

Advertising

Television

Radio



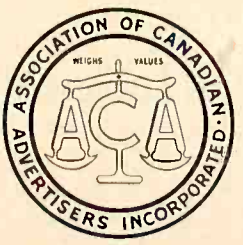
Canadian
BROADCASTER

CA Daily No. 3

TORONTO

May 4th, 1960

THEY DO ALL THE WORK. From left to right, sitting: Charles Hopgood, (Mrs.) Ann Taylor, (Mrs.) Norma Duncan, (Mrs.) Rita Markham. Second row, Vi Bond, Helen Walton, (Mrs.) Dorothy Grout, (Mrs.) Janice Stucke. Back row, Harold "Curly" Stephenson, (Mrs.) Ted Carter and John Galilee. Photo is by Herb Nott.



CONFERENCE DAILY
 WEDNESDAY EDITION

You Are Reading

THE BABY BROADCASTER

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This is our daily
contribution to the
ACA Convention

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**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.

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219 BAY ST., TORONTO 1.

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45th Annual Conference

THIRD DAY — WEDNESDAY, MAY 4th

9.30 am — Ballroom. "Are We Investing Enough in Advertising?"

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George L. Wilcox

PROSPERITY LIES IN SEVEN ECONOMIC CHALLENGES

AFTER POINTING out that all the predictions made about the coming ten years were based for the most part on trends developed during the last ten years, George L. Wilcox, president, Canadian Westinghouse Company Limited, told ACA delegates yesterday morning that there is no guarantee that these trends will continue.

He said that in his opinion there were seven challenges of the 1960's which are going to affect Canadian manufacturing industries. These he outlined as follows:

The Challenge of Productivity. Wilcox said that in years to come it will do no good to sit back with pleasure over what industry has been able to do, because in the next decade Canada will probably meet the most trying and perhaps most violent competition in her entire industrial history. He stressed the necessity for research, technology, investment in capital equipment and the greater use of electric power in improving national productivity.

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"We shall have to work with our

schools and colleges to an even greater degree than at present, first to interest able young men in the potentialities of this field and then to see that they receive the necessary preliminary training."

The Challenge of Equitable Distribution of our Gains. Industry is going to require a better sharing plan in the future than the one it has had in the past, where the chief beneficiary of increased productivity has been labor. The investor and stockholder has not shared in the post war gain in productivity, even though in one way or another he has footed a major part of the bill for it.

What of the customer? Since 1947, Wilcox said, prices have tended to go up in virtually every industry, despite gains in productivity.

"But this is beginning to change and in the present decade I think it will change drastically", he said.

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Governments everywhere in the free western world, Wilcox said, are increasing their expenditures in this way and thus may be materially reducing the very freedoms of the individual these governments are pledged to protect — at least the freedom to spend his money as he thinks best. "If our free enterprise system is to flourish vigorously in the 60's, this trend must be brought to a halt and reversed", he said.

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honest zeal. But, he said, we have got to come to grips with the matter of quality in our performance as workmen and as producers.

"For here again we are being challenged from abroad by the industrious workers overseas, who turn out high quality products at wages that are less than half of ours, and in many countries without the benefits of coffee breaks, excessive holidays, fringe benefits and goofing off.

"Only as Canadian products are known for high quality and competitive cost throughout Canada and the world will Canadian manufacturers be able to continue to compete", he said.

The Challenge of Markets. One of the factors which will change the share of the gains of productivity will be rising foreign competition, made possible by increasing production and productivity abroad. Competition will also be strengthened by such devices as the Common Market; by lower wage costs in many countries that compete with us; by our own low tariff protection and by the premium on our dollar.

In the next decade, marketing and advertising will have two main functions, both vital to the continuance and growth of our economy.

The first will be the moving of products and services of our country's industry into the hands of consumers at home and abroad, at price levels, that will enable us as manufacturers to continue and improve our performance.

The second is that advertising will be called upon, more and more, to communicate ideas to the public, as well as to help directly in the sale of goods. The public still has much to learn about the nature of the Canadian economy, the dangers that beset it — and what will make it work better for the benefit of employees, investors, customers and the entire public.

