales finance companies, Ross explained to the meeting that the company first pays cash to the manufacturer for inventory delivered to the dealer. "This", he said, "enables the retail dealer to carry an extensive inventory of makes, models, colors and styles, thus offering a wide selection to the public and allowing for immediate delivery."



J. H. L. Ross

"The volume of wholesale transactions in 1959 amounted to approximately \$1,285,000,000", he said. "This form of credit", he added, "is most widely used in the automotive field where over 95% of all motor vehicles sold in Canada are placed on the dealer's floor through wholesale financing."

"The sales finance companies have a constant investment of around \$225 million in retail dealer inventories," he said.

Turning to the retail side of the business, he explained that "many dealers prefer to turn an installment sale into a cash sale by selling their installment contracts to a sales finance company . . . This gives the retailer capital and time to devote to sales which is the profitable end of his business."

"In terms of dollars", he said, "installment retail purchase credit

outstandings in Canada amounted at the end of 1959 to \$1,658,000,000 of which \$1,134,000,000 or 68% was held by sales finance companies, the balance being retained by retailers themselves. The amount held by finance companies", he added, "represents balances owing by 1,400,000 individuals and business customers, a substantial number indeed."

IMPORTANCE OF DISTRIBUTION

Mr. Ross mentioned the fact that distribution is a prime moving force in our high level economy. "Without instalment purchase credit", he said, "all markets would drop to some permanently lower level."

He continued: "Mass production must sell to the masses. This means mass salesmanship, mass advertising, mass financing in order to produce mass buying."

"Perhaps what we really mean", he said, "is the high level of individual possessions that people enjoy — all manner of possessions available on fractional payments. Purchase credit has contributed greatly to the individual lives and satisfactions of millions of people on this continent", he said.

"The lesson all marketing teaches us is that credit is a more potent element of sales energy than the cash dollar", he said. "Those who regard credit as merely a substitute for paying cash, completely miss its marketing significance", he continued. "Few people have the 'save to buy' discipline where major purchases are concerned — the discipline needed to exchange some temporary present enjoyment for a lasting future benefit."

"Strangely enough", he said, "those of us who do not have this 'save to buy' discipline will seldom miss a payment on an instalment contract. Purchase credit will cause sales where cash fails. FORTUNE MAGAZINE called it the most persuasive force in distribution," he said.

Comparing his business to that of advertising, Mr. Ross said: "Advertising is another persuasive force and plays its important role in

sustaining sales at a high level. Without advertising to stimulate the desire and the initiative to buy", he said, "Canada's capacity to produce would far outrun its willingness to consume. Purchase credit, in turn, supports the demand which you help create through an organized system of purchasing power."

Subsidizing the Symphony

TO HELP RAISE funds for the Winnipeg Symphony Orchestra, the city's four radio stations and the CBC-TV outlet organized and presented a five-hour panorama of entertainment in the Winnipeg Arena.

Taking part in the show were Stu Davis of CKY and his western music band, Jack Shapira's orchestra, a CBC polka band and a special drill by the Sea Cadets.

George LaFleche emceed the show which had as special guests Wally Koster, Juliette and Joyce Hahn. The program was telecast in part over the CBC-TV network at a later date.

More than 12,000 Winnipeggers turned out to see the show and at the end of the evening the five stations — CKY, CJOB, CKRC, CBW and CBWT — were able to turn over a net profit of \$6,000 to the Winnipeg Symphony Orchestra.

CBC Plans Addition

MAYOR CHARLES Vaughan said recently that the Canadian Broadcasting Corporation plans to build an addition to its television building on Bell Road in Halifax and wants to buy city-owned land for the project.

The purpose of the addition is to consolidate TV and radio operations under one roof. The radio studios are presently located in a privately owned office building, a block from the proposed site, which is occupied by the Halifax Tourist Bureau. The matter will soon come before the city finance committee.

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 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

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 . . .



Editorial Opinion

A BLUNT LOOK AT CANADA'S ECONOMY

SINCE 1935, THE Canadian economy has been growing without any real foundation, however in the next ten years this climbing rate will decline, since our economy has reached its capacity and in some cases over capacity.

This was the message of Ron A. McEachern, editor, THE FINANCIAL POST, who started the ball rolling at yesterday afternoon's session.

