



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.

19, No. 10

TORONTO

May 19th, 1960

- EDMONTON HEARS THE BBG 3
- ADVERTISING — TOO LITTLE OR TOO MUCH? 7
- AGENCY-ADVERTISER UNDERSTANDING 22

A FRIENDLY SERVICE

Opinions vary amazingly on most of the intricacies of the Radio medium. They vary between the doctrine of using Radio as a means of elevating public taste in the arts, letters and sciences, to the view that the function of any medium of expression is to give the people what they want to hear, and leave the heightening of cultural standards to the educators.

On one point though, there is no dissentient voice, and that is the essential existence of one quality in all Radio broadcasting, and that quality is **friendliness**.

In advertising, this quality is even more essential, because Radio's voice goes into Canada's 4,134,000 Radio homes, just like the voice of a neighbor who drops in to tell a friend about a new recipe or household aid.

It is this quality of friendly intimacy, which no other medium can offer, that makes a properly planned and controlled Radio campaign the best means of carrying your sales message to your market just one of the "friendly services" of the private Radio stations of Canada.



Radio Division

SUITE 404 - 200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA - TELEPHONE WA. 2-0502

BBG - Edmonton

CBC WANTS EDMONTON TV TO COMPLETE NATIONAL CHAIN

THE CBC appeared before the Board of Broadcast Governors in Edmonton last week with its application to operate a second television station in that city in competition with the existing outlet, privately owned CFRN-TV.

J. Alphonse Ouimet, president of the CBC, told the Board that the new Edmonton station is essential to the corporation in its job of carrying on a national broadcasting service. The CBC already had a TV "outlet" in Edmonton in an "excellent affiliate," CFRN-TV. What it needed there was an "inlet" in order to reflect Alberta to the rest of Canada.

One of five applicants for the Edmonton license, the CBC proposed to broadcast on channel five with a video power of 318 kilowatts and an audio power of 159 kilowatts. The station would use a 669-foot antenna.

Ouimet said the local operation of the proposed station would not result in any extra expense to the public treasury. These local operations would be self-sustaining. Even if the station would not be self-sustaining the CBC still would apply, he said.

Edmonton CBC productions were needed in the CBC's function of presenting the "full range of action and thought to all Canadians." The 1,500-mile gap between CBC production centres in Winnipeg and Vancouver was "much too wide."

Concentrating TV production in one or two centres, Ouimet said, would result in good showmanship but not in the best Canadian television. It is still important to serve new Canadian areas with broadcasting service, he added, "but there must not be neglect of development of the Canadian program service as a result."

AVENUES OF CONTRIBUTION

The CBC president listed four ways in which an Edmonton CBC station would contribute to national and regional program development:

1. Programs distinctively Albertan would be fed into the national TV network.
2. The station would increase Alberta's participation in panel programs, school broadcasts and such network programs as *Explorations*.
3. The new station would develop Alberta contributions for news features and for such programs as *Close-Up* and *News Magazine*.
4. The station could make available to the rest of Canada Alberta

sports events, features on the north and events from the provincial government's new auditoriums in Edmonton and Calgary.

Broadcasting such programs now is "not practical under present production circumstances," but it would become practical with the establishment of a new station in Edmonton, Ouimet said.

Locally-produced programs would make up 17.8 per cent of the proposed station's 94-hour-a-week schedule. These programs would be "more than just competitive in quality." They would complement the local programs of the type now offered by CFRN-TV. Also included in the program schedule would be five hours a week of French-language broadcasts.

CBC programs not now carried by CFRN-TV would be shown on the corporation's Edmonton station. These would include *Web of Life*, *Fighting Words*, *Chez Helene* and *Viewpoint*. Ouimet said these are the type of programs well received in other parts of Canada but which do not fit into the commercial operations of a private TV station.

REGARDING LOCAL TALENT

Dealing with local talent development, Ouimet said the CBC would spend \$800,000 a year in Edmonton in addition to capital expenditures. In the first year alone, payments for artists and performers in the area would total \$110,000.

The CBC president said this outlay for performing fees and artists would equal thirteen per cent of the Edmonton station's estimated first year gross revenue. A CBC operation there would provide "greater opportunities for the use of local talent than would a second private station," Ouimet said.

PROGRAM BREAKDOWN

Ralph Horley, who would manage the station, gave a breakdown of the proposed station's 94-hour-a-week schedule:

Approximately sixteen and three-quarter hours would be live, local programs; 19 hours would be local filmed programming; 51 hours would be from the CBC's English-language national TV network and five hours from the French network; and the balance would be from the prairie regional network, to which the Edmonton station would contribute.

Canadian program productions would take up 53 hours and 25

minutes a week; Commonwealth material five hours and fifteen minutes; and other foreign—including US — programs, 35 hours and 20 minutes.

Canadian content of local programs would be 57.5 per cent; and for network programs 64.6 per cent. Average for both types of programs would be 61.09 per cent.

44,000 NEW VIEWERS

Horley said it is estimated that the signal of the proposed station would reach 627,000 viewers, including about 44,000 not now covered by CFRN-TV. The CBC advertising rates for the Edmonton station would begin at \$515 an hour for class "A" time. This was the same as the rate now charged by CFRN-TV.

The CBC is budgeting for an \$840,000 gross revenue in the first year of the station's operation, Horley said, adding that it was an "accurate and realistic" estimate.

Replying to BBG counsel Graeme Haig, Ouimet said the proposed station's signal would be omnidirectional, while the CFRN-TV signal is beamed in an easterly direction.

The CBC "A" signal from Edmonton would extend 41 miles, compared with 27 miles for the same signal by CFRN-TV. The "B" signal

(Continued on page 13)

CKBB

BARRIE

10,000 Watts

featuring

SUMMER PATROL

The only Weekend Show directed to Canada's

Number One Vacation Land

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

- CJFX, Antigonish
- CKBB, Barrie
- CFNB, Fredericton
- CJCH, Halifax
- CFOX, Montreal-Pointe Claire
- CFPA, Port Arthur
- CKTB, St. Catharines
- CHOK, Sarnia
- CFCL, Timmins

CFQC

Gets the Results

You Want

in the

PRAIRIES

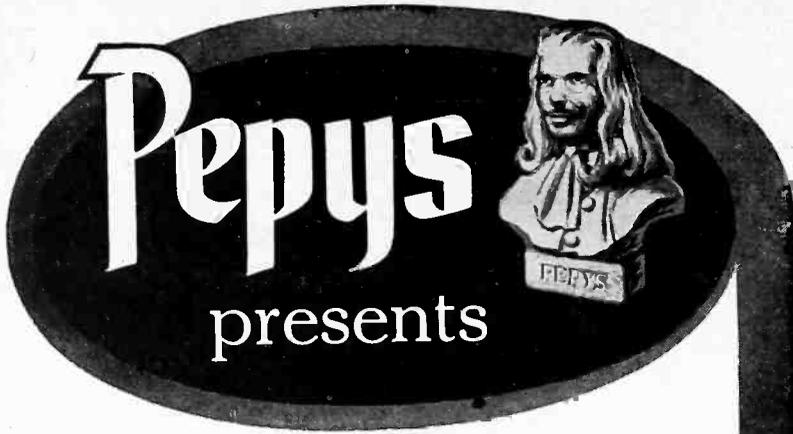
CONTACT OUR REPS
Radio Reps - Canada
Young Canadian Ltd. - USA



THE RADIO HUB OF SASKATCHEWAN

THE AWARD WINNING STATIONS

CJON Radio Television
NEWFOUNDLAND

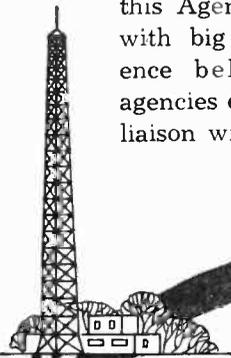


**PENN McLEOD
ADVERTISING COMPANY
LIMITED**

"Good advertising", says Penn McLeod, "starts with good research — and this is the only advertising agency in Canada which maintains full nationwide field interviewing facilities".

Client product is only one phase of Penn McLeod advertising. Media research, particularly qualitative radio audience, is of prime importance too. "Know the type of listener to a specific radio station — then tailor-make your copy to best reach him", is their guide to better advertising.