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Frederic R. Gamble

Advertisers And Agencies Need Mutual Understanding

ONE OF THE first things that advertisers and agencies should do to meet the challenge of the sixties is to improve their own relationships, to get to understand each other better, so that each will improve the contribution of the team.

Frederic R. Gamble, president of the American Association of Advertising Agencies, offered this suggestion in the course of an address to the ACA Convention yesterday.

Mr. Gamble forecast a joint population increase for Canada and the United States of between 35 and 40 million people in the next ten years.

"Communicating with this vast new audience," he said, "is going to tax the joint efforts of advertisers and their advertising agencies, along with the media who carry the messages."



F. R. Gamble

To illustrate the point that increase in population does not, of itself, guarantee an expanding economy, he mentioned the situation in India where population, in recent years, has been growing faster than their rate of productivity, and has only led to a lower standard of living.

To meet the problem, Mr. Gamble said, "capital must be saved and put into productive facilities; we must have skilled managements and skilled workers to utilize the machines and tools, applying them

to natural resources on the production side; we must make and engineer products which fill human needs, and even more than that, nowadays, is the appreciation that we must successfully find customers for our enormous production."

In this last field, Mr. Gamble said that most of the responsibility falls on personal selling and advertising.

On the advertising side, he said, "the agency must produce for the client a more profitable return on his advertising expenditure than he can secure through any other means," and this is where mutual understanding between the agency and the client is so essential.

Just as agencies must understand their clients' goals and problems, so "greater understanding by business men, especially top management, directors and advertising directors

of advertiser companies, is needed of the special problems confronting agencies, if agencies are to make their maximum contribution as part of the advertiser-agency team," he said.

AGENCY MEN ARE DIFFERENT

Mr. Gamble propounded the idea that it would be disastrous for agency people to become like company people, because the agency's management seeks to create a climate of creativity — "a climate in which the greatest rewards come to those who succeed in developing, preparing and placing successful advertising."

He stressed the importance of the agency operating independently — independently owned and not owned by advertisers or media or suppliers.

It must be independent, he said, "so as to bring to the clients' problems an outside objective point of view made more valuable by experience with other clients' sales problems in other fields."

It must be independent of the clients "so as to be always an advocate of advertising, seeking in every way it can to apply advertising to help clients grow and prosper."

It must be independent of media or suppliers "so as to be unbiased in serving its clients."

Mr. Gamble went on to say: "The tremendous growth of advertising in Canada and the United States is the best evidence I know that the principle of media allowing commissions to advertising agencies works for media just as it does for advertising as a whole."

There is a need, he felt, for a greater understanding by advertisers of how the commission method works with agencies. "We need to communicate to our businessmen clients how we go about our jobs; what motivates us; what makes us tick."

ON THE CLIENT'S SIDE

"On the client's side," Mr. Gamble continued, "there is great need for clients to understand that the fact that the agencies have more income when the client spends more does not lead clear-thinking agencies to seek any decisions contrary to the client's interest."

"On the other hand," he said, "the agency is impelled to be a continuing force for the growth and development of the client's business."

"Agencies need full client cooperation," he went on, "in order to help them develop their greatest creativity. They need full disclosure of their clients' problems in order to be most successful as a member of the working team."

Some agencies are able to build the necessary confidence in the client; some are not, he felt.

"I believe that in the next decade," Mr. Gamble said, "agencies, advertisers and media, working together, will develop more effective measurements of the effectiveness of advertising."

"On the side of costs" he went on, "as far as agencies are concerned, they have, for a number of years,

(Continued on next page)

"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

Hon. Antoine Rivard

CANADA NEEDS A PROSPEROUS QUEBEC

FROM THE Road of Discovery, where passed Jacques Cartier, Champlain, de Montmagny, Maisonneuve and Frontenac, The Quebec Road has led to untold productivity and prosperity, and this is only the beginning.

The Hon. Antoine Rivard, attorney general and minister of transportation and communications of the Province of Quebec, told ACA delegates and guests at yesterday's luncheon this dramatic story of development, and earned himself a standing ovation for his trouble.