"For the last 25 years, Canadian labor has found it quite easy to get wage increases, and management has had no trouble getting price increases. But, I do not think this is going to be so easy in the future," he said.

The welfare of Canada is directly linked with our basic industries such as mining and lumber. These, McEachern said, are the basic reasons for the great influx of foreign capital.



R. A. McEachern

Dealing with a number of these industries individually, he said that iron ore, natural gas and oil are perhaps three of the safest bets.

Natural gas, of which we have

more than we know what to do with, is rapidly finding new markets. Japan, a nation with a drastic shortage of fuel, is giving consideration to the idea of freezing it and shipping it to the Orient and at a price, McEachern said, of one fifth of what we can do it for.

In the fields of lead, copper and zinc, things look gloomy he said. The pulp and paper industry will hold its own, however its growth will not be nearly as rapid as it has been for the last 25 years. This is partly due to the fact that other nations are producing good quality paper from other fibres.

The uranium business will slow down again because of an abundant supply, and aluminum has reached the slowing down period. It will receive competition in the not far distant future from West Africa.

McEachern said he felt that two of the brightest prospects on the export market were sulphur and potash. On the other hand food — wheat and meat — is another trouble area.

He said the growth of the secondary manufacturer is lagging behind the Canadian economy. Canada is not making headway as an industrial nation.

Dealing with population he said the current European prosperity will decrease immigration. The popula-

Television

PROGRAMS THAT MAKE THEM THINK

"IF ADVERTISING is a concentration of civilization, television is a concentration of advertising."

Norman "Pete" Cash, president of the US Television Bureau of Advertising, was speaking to the Communion Breakfast which followed the advertising men's mass which was celebrated yesterday morning immediately before the opening of the ACA convention.

"To me," Mr. Cash said, "the most immoral thing on television is not the commercial in poor taste, to which I can react by not buying the product or by a simple twist of the television dial.

"It is not the violence on some programs, high in popularity, which reflects the public's desire for violence . . . even 1900 years after the Man of No Violence.

"I can turn these programs off, or watch them as a reflection of my fellow man's desires and learn about my fellow man and my responsibility to him as I view.

"The immorality in television is not the girls in tights — there aren't many of these left and either I am getting old or the tights aren't nearly so — as any beach brightly reflects — in color.

"To me the immoral thing about television is the happy ending."

"The good man always wins", he said, "Even though he's been clearly

outsmarted for 28 minutes, he manages to survive in the last minute of the show.

"Personally", he continued, "I don't believe that the right will survive and win, if the people on the side of the right just sit back and relax and do nothing in support of their beliefs. These happy ending programs lull me into a false sense of security — a feeling that all I have got to do is follow their example and sit back and wait for my final victory over evil. I'm certain there are many in Russia who would thoroughly enjoy our waiting — as they are right now."

Mr. Cash went on to point out that advertisers have a great fear that if they present something which the audience disagrees with, they'll take out their disagreement on the sponsor by not buying his product.

"Suppose someone was to go on the television who was a Catholic or a Jew", he said. "Suppose one advertiser sponsored only the telecasts of one political party and not those of the opposition. Suppose a sponsor frightened you with a program about disease and what to do about it — or about atomic radiation and poison gas. Would you retaliate for your disagreement, shock or fear by not buying the product? Or would you say to yourself:

"Here is an advertiser who has presented an adult program. I don't happen to agree with the programs conclusions; the program was not fun to watch; it disturbed me in some way; but it did make me think. Because I appreciate anything which makes me think, I will express this opinion by buying the product; by letting the advertiser know."

Likening television to a mirror, in which viewers see their tastes and therefore themselves reflected, Mr. Cash concluded: "If you don't care for something you see in this mirror of ourselves, let's not destroy the mirror. Let's change the picture the mirror has to reflect. Let us start with us, and keep watching television as it shows us the progress we are making. It is certainly the moral measure of our time."

(McEachern continued)

tion growth will be internal.

During the period between 1935 and 1955, McEachern said, 5,100 persons a year reached the age where they were looking for their first job. In 1961 this figure will reach 100,000 a year. With a limited education this mass will have a limited buying power.

All of this growth is starting, he said, just as the adult unemployment crisis is coming to public attention.

Painting a fast picture of the Canadian economy over the next decade McEachern said that he feels we have reached the point where it will slow down.