Now 4 years in business, this Agency's staff — all with big-agency experience believes smaller agencies can offer a closer liaison with accounts.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

- | | |
|-----------------------|------------------------------------|
| • RADIO STATIONS • | • TELEVISION STATIONS • |
| CJOR Vancouver | CHIC Brampton |
| CFPR Prince Rupert | CJBC Toronto |
| CKLN Nelson | CFOS Owen Sound |
| CKXL Calgary | CJBQ Belleville |
| CJNB North Battleford | CKLC Kingston |
| CKOM Saskatoon | CHOV Pembroke |
| CJME Regina | CJLR Quebec City |
| CKY Winnipeg | CKCW Moncton |
| CJRL Kenora | CJON St. John's, Nfld. |
| | ZBM Bermuda |
| | KVOS-TV Serving Vancouver-Victoria |
| | CKOS-TV Yorkton |
| | CJAY-TV Winnipeg |
| | CKTM-TV Trois Rivieres |
| | CJBR-TV Rimouski |
| | CKCW-TV Moncton |
| | CJON-TV St. John's, Nfld. |
| | CJOX-TV Argentia |
| | CJCN-TV Central Nfld. |
| | ZBM-TV Bermuda |

BBG - Edmonton

WATERS AND Snelgrove SEEK CKPT

ALLAN WATERS, owner of ACHUM-Radio, Toronto, and Ralph Snelgrove, president of CKBB-Radio and CKVR-TV, Barrie, appeared before the Board of Broadcast Governors in Edmonton last week with a proposal to buy out CKPT-Radio, Peterborough, reported to be losing \$5,000 a month.

The two broadcasters have formed Watergrove Investments Ltd. for this purpose of buying the Peterborough station. Their appearance before the BBG marked the first time in Canada that an application for a transfer in stock in a broadcasting station has been exposed to public hearing.

Gurston Allen, vice-president of Peterborough Broadcasting Co. Ltd. which now owns CKPT, told the Board that the station has had a \$40,000 loss since going on the air last December.

He attributed the loss to inexperienced management, underestimation of capital requirements for the new station and the fact that CKPT's advertising revenues now are some \$5,000 a month below the monthly operating expenses of \$12,000.

Allen said "this is not a case of trafficking in a broadcast license." It was a question of finding the "right key for the lock." The present shareholders would be selling out to Watergrove at no profit to themselves.

Asked by BBG members what would happen if the change of ownership bid was not approved by the Board, Richard Rohmer, counsel for Watergrove, said financial chaos would result for the present owners. They would lose "tremendously".

Allan Waters estimated that with

his and Ralph Snelgrove's broadcasting experience, Watergrove could put CKPT into the black financially. They predicted a small loss in the first year, a tiny surplus in the second year and — in the third — a profit of from \$10,000 to \$20,000.

The transfer application calls for Watergrove to take over all outstanding shares in CKPT. The investment firm, in which Snelgrove and Waters share equally, would retain 52 per cent of the voting stock and sell the rest. About 20 per cent of the stock would be offered to Peterborough residents.

Watergrove already has taken over the station management and has filed with the Department of Transport in Ottawa the written commitments of several people to participate in the new operation.

Carlyle Allison, permanent Board member, asked how they would "unscramble this omelet" if the BBG didn't allow the stock transfer.

Gurston Allen said the present owners would have to find both new owners and new management. If they couldn't obtain either, insolvency would be the only answer.

Asked whether Watergrove intended to live up to the program commitments made to the BBG by the present owners, Snelgrove said he viewed some of these commitments as impossible to fulfil. Watergrove would want some freedom in programming in order to capture a larger audience and thus attract more advertising revenue.

At one point Snelgrove referred to this programing freedom as "levity". Board member Dr. Eugene Forsey of Ottawa, research director of the Canadian Labor Congress, commented that he was afraid "that that is exactly the way the commitments by the previous owners will be treated."

Heads United Appeal

STUART MacKAY, president of All-Canada Radio & Television Limited, has been named radio and television chairman for this year's United Appeal, which takes place during the month of October.

ANSWER-CANADA
A National Merchandising and Research Service
Through the use of telephone facilities, the following service is offered:
LOCAL COMPANY IDENTITY
You can easily get local identity. Simply subscribe to a telephone, with listing and have the line terminated in an Answer-Canada office. A trained secretary will answer in your name, query the caller and forward a record of calls for completion.
For full details consult the white pages of your telephone book, ask information, or write . . .
ANSWER-CANADA
640 Cathcart St. Montreal
UN 6-2300
Affiliate: Answer America Inc.

The greatest French advertising medium in Quebec
300 000 KV
GHLT-TV CHANNEL 7
SHERBROOKE
We cover the Montreal market

ACA - Dr. E. Davies

Advertising Should Sell Goods and Enrich Society

WHEN ERNIE GATER, of Sterling Drug Manufacturing Co. Ltd., rose to thank Dr. Emlyn Davies, following his address to the Wednesday luncheon of the ACA Convention, he said: "Well! We asked for it. And we got it!"

The speaker, who is the minister of Yorkminster Baptist Church and a part time member of the Board of Broadcast Governors, had been invited to address the ACA on "Ethics In Advertising", which he had proceeded to do more by enumerating the industry's sins than by extolling and encouraging its virtues.

The crux of his address came in a question posed at the close of his speech. "Are we to use advertising", he asked, "simply as a means of providing ourselves with monetary gain or shall we use advertising not only to sell but to enrich our society in values which money can never buy?"



Dr. E. Davies

Dr. Davies leveled his sight at such major advertisers as the pharmaceutical and soap companies.

"Think of the startling contrast", he said, "between the wealth spent on pharmaceutical products by the various drug companies and the desperate need for money to pursue medical research to a degree hitherto impossible. Think of the sums spent on cosmetics in contrast with the need for food and clothes and footwear for the needy of the world. Think also of the money poured out in the production and consumption of tobacco and alcoholic products in contrast to the money spent on schools, hospitals, clinics and homes for the aged.

"Modern advertising promotes the expenditure of these enormous sums on such products," he said.

"The drug and pharmaceutical companies of the USA spent over

twelve million dollars on advertising alone.

"Lever Brothers, in their worldwide ramifications, spent eighty-four million pounds sterling on advertising in one year, and they were prepared, according to their annual report, to spend more to achieve their desired ends.

"These sums", he said, "are made available by the accumulated profits and there is no question of these and other companies losing money while spending such sums on advertising."

Dr. Davies drew the conclusion from these facts and figures that "production for profit is the sole end of man and the chief aim of the economic order. It is not", he maintained, "the making of profit in itself which constitutes the problem. Profit", he said, "is a legitimate and proper reward, whether it be paid in wages or dividends.

"But", he continued, "to make profit the chief end, or, if you prefer, to suggest that the only governing motives for a healthy economic order are the economic ones, is to lose sight of the fact that the over-riding consideration in any economic order is the human person for whom the order exists. Economics were made for man, not man for economics", he said.

THE AIM OF ADVERTISING

Having established that the purpose of advertising is to make an announcement; to stake a claim; to make a demand; to promote and sell, "we proceed to ask is the announcement true", Dr. Davies said. "Is the claim one which ought to be made on a person? Does it do justice to the intelligence, the dignity of a person? Or is it a form of exploitation, a cynical exploitation of gullible people? Will the claim stand the scrutiny of truth?"

The core of the enquiry, according to the speaker, is: "Can you advertise in the modern, competitive, economic and productive order and stay with the truth?"

He illustrated his point with a series of questions:

Are there 20 or 30 thousand filters

in one cigarette?

Do you really feel clean for the first time in your life?

Does the tablet cure the pain fast, fast — or would a little fasting and less over indulgence be much more beneficial to the consumer's health?

Are all the cigars, the cigarettes, the beers, the cars, the hair styles, the breakfast cereals, the girdles, the perfumes, the soaps, the washing machines, the refrigerators and the whole army of appliances and goods displayed — are they what they are cracked up to be?

Can "we be sure" if it's advertised?

"Is not the whole procedure calculated to sell," and is it not time that "such values as truth, accuracy, aesthetic beauty in the countryside, are all relegated to a subsidiary and secondary position?"

MAGNIFYING THE TRIVIAL

Dr. Davies next turned his guns on "the tendency in advertising to magnify the trivial and to glorify the unimportant."

We all know, he stated, that the issue is not the number of filters, but whether you should smoke at all; not whether the flavor is smooth and mellow, but whether you should insult your bodies by using the stuff which makes decent drivers into road hogs and turns a lovely car into a lethal weapon.

"If we are raising ethical issues", he said, "then let us ask some of these embarrassing and penetrating questions."

He spoke of "a dark cloud of suspicion and doubt" following recent disclosures in the United States which have disturbed people very considerably.

"Whether we like it or not", he said, "advertisers no longer enjoy the full confidence of the public. Something of the phoney, the deceptive and the false has spilled over into the realm of advertising, and the claims which once were acceptable are no

longer heeded, because the essential element of truth has been soiled."

He scored the cigarette company which "has the impudence to put forward an advertisement about a cigarette and call it 'the moment of Truth'".