In the face of the developments which have taken place during the past ten years, Mr. Rivard said, "I venture to say that, if in 1957 the manufacturing production of the province was \$6,680,000,000 production will reach \$11,380,000,000 in 1970, if we take into consideration the growth which took place between 1949 and 1957."

Fields which will show the greatest increases, he said, are food, liquor, wood products, paper products, iron and steel products, transportation equipment, non-ferrous metal products, electrical appliances and accessories, derivatives of petroleum and coal and chemical products.

He based this forecast on the abundance and diversity of natural

resources, cheap power, a large and hard-working labor force and an excellent location, in the heart of the Canadian and American markets. He also mentioned the various means of communication which have been well-developed.

Mr. Rivard prophesied an increase of revenue from agriculture of from \$386,000,000 in 1957 to \$456,000,000 in 1970.

He saw mineral production increasing over the same period from \$444 million to \$908 million.

The construction industry should more than double from \$1½ billion to \$3½ billion in the period.

"This expansion of the Quebec economy", he said, "should cause personal revenue to go from \$5½ billion to nearly \$10 billion, while the population will grow from 4,884,000 to 6,500,000, thus marking a very important increase in the standard of living and of the general welfare."

Mr. Rivard said that the confidence and optimism, which he himself exuded throughout his speech, "assured that Quebec constitutes an asset which Canada cannot do without, an asset which must be protected and which will continue to contribute to the greatness, to the prosperity and to the strength of Canada as a whole."

(Continued from previous page) been steadily rising." He said that in the United States they had hoped for some improvement in profits last year. "We have received enough returns now," he said, "in our analysis covering the year 1959, to know that average agency profits of our members rose during that year and reversed the downward trend, but we do not yet know by how much. In addition," he said, "we know that 1959 was a favorable year."

While agencies reversed the downward trend last year, "profits are still too low", he said, "and there is still a great deal of work to be done to bring them to a point where our industry is really healthy from a profits standpoint.

"Clients can help," he said, "by understanding agencies better, by paying them adequately, but perhaps most of all, by working with agencies in such a way that agencies

aren't led into wasteful expenditures, for example, the creation of a great deal of advertising which is never run."

CONCERNING PERSONNEL

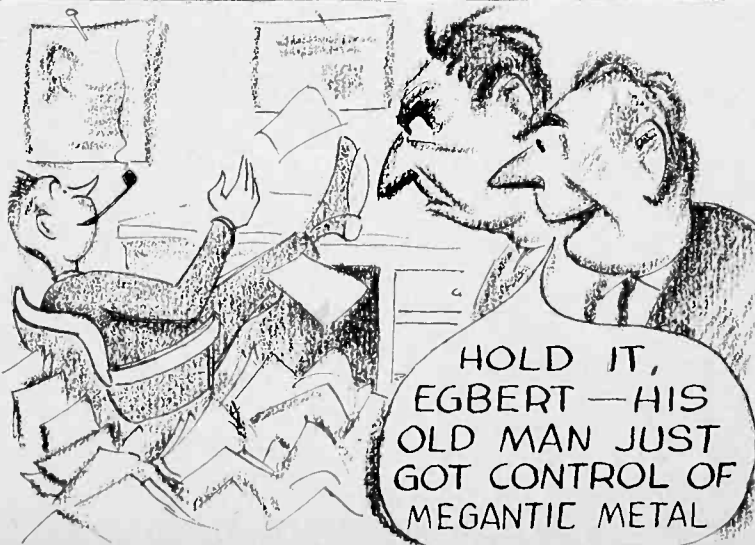
Mr. Gamble said that, in the United States, "individually and through their associations, agencies are working hard, and have been for a long time, on the problems of attracting, selecting, training and handling high calibre creative people."

He said: "In the U.S., our personnel work now consists mainly of work with vocational guidance teachers in colleges and high schools.

"Our studies indicate a remarkable correlation between the advertising agency business and working on school and college papers," he said, adding: "Some 68 per cent of all agency professional people worked on such a publication, either in high school or in college or both."