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)

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

International Trade

EUROPEAN COMMON MARKET - - - OGRE OR LADY BOUNTIFUL

"PROBABLY the most important area for expansion and growth in the coming decade lies across the Atlantic Ocean."

Extending this thought Robert A. Davis, general advertising manager, Kraft Foods, Chicago, the closing speaker at yesterday afternoon's session, said.

"The first day of 1959 saw a business revolution begin known as the European Common Market.



R. A. Davis

"What is the Common Market, which has caused such a ferment of plans, activity and investment among manufacturers, retailers and distributors in France, Italy, Germany and the Benelux

countries, the six founding members?"

In essence, Davis said, "the Common market has a progressive customs union agreement which provides for the free circulation of goods, capital and manpower and establishes a common tariff barrier against the outside world. Overseas territories of the six nations, including great stretches of Africa are also included in the agreement.

"For American and Canadian businesses interested in entering the European trading area or for those, like ourselves, who have been in business over there for many years, all of Europe's economy will be profoundly influenced by the six nations. Yet the Common Market gives the double aspect of a threatening ogre on one hand and a Lady Bountiful on the other."

He said that a threat to North American goods will be created because a swiftly expanding European economy will become increasingly able to meet its own needs and add to its share of world exports.

Tariff barriers toward outside imports, including American and Canadian, will tend to become increasingly uniform.

The population of the six founding countries is 165 million people today and by 1971 it is estimated the

population of the prosperous, expanding core of Europe will have increased by 10 per cent. Europe's total population as a whole will generously top a 300 million figure, he said.

"Even today, the Common Market countries are already the world's number one power in the field of trade. These six countries do 43 per cent of the world trade at present, while the US does 33 per cent.

"The evidence is quite clear and the conclusion is obvious", Davis said. "The new European market offers more prospects to outside manufacturers, comparatively speaking, than does the United States today and will for 20 years to come."

He said that although these countries are common in many ways,

in others they present differences far greater than those which exist between Ontario and Texas.

"The most obvious is language, but this is perhaps less significant than the deeper differences — national traditions, ways of life, eating habits.

"However", he said, "an even more influential factor is the absence of a means of expression common to all, and of shared information — in common parlance, the lack of common media."

The American or Canadian advertiser, he said, who uses LIFE or SATURDAY EVENING POST or CHATELAIN or WEEKEND and the main television networks reaches the major part of Canadian or American homes with a single advertisement or a single commercial.

"There exists nothing comparable in Europe today. To reach the Common Market, the advertiser must use five different languages, six radio or television networks, those which accept advertising, and at least six magazines. Even more difficult is the selection of a theme, because the French do not eat the way the Germans do, the Italians don't drive like the Belgians and most stocking and brassiere ads which are run in France would be refused by the Dutch press."

In spite of all these major and minor problems, he said, the European Common Market, as well as the United Kingdom, do offer a tremendous potential for growth of North American companies in the consumer products industry in the decade to come.

"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

VISITORS' LIST

SEVERAL MEMBERS of the broadcasting fraternity are on hand for this year's ACA Conference.

Up in 16-161 the staff of All-Canada Radio and Television Limited will be happy to buy you a drink and if you ask them nicely they might even discuss business.

All the way from the West coast are Bill Bellman and Dave Catton of Radio Station CHQM, Vancouver. They can be found up in 4-175.

From CFPL-TV and Radio, London, are Cliff Wingrove, Doug Trowell, Harvey Clark and Warren Blahout, who would be happy to see you any time of the day or night — well almost anytime — in 11-264.

FOR HIRE

11 UNDERPAID ANNOUNCERS—ALL PRIMA DONNAS

1 RIP AND READ NEWS DEPARTMENT

NEWS WITH NOISE OR NOISE WITH NEWS OPTIONAL

1 STANDARDIZED "ELECTRO PLATED NICKLE SILVER SOUND"

NO PREMIUM FOR CONTESTS

1 BEWILDERED MANAGEMENT GROUP AVAILABLE BY
DAY, WEEK OR MONTH

1 SHATTERED CORPORATE IMAGE WITH LEFTOVER
AUTOGRAPHED ELVIS PRESLEY PICTURES

apply to BOX "680"
WINNIPEG