The usual defence against the charge of trafficking in trivialities, he continued, is to say "we must give the public what it wants." This he was firmly convinced is a flimsy and tawdry excuse. The public is deserving of more honorable treatment.

"To treat the people as a bunch of nitwits who have neither the wit nor taste for anything but the inane, the trivial and the paltry is basically unworthy", he said. "The public is entitled to deeper respect. The art of advertising is to be able to sell a product and to have the consumer say that what was bought corresponded to what was advertised.

"Advertising is one of the most effective means of building up public trust and confidence. When it is used for no other purpose than to sell, with no regard for truth or any similar value, when it is degraded into an exercise in the trivial and the fatuous, enjoying neither public esteem nor catering to good taste, then advertising has ceased to enjoy the respect and the regard of the public. What is more, it deserves its fate."

In closing, Dr. Davies called upon advertisers who are generally concerned with the integrity of their profession to examine their work in all its varied aspects, in the realm of immediate affairs, in the light of those ultimate standards which he dare not deny except at the peril of moral disintegration.

"The good advertiser not only sells his product, but, also, commends himself. No amount of wealth can buy a good name, a good name is an invaluable asset. Is not goodwill one of the most invaluable intangibles in all business transactions?"

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. Penalignon, O'Keefe Brewing Co., Toronto; and A. G. Mackie, Abitibi Power & Paper Co., Toronto.

General Manager and Secretary is B. E. Legate, Toronto.



"MISS DOROTHY"

Reaches pre-schoolers and their mothers with her popular and successful daily nursery school . . . the "ROMPER ROOM".

Another reason why . . .

Western Ontario is sold on **CFPL-TV**
CHANNEL 10 LONDON

Representatives:
Canada—All-Canada Television
U.S.A.—Weed & Co.

ACA—W. E. Williams

SPEND MORE ON ADVERTISING— BUT SPEND IT WELL

“ARE WE INVESTING enough in advertising?” was the question asked in the title of W. E. Williams’ speech to the ACA on the Wednesday morning of this month’s convention. And the reply of the president of Procter & Gamble Co. of Canada Ltd. was, in capsule form, just this:

“We are not putting enough money into our advertising here in Canada. Further on all too frequent occasions, some of the money which we are spending is not being spent wisely. So, in other words, the flat-out answer is ‘no, we are not spending enough.’”

Mr. Williams broke down the money spent under the generic heading of “advertising” into two major categories — the quantity of the advertising and the quality of the advertising.

“How many gross pages you buy, how many television commercials you have, how many men you employ at your office to handle advertising — all of these quantitative measurements are fairly meaningless”, he said, “unless you have at the same time some guarantee of effectiveness.”



W. E. Williams

One thing we have to remember, Mr. Williams said, is that “Canadian costs are inescapably higher, regardless of how they are viewed, than those in the United States. Basically”, he continued, “it simply costs more — and up to 60% more — to reach a thousand consumers or a thousand prospects in Canada than it does in the U.S. because of Canada’s unique position, physical layout and media.”

For this reason he felt that “again inescapably, Canadian advertising, to be kept within bounds, must constantly attempt to be more effective, more precise, more pin-pointed, if we are to keep advertising costs from running away with us.”

To illustrate the basic principles of the relationship between advertising and sales, Williams quoted six points from a series of articles, by Vernon Van Diver Sr., which have appeared in *PRINTER’S INK*, following a study of more than 10,000 companies.

1. Sales increases follow advertising increases.
2. Sales increases, prodded by increased advertising, are seldom experienced in the same year that the advertising is done.
3. Curtailment of advertising decreases sales with increasing momentum. In other words, it takes longer for subsequent ad increases to prod sales upward than it would have before cut-backs.
4. Long-term ad planning — usually four years or more — minimizes year-to-year ad and sales fluctuations and pushes sales upward in a steady long-term growth.
5. Continued advertising volume at the same level is no guarantee that

sales will increase enough to maintain an existing share of a growing market.

6. A company must increase its advertising at least as much as the overall industry average, if it is to retain its share of industry sales. The company must raise its advertising rate faster than its industry norm over a four-year period or more, to rise faster than the industry’s own increases.

To illustrate these points, Mr. Williams quoted the 1959 annual statement of Charles Mortimer of General Foods, who said:

“... in fiscal 1959, we spent about \$9 million more in advertising than the year before, an increase of 10%, but our net earnings . . . rose by 11.9%.”

“One thing our long experience has taught us is that the surest way to overspend on advertising is not spend enough to do the job properly.”

While he was not urging every company in Canada to up its advertising budget immediately, Mr. Williams said: “I do believe that an increase in the total amount of advertising, properly spent in Canada, would be good for this nation as a whole.”

Comparing the per capita expenditures in Canada and the United States, he said that, “If we, in Canada, increased our advertising expenditures on a combined basis so as to equal those of the U.S., on a per capita basis, it would only be 50c per person per week.

“I also believe,” he said, “that this modest expenditure would go far toward eliminating the estimated 20% difference in the standard of living between the two countries.”

TOO LITTLE AND TOO MUCH

While he felt that we are spending too little on advertising, “yet there are some areas,” he said, “where I think we are spending too much.”

He pointed out that his company is investing a very major part of its large advertising budget in television, “because of the obvious advantages of the sight, sound and action combination that does so well for our kind of product. Yet,” he

continued, “I think Canadian television costs are far too high. Our cost per thousand messages delivered is excessive.”

Mr. Williams attributed part of this excessive cost to the stage in the industry’s development here in Canada.

“With a market potential of less than one tenth that of the U.S.,” he said, “and this split into two language groups, we are producing shows here whose costs are geared to U.S. standards, and I suggest that this is just not economical. Certainly,” he added, “we are not going to get them at one tenth the cost of the U.S. shows, but things are seriously wrong when the combined real cost of an English plus a French show runs from at least 25% to well over one half of the U.S. cost.”

He felt that an improvement in this situation would result from the increased competition caused by second and even third stations in a city. “I am convinced,” he said, “that competition will end the long refusal to look facts in the face and will restore economic realism to the business of producing TV shows and pricing time.”

He also felt that “we can take a major step toward having good daytime programs on television properly priced. One of the great advantages of U.S. television,” he said, “is the daytime show with its low cost per thousand messages delivered. In many cases,” he pointed out, “daytime’s cost per thousand is only one half the nighttime figure.”

Another factor that is going to improve the situation, although slowly was, he believed, our increase in population growth.

BUILDING A NEW GENERATION

Mr. Williams criticized Canadian business for spending too little in the field of advertising administration.

“There are many of you who hold up your hands in horror,” he said, “at the idea of increasing your admin budget, but Canada finds itself in a unique position, where the total over-all advertising field has grown so rapidly that the demand for people with even a modicum of

training has become intense and we have actually turned cannibalistic. Companies and agencies are feeding on their own kind,” he said, “instead
(Continued on page 18)

the key to greater sales in twelve major markets

CKNX TELEVISION

CHANNEL 8 — WINGHAM

repped by ALL-CANADA TELEVISION

Dominates Town & Country in Western Ontario

A well planned campaign, delivered by 12 Radio-Active stations — consult:

RADIO REPRESENTATIVES LIMITED

KEY RADIO STATIONS COAST TO COAST
montreal/winnipeg/vancouver
head office:
76 st. clair avenue west/toronto

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 heart-breaking, expensive mistakes which can be made. The year 1961 will present the greatest challenge yet to all phases of marketing, resulting largely from the deliberation 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 represents 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 position 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 programing, 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.

STOVIN - BYLES APPOINTMENT



Mr. W. D. "Bill" Byles, President of Stovin-Byles Ltd., announces the expansion of their Promotion and Research Department by the appointment of Miss Sylvia Kavanagh, B.A. — in order to render an increasing quality of service to users of Television, and to their Advertising Agencies.

Miss Kavanagh has had extensive experience in England, Canada and the United States, on the stage, as a writer of short stories for boys, and in many phases of writing and promotion for both radio and television. Included in these have been two years as Radio Program Sales and Promotion Manager for a leading Production firm in Toronto; Continuity and Script Supervision for the "Tugboat Annie" and other series; Free-Lance copy writing in New York City; and more recently as Assistant Editor of "Canadian Sponsor".

Miss Evelyn Crandell remains in charge of Promotion and Research for Radio while Miss Kavanagh will head up similar activities in the TV division.