Ad Ribs

by Harkley



**ALL-CANADA
RADIO
and
TELEVISION
LIMITED**

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

S. R. Bernstein

SUGGESTS LESS ADVERTISING FOR MORE MONEY

THE ADVERTISING business needs to reverse the recent trend toward wastefulness and inefficiency in advertising and make it a more efficient and a more economical instrument.

S. R. Bernstein, editorial director, *ADVERTISING AGE*, told the ACA meeting yesterday morning that in this regard advertising media can, and must, play an important role.



S. R. Bernstein

"The first task to which advertising media must address themselves in the 1960's is the primary job of providing an audience for advertisers — an audience which is not only adequate in numbers, but also clearly defined, reasonably homogeneous and free from waste, and so clearly delineated as to permit advertisers to use it to the greatest possible advantage."

Bernstein said that in practically all cases this will mean that media will have to know more about their readers, listeners and viewers to be able to tell advertisers more about the characteristics of their audiences.

He also forecast more specialization among media of all types.

ACCENT ON BELIEVABILITY

"The second task to which media must address themselves is much more difficult and in many respects much more important than that of delivering a proper audience. It must keep advertising believable.

"The advertising business needs self regulation to prevent excesses and violations of good taste, truthfulness and believability in order, first, to stave off legislative and regulatory developments which would unduly hamper the marketing process. Secondly, it needs to preserve public interest in advertising and its believability, so that the costs of advertising do not become excessive as effectiveness declines," he said.

The focal point for the application of effective self-regulation is with advertising media, he said. If the media that carry advertising perform their function effectively, they will screen out at the source the kind of advertising that hurts all of us.

We can no longer merely talk about effective self-regulation, he said. We must do something to induce it, or we shall have regulation thrust upon us from without.

Bernstein said it was unrealistic to expect advertising media to perform this job alone. "They need the active support and co-operation of all decent advertisers and advertising agencies. And I submit that they

are not now getting such support and assistance."

This, unfortunately, means, he said, that all of us have to become interested in all advertising — not just our own advertising, or our competitors' advertising, but all advertising.

"We have each to constitute ourselves as a sort of one-man vigilance committee, to make sure that some one somewhere isn't chipping away at advertising confidence and thereby hurting us.

"I believe firmly that we must accept and exercise our individual responsibilities in this area if we are really to achieve a totally effective system of self-regulation — if we are to keep advertising believable — and if we are to expect media to exercise the restraining power which they inherently possess," he said.

LESS ADVERTISING FOR MORE

The third task for advertising, Bernstein said, is just beginning to emerge as a problem, although some people don't think it will ever become one.

It is the necessity of keeping the "total quantity of advertising within bounds".

He said that Leo Burnett of the Leo Burnett agency said earlier this year:

"As the volume of advertising increases in the next ten years, I estimate that there will be 30 per cent more advertising volume going against 15 to 17 per cent more people. This means that the average person, ten years hence, will be exposed to approximately 10 per cent more advertising impressions than he is now. Ten per cent more advertising is likely to represent another 150 advertising messages a day going against the average US family, which already receives something like 1,500. Also there will be an increasing flood of new products."

Bernstein said Mr. Burnett may not be concerned about this but he himself certainly is. Regardless of all other social and economic considerations, this must inevitably mean that individual advertisers and individual advertisements face enormous competition and that this competition

gets increasingly difficult day by day.

"Could it possibly be that advertising is more expensive for an advertiser to use than it ought to be, precisely because it is too cheap and is therefore used too freely? Could it be that advertising ought to cost more per unit, and fewer units of it, at higher prices per unit, might actually be the very best thing that can happen to the whole advertising business — not just to media, but to advertisers too?"

"I think there is some evidence that we are drowning in a physical sea of advertising with which we are individually unable to cope, and that as a result, all advertising is much less effective than it otherwise might be, and all advertising — even though it is cheap per unit — is too expensive in terms of sales efficiency," he said.