THERE'S ONLY

ONE

POWERFUL

50,000 WATT

**INDEPENDENT STATION
IN THE MARITIMES
AND IT'S**

C F N B

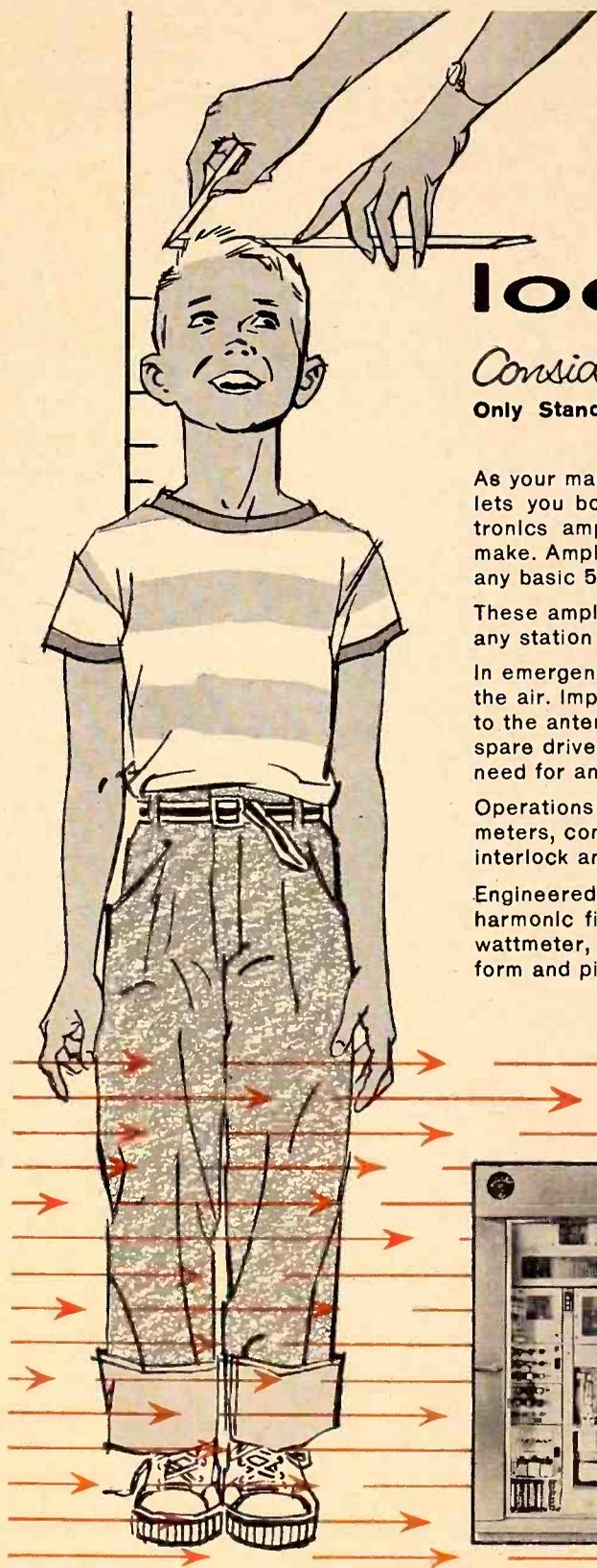
RADIO ATLANTIC

FREDERICTON, N.B.



Toronto/Montreal: Paul Mulvihill & Co. Ltd.

U.S.A.: Weed & Company



look ahead

Consider "Growth Potential"

Only Standard Electronics TV transmitting equipment can grow from 500 to over 50,000 watts.

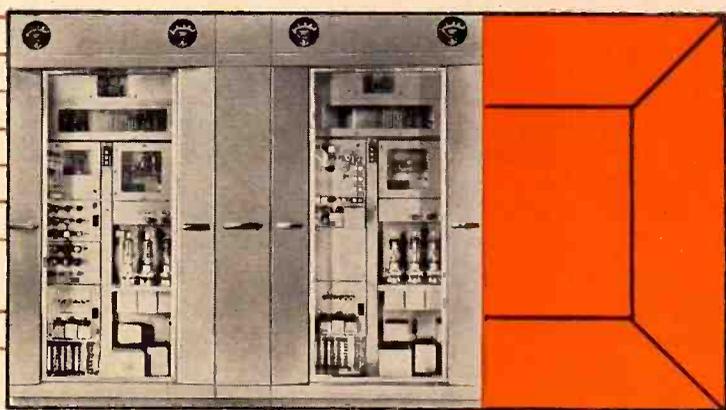
As your market grows, so can your station. "Growth Potential" lets you boost power economically by adding Standard Electronics amplifiers to your present equipment, regardless of make. Amplifiers of 10 - 25 and 50 KW output may be used with any basic 500 watt driver.

These amplifiers are self-contained units; easily adaptable to any station layout.

In emergencies, the built-in Patchover protection keeps you on the air. Impedance matched units permit connecting the driver to the antenna in seconds, in the event of amplifier trouble. A spare driver can provide full power in reserve, eliminating the need for an entire transmitter line-up for standby.

Operations and maintenance are planned-for. Large-faced meters, controls mounted in front, full length glass doors, and interlock and overload systems make daily work easier.

Engineered auxiliary equipment includes: antenna diplexer, harmonic filter, linearity correction amplifier, RF dummy load wattmeter, vestigial side-band filter, visual demodulator, waveform and picture monitoring console.



Standard Electronics TV transmitting equipment is distributed in Canada by

Northern Electric

COMPANY LIMITED

SERVES YOU BEST

DOMINATE



The Citadel, Quebec

A MARKET OF STATURE

..... by using a combined rate card that guarantees one of the lowest cost per thousand of any major market in Canada

FRENCH
CFCM-TV
QUEBEC'S SELLING COMBINATION
CKMI-TV
ENGLISH

Reps: Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.
Weed Television Corp.

GERMAN SETS SOAR TO FIVE MILLION IN SIX YEARS

by BILL KENNEDY

TELEVISION, a major North American industry for years, is beginning to boom all over the world.

One of the most quickly developing (television) nations is West Germany, where increasing production figures point to a giant television avalanche.

Only six years ago, in 1954, Germany could claim as few as 70,000 television sets over the entire country. By the end of 1960, it is estimated that the number of receivers will have swollen to five million, serving some 20 million viewers, more than one-quarter of the Federal Republic's population.

It is the aim of the German television industry to manufacture two million television sets in 1960, 1,650,000 for home markets, and 350,000 for export. In December 1959 alone 200,000 new sets were placed in service in Germany.

EIGHT REGIONAL STATIONS

Television in Germany is carried on by regional broadcasting corporations, each an independent, public corporation, and located in the larger cities. There are eight such transmission stations, affiliated with independent radio stations, and linked together to form one national network pool.

A joint program is broadcast daily, for women and children in the afternoon from 5 to 6 p.m. (3 to 6 p.m. on Saturdays), and from 8 to 10.30 at night. In addition, each individual station provides a half-hour regional program, as well as a special half-hour of commercial advertising, in which the advertising is interspersed with entertainment. This leaves all other programming free from any commercial advertising.

The special allotment of time for advertising programs in Germany provides a contrast with both independent and network stations across North America.

In order to meet the cost of television production, the stations must look elsewhere for revenue. The largest single source of income for the television stations comes from a monthly subscription of 5 Deutsch Marks, approximately \$1.25, which is paid by all television set owners. In this way the programming can be kept relatively free from advertising.

This collection process, every month, enables the German television stations to pursue a policy of providing entertainment, reporting, and to some extent, instruction, — without depending on revenue from advertising.

POLITICAL INDEPENDENCE

The eight separate broadcasting corporations have been established by the German parliament as "Public Corporations", to guarantee their economic and political independence. Each corporation is headed by a director who is responsible to a board of directors or board of trustees, which are composed of regional parliament members, as well as representatives from churches, trade unions, employers' organizations, youth groups, educational groups and so forth.

Discussions are currently underway concerning the addition of a second national program to the network, and expectations are that it will soon develop.

German viewers are also able to participate frequently in international European broadcasting, within the Eurovision network, when a number of television stations from various European countries are linked to present joint programs of international importance and interest.

ESTABLISHED IN 1935

The German television service was inaugurated as long ago as 1935, with the first regular program transmission on the European continent, a three-day per week service, restricted at first to Berlin.

German television passed its first major test in 1936, with the transmission of the Olympic Games from Berlin, and from that time up until the war, broadcasts continued on a daily basis.

The Second World War brought television to a complete standstill, and service was not resumed until Christmas 1952. Since then, the industry has mushroomed into the present national boom, with 3,400,000 sets in use in the Federal Republic at the end of 1959, and the predicted five million by the end of 1960.

Experts in West Germany assert that it will be many years before the rapid television development reaches the saturation point. Meanwhile, the industry, and the economy as a whole continues to accelerate.

CBC Names Landry Vice-President

LEUTENANT-COLONEL René P. Landry, assistant to CBC President J. Alphonse Ouimet, has been made a vice-president of the corporation, it was announced in Ottawa recently.

His appointment raises to six the number of CBC vice-presidents.

A veteran of the first World War, Colonel Landry, 62, has been with the CBC since it began in 1936 and earlier was secretary to the Canadian Radio-Broadcasting Commission since February, 1933.

He has since held the positions of director of personnel and administrative services, director for the Quebec region, and controller of administration. He became assistant to the president last year.

During the second World War, Colonel Landry was a member of the government censorship co-ordination committee and was chief broadcasting censor for Canada.

CKOS-TV
YORKTON
SASKATCHEWAN

"Centre of the Prairie Market"
CHANNEL 3

A Community-minded station with well-rounded programming that serves, entertains and informs our audience — and adds the sales punch that makes the Sponsor remembered.

CANADIAN REPRESENTATIVE:
STOVIN-BYLES LIMITED
TORONTO • MONTREAL
WINNIPEG • VANCOUVER
U. S. A.: DEVNEY INCORPORATED
NEW YORK, N. Y.

ALWAYS A JUMP AHEAD

CHUM 1050

SURVEY-PROVEN NO. 1 IN TORONTO RADIO



Sam Ross

Sam Ross Reports

House Quiz on CBC News

HERE'S THE WAY a set of questions were asked and answered in the House of Commons regarding staff and news coverage of the Canadian Broadcasting Corporation. Lucien Cardin, Liberal, Richelieu-Vercheres, asked the questions and the answering came from Marcel Lambert, the Parliamentary Secretary to the Minister of National Revenue:

Question: Does the Canadian Broadcasting Corporation have representatives in the Parliamentary Press Gallery acting in the capacity of qualified radio and TV reporters of parliamentary news on the English and French networks?

Answer: Yes.

Question: If so, what are the names of the representatives and when were they appointed to their present posts?

Answer: Norman Depoe, on temporary assignment as national affairs reporter since January 11, 1960; Tom Earle and Philip Calder, for English; Claude Paulette (French). The latter three have been accredited to the Press Gallery since April, 1959.

Question: What is the annual cost of the permanent Canadian Broadcasting Corporation representatives covering parliamentary news?

Answer: Estimated cost \$80,000 for all purposes of national coverage, including salaries etc.

Question: Since January 1, 1960, has anyone other than the permanent Canadian Broadcasting Corporation representatives acted as parliamentary reporter or interviewer on the news broadcast of the English network?

Answer: No, apart from Mr. Depoe whose permanent appointment is pending.

Question: Since January 14, 1960, has anyone other than the permanent Canadian Broadcasting Corporation representative acted as parliamentary reporter or interviewer on the news broadcast of the French network?

Answer: Yes.

Question: If so, what were (a) the names of the substitutes; (b) the reasons for not using the services of the permanent Canadian Broadcasting Corporation representative; (c) the additional cost to the Canadian Broadcasting Corporation in each case?

Answer: Clement Brown, Jean Grand-Landau, Jean-Marc Poliquin. These gentlemen have been used because of their parliamentary experience and presentation abilities, and to take care of the work load. Additional cost totals \$2,000 in free-leave fees.

Question: On March 31, 1960, was a CBC representative for Montreal sent to Ottawa for the TV coverage of the Budget speech; and, if so, (a)

for what reason? (b) What was the overall additional cost to the CBC in bringing such a representative from Montreal?

Answer: Yes, a staff man, who is used because of his wide reporting experience. No extra cost except for travel and per diem allowance.

Question: Are the functions and status of the CBC parliamentary representatives of the French TV network comparable to those of the CBC representatives of the English TV network?

Answer: Yes, but a senior position of national affairs reporter, French, remains to be filled.

Consider House Broadcasts

BROADCASTING OF parliamentary debates on radio and television have been suggested by Douglas Fisher, CCF member for Port Arthur, as a possible incentive for better speeches and better debates.

Mr. Fisher made the suggestion when the Commons set up a committee to consider improvements in the rules of the house . . . improvements to speed up the work and make operations more efficient.

Not everyone could see progress, but everyone admitted the need for more efficiency and more homework to make parliament do a better, faster and sharper job.

As a starting point for radio and television broadcasts, Mr. Fisher suggested the hour assigned to private members. That's when the backbencher gets his chance to carry a torch for some special crusade . . . capital punishment, regulation of loan companies, investigation of mass media and such other things as a national sports council.

If attention were focussed on what private members were doing, said Mr. Fisher, then more private members would be interested in contributing to the affairs of parliament. Just the same, Mr. Fisher wasn't sure whether radio stations would accept the broadcasts. Or, as he put it:

"Of course, with the present standards, the difficulty would be to get any radio station to take the broadcast, but I certainly think we could get some kind of broadcasting or telecasting that might be useful in drawing attention to parliament."

The committee has been appointed, but it is not likely to make much progress this session. When the last committee was in action, it worked from 1951 to 1955 . . . and its recommendations cut down the Throne Speech debate to a limit of 10 days and the budget speech to a limit of eight days. Similar problems will be discussed by the current committee, but the rough point will be committee consideration of whether to maintain closure, a method to

choke off debate, which the present government criticized but which is still part of the rules. The committee is certain to tangle long over this one.

Concerning Contention

REVENUE MINISTER George Nowlan has explained that the Board of Broadcast Governors held up repeats of a CJOR Vancouver program under the right of reply sections of broadcasting regulations.

The broadcast dealt with issues in a West Coast labor union dispute and was produced by Arthur Helps, on his program, *Town Meeting in Canada*.

The situation surrounding the broadcast had been raised previously, but J. W. Pickersgill, the Liberal member for Bonavista-Twillingate in Newfoundland and a former cabinet minister, raised the question officially in the House of Commons.

CJOR, said Mr. Nowlan, "was advised that the program could not be rebroadcast until the Board received assurance from the station that those holding views opposed to those expressed on the program February 20 would be given an equal opportunity to express their views on the first possible program following."

Mr. Nowlan added:

"The step taken by the Board was consistent with the provisions of the board's directive to all radio stations entitled 'political and controversial broadcasting policies'.

"This directive requires that, if a station broadcasts a program on a controversial subject, equal opportunity must be given to all parties to the controversy to express their views.

"After listening to the taped recording of the program broadcast by station CJOR on February 20, entitled 'what are the national issues in the west coast union fight,' the Board was satisfied that this requirement had not been met."

Circumstances surrounding the broadcast were reported in *CANADIAN BROADCASTER* March 17.

Although Mr. Helps had tried to get all parties to the dispute on the same program, events developed contrariwise and only one organization sent spokesmen to the panel discussion and open question period.

NEW HOME FOR ALL-CANADA

ALL-CANADA Radio and Television Limited will be moving into new offices at 1,000 Yonge Street, May 27.

Called the All-Canada building, they will occupy the 4th and 5th floors and two-thirds of the first basement.

The new phone number will be WALnut 5-9361.

GEM SESSION with CHAT TEEVEE

The pen is mightier than the sword, it is said, but did you ever try to cut Salami with a ball-point?

Middle age is when your wife tells you to pull your stomach in and you already have.

CHAT TEEVEE has a circulation of 12,000, the local daily, 7,000.

A disc jockey received a threatening letter which read . . . "If you don't spin our platter, we'll send you some money."

In certain parts of the world, people pray in the streets. In Toronto, they're known as pedestrians.

It's easy to tell those who have never had much experience in committee work — they always get to the meetings on time.

North-West Nitro Chemicals Ltd., Medicine Hat, employing 300 people, manufactured 146,000 tons of chemical fertilizer in 1959.

A smart woman is one who makes her husband think he's head of the house, when in fact, he is only chairman of the entertainment committee.

Some people have made an art of picking up the cheque. You really have to hand it to them.

CHAT TEEVEE

CUTS & SPLICES

by BOB MILLER

"One On Every Street"

FLETCHER FILM Productions Ltd. recently completed a 30-minute color motion picture on the Ontario Hospital School for mentally retarded children at Orillia.

Produced for the Ontario Department of Health, the film is a no-holds-barred look at the shocking conditions at the hospital. Shown the picture at a special screening, Pierre Berton of the *TORONTO DAILY STAR* devoted an entire column on the film. He called it a "government film that dares to face the facts".

One On Every Street is the title of the picture. It is so called because statistics show that one out of every 33 Canadian children is mentally retarded. Berton was impressed with the picture's frankness. "It does not attempt to pretty up the decrepit buildings which caused headlines earlier this year," he said, "and it frankly acknowledges that they are old and overcrowded. And it does not attempt to pretty up the patients or hide their faces in the traditional fashion."

Pat Patterson wrote the script; director of photography was Chris Slagter of Fifehire Motion Pictures; Howard Fletcher was the producer; George Gorman directed. Alan McFee narrates the film and Dr. Matthew Diamond, the provincial Minister of Health, appears at the end to offer an honest criticism of the overcrowded buildings and ask the public to help the government do something about the conditions. The film will be used by the CBC, after which it will be circulated to stations throughout Ontario.