Suppose, for example, he said, that we were able to go to every advertiser in tomorrow's newspaper and say to him: "Your rate per line is being doubled today, but we will expect you to use only half as many lines hereafter." And suppose we could also say to all broadcast advertisers: "The cost of your commercial messages is going to be twice as much hereafter, but we are only going to broadcast half as many of them." And suppose we could do the same thing with magazines and business papers, and all other forms of advertising.

"What would happen?"

Well the print media, at least, would make lots more money if their total physical volume was sharply reduced, while their revenue remained unchanged. "But I believe other things would happen too," Bernstein said.

"The reader and listener would be pleased, because you'd be making his newspaper and magazine more manageable, so he'd get a chance to read a bigger part of it, or have fewer commercial interruptions. And the advertiser would treat his expensive space with greater respect. He'd be more careful about how he used it, and the chances are excellent that he'd get better results, per dollar of expenditure, than he does now."

CKLC

KINGSTON'S *SECOND RADIO STATION

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KNOW
WHAT YOU ARE GETTING

- BALANCED PROGRAMMING
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- COVERAGE
- TRUSTWORTHY OPERATION

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CKTB
ST. CATHARINES

Mrs. Janet Wolff

WOMEN MUST BE SOLD IN THEIR OWN LANGUAGE

ON HAND TO TALK about the distaff side yesterday afternoon was Janet Wolff, vice-president and copy group head, J. Walter Thompson, New York, who gave ACA delegates some enlightening thoughts on how to sell to today's Canadian Women.



Mrs. Janet Wolff

In her opinion there are ten important

guideposts to accomplishing this: (1) Sell the senses. Appeal to a woman's senses and make sure your product is up to her sensory standards.

(2) She looks at things differently than a man. So talk to her in a woman's language, not just in words, but in feelings, in ideas, pictorially. Help her to see herself as she wants to be — as she sees herself.

(3) Fantasy often works better than the facts. She doesn't really care about the mechanics of a thing. She's more interested in the emotions behind it. However, don't forget the facts. She needs these to rationalize and to sell her husband.

(4) A woman takes everything personally. So be careful not to talk down to her. Avoid such statements

as "you don't need any mechanical ability — just push the button". Involve her in a sale, let her try it — open a door — tell her how it feels.

(5) A woman is never satisfied with the status quo. You've got to keep offering her real newness, a change of pace, a change for the better.

(6) Remember she is an individual and in her different life's stages, in different localities, she has different needs. Try not to look at her as a generality.

(7) Appeal to the Canadian woman through recognizing her character and her basic needs, and her desire to perfect the Canadian way of life.

(8) The family comes first. Bring out the benefits for them — give her extra time for them. Selfish pur-

chases are out.

(9) She wants status, to move up the scale, to do and have the right things. Make your product or service a prerequisite for meeting the standards. Show her how to reach her goals.

(10) Make her life easy but leave her an important role, too. Even if your product does-it-all, don't tell her so. Leave room for her — make her feel important, too. Tell her of the praise she'll win from others — not for your product or service but for herself.

Mrs. Wolff said that those in the business of selling who can keep up with women's wants; woo her to their products; change as fast as women are changing; capitalize on women's desires and interests will realize far greater rewards.

GOING! — GOING!! — GONE!!!

LAST MONTH, CFPL-TV and the London Y-Macs co-operated to present the 5th annual Y-Mac Auction.

From 11.30 am to 3.30 pm on March 5, The Y-Macs sold 275 items ranging from a pickle dish to a Vauxhall car. All articles auctioned off were televised. Bill Gauld acted as auctioneer for the event during which \$10,000 in merchandise and services was sold.

Thousands of people called in their bids to the battery of telephones in

the Huron & Erie building, three miles from the station. The bids were then relayed to CFPL-TV over specially installed direct phone lines.

A special feature this year was the auctioning off every thirty minutes of a dog supplied by the London Humane Society.

Listed price of the articles sold ran from \$10 to \$1,995. All went at an average of 60 - 70 per cent of their retail price. The money raised will be used by the Y-Mac Boys' Camp.

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- 1 TORY MEMBERSHIP CARD
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