Fletcher Films also recently completed a one-minute promotional spot for the Canadian Mental Health Association which will be distributed

to stations across the country. Several one-minute films on mental health, made in the US, have been adapted by the company for Canadian use.

Westminster PR News

WESTMINSTER FILMS Ltd. has formed a new department, Westminster PR News, which will film stories for clients in a manner suitable for inclusion in television newscasts.

The company films and distributes the stories to stations on a selective basis. From \$250 to \$1,500 is charged for the service. Paul Morison, formerly a film editor for the CBC, Toronto, heads the department.

Westminster shoots about five minutes of film about a new product or event concerning the client. This is edited down to two minutes and distributed to stations in areas where the event or product would be of interest to viewers. Stations are asked to comment on the quality and usefulness of the service. In addition, the client is sent a five-minute print with sound-on-film for its own use. Prints can be delivered in 24 hours.

To date, Westminster has completed two stories for Dupont of Canada and one for Canada Dry. A four-minute film about Dupont's portable greenhouse was used by the CBC as the nucleus of a program in its *Country Calendar* series. A filmclip on Dupont's recent packaging show in Toronto, was sent to stations throughout Ontario.

The film story for Canada Dry dealt with the laying of the cornerstone for a new Canada Dry building in Montreal. The film was distributed locally.

The company plans to produce three more news stories for a garment manufacturer, a slaughterhouse and a fire engine manufacturer in the next month.

Sixteen Awards For NFB

IN THE PAST month, the National Film Board has won sixteen prizes in the US for its productions.

At the Eighth Annual Columbus, Ohio, Film Festival, the NFB was given a "Chris" statuette for *City of Gold*, selected as the best film entered in the public information category.

"Chris" certificates, given to films judged "outstanding" at the Columbus Film Festival, were awarded to the NFB's *Fisherman*, in the "primary grade educational films" category; *High Arctic Life on the Land*, in the "films for use in high schools" category; and *Eternal Children*, in the health and mental health category.

Also in Columbus, the NFB film *Blood and Fire* was named the best television film broadcast over a national network and designed for

a special interest group. The film had been telecast as part of the *Candid Eye* series on CBC-TV.

In New York, three NFB productions were winners in *SCHOLASTIC TEACHER* magazine's 11th Annual National Film and Filmstrips awards. These awards, known as the "Oscars" of the educational film field, are given to films judged best among all the educational films released in the US each year.

Last month in New York, five NFB films and three filmstrips won Blue Ribbon First Prizes at the American Film Festival. (CB, May 5).

Crawley Wins 11 In A Row

FOR THE ELEVENTH time in as many years, Crawley Films Ltd. have had one of their motion pictures selected in the US as "one of the ten best educational motion pictures of the year".

This year's winner was *Safe Bicycling*, a 13-minute color film made for Raleigh Bicycles. The picture has been shown in schools and youth organizations throughout Canada and the US.

Safe Bicycling was given the Award for Outstanding Merit of *SCHOLASTIC TEACHER* magazine, New York, after being chosen by the National Board of Audio-Visual Directors as one of the ten distinguished film productions for use in US schools.

Children's Film Centre

THE CANADIAN Centre of Films for Children, the first such organization in the western hemisphere, was officially established at a meeting in Toronto early this month.

The setting up of the Centre followed an address by Mary Field, one of the foremost authorities on children's films and television. Miss Field is currently touring eleven Canadian cities at the invitation of the Canadian Film Institute.

Purpose of the Centre is to encourage and maintain public interest in the provision of entertainment films suitable for children, by promoting close contact between the film industry and Canadians interested in children's programming. In this way the Centre hopes to increase the production, distribution and presentation of such films.

The Centre will promote and develop film and television appreciation by young people and provide information and assistance in programming to those Canadians who are interested in promoting and presenting children's entertainment film programs.

Another aim of the Centre is to increase the supply of films suitable for children by encouraging the production of such films in Canada, acquiring them from other countries and by creating and maintaining a

fund for the production of children's films in Canada.

A provisional management committee was elected at the founding meeting. Members are Arthur Chetwynd, Chetwynd Films, representing the Association of Motion Picture Producers and Laboratories of Canada; Gaudry Delisle, Canadian Association of French Language Educators; Mrs. G. Hewson, Canadian Home and School and Parent Teacher Federation; Rev. Jean-Paul Larouche, Centre Catholique National du Cinéma, de la Radio et de la Télévision; Mrs. W. McCutcheon, Canadian Girl Guides Association; and Dr. F. B. Rainsberry, supervisor of school broadcasts for the CBC.

The first meeting of the committee took place May 12 in Ottawa at the Canadian Film Institute, the administrative headquarters for the Centre.

Morgan Is Sales Supervisor

JOSEPH A. MORGAN has been appointed sales supervisor for Fremantle of Canada Ltd. He has been the company's sales representative for Ontario and Western Canada.

Morgan joined Fremantle two years ago. He previously held a sales position with British Lion Films in the UK. In his new post, Morgan will act as assistant to the general manager and will be responsible for the supervision of television film sales in Central and Western Canada.

O'Shea Joins Z.I.T.

COLM O'SHEA has joined Z.I.T. Programs (Canada) Ltd. as a vice-president. In his new position he will share duties with Mike Burnes in the distribution of ZIV filmed television series to the CBC-TV network and to stations on a national selective basis.

For the past two years, O'Shea has been Canadian manager for ABC Films Inc.

ITC Has Montreal Office

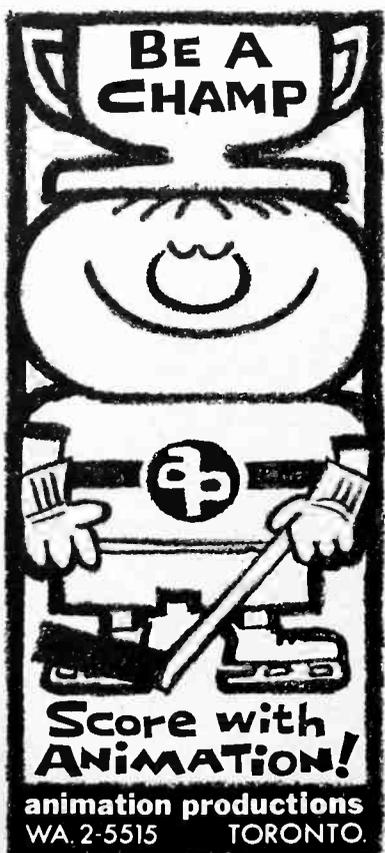
THE MONTREAL offices of ITC of Canada Ltd. are now located at 1500 Stanley Street. Telephone Number is AVenue 8-4082. William Clapham is the office manager.

Clapham, who previously represented ITC for French film properties, now will service all French-language television stations in Canada, together with English-language stations in the province of Quebec.

Spectrum Film Productions

SPECTRUM FILM Productions Ltd. has leased Caldwell's Queensway Film Studios, which it will use for the production of animated television commercials.

Allen Guest, president of Spectrum, said the company recently completed seven spots for Good Luck Margarine, through Young & Rubicam. Spectrum is now making four 20-second commercials for Buckingham Cigarettes, through MacLaren Advertising.



BE A CHAMP

Score with ANIMATION!

animation productions
WA. 2-5515 TORONTO

G. N. MACKENZIE LIMITED HAS SHOWS

like *The Frank Tumpane Show* (National Only)

MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway

CBC WANTS EDMONTON TV (Continued from page 3)

would go 70 miles, as against 57 by CFRN-TV, The "C" signal of the CBC transmitter would reach 43,700 people not now covered by CFRN-TV.

Horley noted that the CBC's estimate of \$110,000 for talent fees in the first year works out to \$146 an hour over an annual schedule of live programming. This compared with \$38 an hour pledged by one of the successful private second station applicants in another city, which he did not name.

QUESTIONED BY COUNSEL

Mr. Haig wondered whether it wouldn't be possible for the CBC to provide "balanced programming" on a network basis to two private TV stations in the same city.

Ouimet replied: "It would not be in the public interest to split the network package between two affiliates. I just don't see how this would work in practice."

The CBC president was then asked whether or not it would be possible for the corporation to produce programs in a certain area by establishing studios — but not a transmitting

station — in Edmonton.

"No, we don't think so," said Ouimet. "It is entirely impractical and the cost to the public would be more."

Aside from economic considerations, the corporation believes that it "cannot expect to reflect the life of a community without being part of it." It would not be possible to develop artists from a community without exposing them to their community.

Ouimet was asked why it is not possible for the CBC to make arrangements under which its private TV affiliated stations could produce programs suitable for CBC national or regional networks.

"I wish this could work," Ouimet said. It had been tried in radio in several cases but in TV it "would cost more money and would not give good results."

He said there has been a standing offer to private stations since television began in Canada to provide the CBC with programs of network calibre. However, there had been "no takers" on the English-language TV network.

LEAVES ALL-CANADA PROGRAMS TO RUN WARNER BROS. SALES

DAVE McLAUGHLIN, now in the program division of All-Canada Radio and Television Limited, will be leaving May 24 to take on the job of national sales manager, television division, Warner Brothers.

Dave, who has been with All-Canada for the past five years has been more recently concerned with the establishment of the company's production facilities.

Prior to joining All-Canada he was an account executive at the Toronto office of Vickers & Benson Ltd.

His replacement has not been named yet.



Mr. A. W. Mann of Saskatoon has this to say:

"Hey! They've got a lot of extra bits on CKOM like fancy new words, Brain Testers, Saskafacts: — It's a thinking 'Mann's' Station, Man!"

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like *The Frank Tumpane Show (National Only)*

MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway

Canada's Only

ALL NIGHT THEATRE

Returns

to

Channel 3

BARRIE

on

JULY 1

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

CKVR-TV, Barrie
CKGN-TV, North Bay
CFCL-TV, Timmins

THINGS HAVE CHANGED IN SASKATCHEWAN!

CKBI now has the lowest cost per thousand. For details, see your ALL-CANADA man.

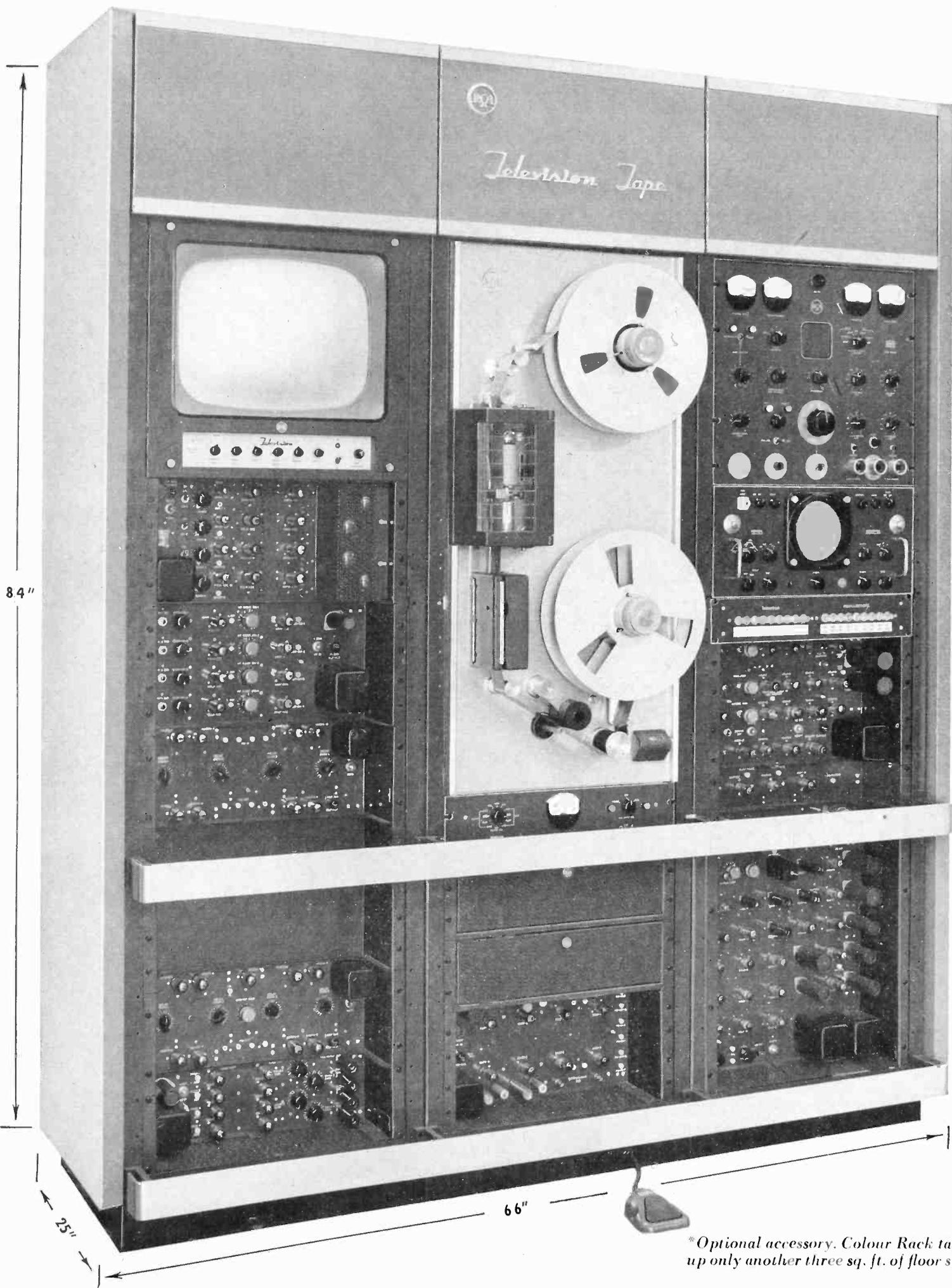
CKBI

10,000 WATTS
—900 KCS.

PRINCE ALBERT,
SASKATCHEWAN



Now available in Canada-



**Optional accessory. Colour Rack takes up only another three sq. ft. of floor space.*

RCA VICTOR'S

new monochrome

*and colour** TV

TAPE RECORDER!

Video and audio signals recorded and reproduced with scrupulous fidelity—that's what RCA Victor's new Television Tape Recorder Type TRT-1A gives you! And the TRT-1A really saves on floor space — takes up less than 14 square feet of floor area!

The ease of operation and superior performance of the RCA TRT-1A Television Tape Recorder are largely the result of the following design features:

- Quadrature delay lines for both recording and playback.
- Centralized control panel. Built-in picture monitor and oscilloscope with push-button selection of signals.
- Better than 36db video signal-to-noise at wide bandwidth.
- Continuously variable winding speed.
- Foot-release switch controls reel brakes for ease of tape handling and threading.
- Coarse and fine adjustment of control track phase with full 4-track range.
- Simultaneous playback of program audio and control-track during record.
- FM deviation meter.
- Playback tape speed control for sound synchronization of two or more machines.
- Tape timer, magnetic tone wheel, master erase head.
- Fully integrated cue channel.
- Calibrated control for measuring remaining video head life.
- Precision reel hubs for long bearing life.

By "taping it RCA" you get true live-picture quality. All the freshness, all the life-like detail comes back to you on RCA tape — thanks to the advanced, quality-control features of the RCA TV Tape Recorder! For full particulars, contact your nearest RCA Victor Representative.

Technical Products Division



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

HALIFAX MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

First unit chosen by
CFPL-TV LONDON
goes into operation within
a few hours of arrival!

Specially crated TRT-1A
goes into CFPL-TV London



Space is no problem with the compact, upright RCA TV Tape Recorder! Here the first unit to be installed in Canada is moved into the CFPL-TV building in London, Ontario. Special skid-equipped crate permits unit to be eased into a building either upright or on side.

The first test run!



Glen Robitaille, Director of Engineering at CFPL-TV, explains the operation of the RCA Television Tape unit to CFPL-TV Station Manager, R. A. (Bob) Reinhart. Complete satisfaction with the unit's performance has been expressed by Mr. Robitaille and his management.

CFRN
EDMONTON APPOINTMENT

ACA - Hon. Antoine Rivard

CANADA NEEDS A PROSPEROUS QUEBEC



CFRN Radio Edmonton are pleased to announce the appointment of Bob Irvine as Commercial Manager. Bob was born in Edmonton and raised in Western Canada and through his association with the station in national sales has acquired a thorough knowledge of Canada's Fifth Largest Market. He has had a total of 10 years experience in advertising and sales including 2 years as a Media Buyer with a large Canadian advertising agency. As an account executive at Radio Representatives Limited during the last 14 months, Bob has represented Station CFRN in Toronto. His detailed knowledge of both the station and the market will continue to be valuable to advertising agencies and national advertisers across Canada.

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 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."

Pembroke App is Blocked then Endorsed

GORDON ARCHIBALD, president of the Ottawa Valley Broadcasting Company, which operates radio station CHOV, Pembroke, has denied that his application for a private TV station in that town is designed to delay consideration of a CBC bid to establish a satellite station in that area.

At a meeting of the Pembroke town council, Mayor Angus Campbell charged that the private application was aimed at stalling approval of the satellite. He said that a previous application by CHOV had been turned down for financial reasons and the situation had not changed. "If they try to go with local backing", he added, "it will be a liability. The company's position will be unchanged from what it was at the time of the last application".

Councillor Bill Kutschke, an employee of CHOV accused the mayor of prejudging and acting on rumor. He said the reception provided by the satellite would not be as good as many people expected

and in some cases it was doubtful if there would be any reception at all. However, a motion in council asking that there should be no delay in hearing the CBC application for the satellite which would pick up and rebroadcast programs from CBOT, Ottawa, was approved by a 7-3 majority.

Archibald said he was surprised that the motion had passed council at all, since it implied little faith in the Department of Transport and the Board of Broadcast Governors. He said that neither would give any consideration to a TV application designed only to stand in the way of another. Even a frivolous application would require a great deal of time and money.

He added: "It has never been the policy of CHOV, nor my policy, to seek such an unworthy objective."

A few days later, the CBC asked that the hearing of this application be withdrawn from the Edmonton hearings and rescheduled for the Ottawa Board meeting June 23, to enable all interested parties to be present.

Archibald appeared before the Pembroke council at its next meeting, and a motion was passed unanimously endorsing his application.

BBB Tapes And Films

FIVE ONTARIO radio stations are carrying the Better Business Bureau talks about fraudulent advertising and merchandising practices, which are available to other interested stations.

The talks, which are five minutes long, are delivered by F. C. Bowen, general manager of the Toronto Better Business Bureau. Stations now carrying the series are CJOY, Guelph; CJLX, Fort William; CHIC, Brampton; CFPL, London and CFRB, Toronto.

A 30-minute film on the same topic has been shown by CKWS-TV, Kingston and CFPL-TV, London.

Tapes and films are available to Ontario radio and television stations without charge, from Fred Silman, Toronto Better Business Bureau, 85 Richmond Street West, Toronto.

CKY
50,000 WATTS

10 TIMES THE POWER OF MOST STATIONS ON THE PRAIRIES

BIGGEST COVERAGE OF ANY STATION ON THE CONTINENT

Featuring THE GOLDEN SOUND

Tuned to the tempo of today — the Golden Sound introduces an entirely new concept of radio broadcasting. The Golden Sound gives CKY listeners the most brilliant reproduction of sound specially engineered and designed for CKY.

CKY Winnipeg 580 kcs. Reps: Stovin-Byles, Canada Forjoe, U.S.A.

Warren Holte says . . .

Almost HALF of Alberta's farms are in our area!

That's a BIG CHUNK no matter how you slice it.

Cut yourself in for a big slice of business — with CFCW!

CFCW
CAMROSE - STETTLER

REPS:
Lorrie Potts & Co., Toronto, Montreal
A. J. Messner & Co., Winnipeg
Scharf Broadcast Sales, Vancouver

* NOW! HEAR...

CFCN 33
THE SELLING SOUND

MUSIC TO \$ELL BY

with the "moneymaker's" quintet

Calgary's Number One Salesman — CFCN — can move merchandise for you. To be a good salesman — one who gets results — you have to make calls. And, CFCN calls on more homes in metropolitan Calgary and southern Alberta daily than any other station. Years of top programming combined with experienced radio personalities have given CFCN the reputation of serving Alberta best. Yes, the music to sell Calgary and southern Alberta by is heard on CFCN.

* Get your complimentary disc of "Music to Sell By"!

Write us, or contact:
Radio Representatives Ltd.



CFCN

"A Key Station"

CALGARY

ACA-F. M. Cone

YOUR ADVERTISING MUST BE CREATIVE OR DIE

THE CHARGE that advertising carries on an undeclared war against a defenseless public is "only yellow journalistic nonsense in hard covers at \$4 a copy".

Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, expressed this view, as he expounded to the ACA conference earlier this month on the need for more creativity in advertising.



F. M. Cone

While want ads and super-market price listings and the department store offerings of things at a price will continue much as they are, and very properly, Mr. Cone felt that "the advertising of things not at a price, will go through many changes.

"In the first place", he said, "competition for time and attention will bring these about. The total of advertising is growing at approximately 10% per year, and this means

doubling in the decade ahead.

"The only thing that makes such a thought bearable to me at any rate", Mr. Cone said, "is a conviction that all of this increase will not be added to each person's burden of seeing and hearing."

All advertising in all media is due to become a great deal more thoughtful, he said, "and much more effective. In any case, the key to the success in any of these advertising fields will be the measure of its creativity."

WHAT IS ADVERTISING?

"Ever since Mr. Vance Packard discovered the hidden persuaders", Mr. Cone said, "they have been convinced that to be creative in advertising is to carry on undeclared war on a defenseless public."

He wrote this off as "journalistic nonsense", but, he continued, "the suspicion has been planted and watered and lovingly cultivated.

"It will take all the ability we have to weed it out and keep it out, so that our creativity can flourish in decency and honor and service in our time.

"This", he said, "is the broad requirement. The specifics will be different for each of us, and different each day; different, but not too difficult if I understand the requirements."

Mr. Cone defined advertising as follows:

"Advertising", he said, "is a sub-

stitute for personal, face-to-face salesmanship, that is used only when the latter, because of time, or distance or cost, is impossible. Like personal face-to-face salesmanship, advertising should be pleasant, so that it will be welcome.

"It must be honest, so that we may come back.

"It must be important in what it says or what it shows, so that it will have selling impact.

"It should be consistent, so that its appeal will be constant.

"Finally, advertising should be capable of repetition, so that it won't become tiresome."

While these are the essentials, there is an opportunity to go further, and "create something memorable and unshakable", he said, "and only when we do this will we be meeting our full obligation."

He gave as the reason for this, "the steadily increasing total of advertising in every medium." He also mentioned "the need to appeal to special interest, since ordinary or basic wants are satisfied by more than a few competitors in almost every field."

Taking cars as an example, he said: "All standard makes of automobiles run; all provide adequate transportation; all are reasonably satisfactory in terms of comfort, speed and safety. Yet", he said, "each must have a different special appeal, or it has no reason to be offered.

"When advertising captures this",

he said, "in print or on the air, the difference helps to make the sale."

For advertising which is "pleasant, important, consistent and capable of almost endless repetition," he cited the advertising for Volkswagen.

"Creatively", he said, "it never stoops to unpleasant comparisons; it talks believably about the average thirty-two miles per gallon instead of the professional-mileage-drivers' fifty; it never lists unimportant features (like the second sun-visor that you always thought was standard equipment anyway); its appeal is its own and not a competitive one; and you make your own comparisons."

His reason for citing this example was because "so much automobile advertising is so dull that it is almost possible to think that the subject is incapable of creative treatment," he said, adding:

"One certainly could have said the same thing about electric shavers, until Remington shaved a peach and cut down a wire brush... One could have said it about low-priced watches, until Timex tied one to the propeller of an out-board motor, and proved, excitingly, before your own eyes, that it was shock-proof and water-resistant — both for \$10.95.

"One can almost say it about all but the leaders in any field. They seem to frighten the followers into copying their shadow. And this is not good."

SPEND MORE ON ADVERTISING — BUT SPEND IT WELL (Continued from page 7)

of fielding and training their own people from the ground up."

Admitting that this is a more laborious job, he went on to say that "it does add solidity to the total operation by developing a cadre of well trained people with continuing experience with one company or one agency."

He assured his audience that he was not saying this because he wanted to get the talent hunters out of Procter & Gamble's office building. "I say it," he said, "because such a development is going to be good for Canadian advertising as a whole."

He doubted whether it would take more than the fingers of one hand to count the number of Canadian companies or Canadian advertising agencies "that would provide even the resemblance of first-rate advertising training from the ground up, and," he said, "you can't tell me that it is impossible to do.

"Since I am not the man who

started our kind of a process," he continued, "I think that I can point with pride to what we have been able to do with bright young men right out of university, by giving them the scope to run and giving them proper training."

Persisting on this same point, Mr. Williams added: "Others could do this also if they would be willing to invest enough time and money in this important phase of advertising. Like any other good investment this one really pays off and pay off it must if the advertising profession (and I use the word advisedly) is to equip itself to handle the increasing volume that we are talking about for the future."

WHEELING AND DEALING

Turning from advertising to the soap industry, Mr. Williams said:

"We and our competitors have allowed an undue amount of our advertising investment to fall into the category of plain, old-fashioned

wheeling and dealing. We have hit the promotion side of the ledger far too heavily and have been guilty of too much price-packing, too many premiums, and not enough top-notch competitive advertising of really basic product virtues, such as desirable end results, convenience in use, emotional satisfaction and the like.

"This kind of thing is not good for our business and the same kind of thing is not good for your business," he said.

"To continue to present to the public an image that says we can afford to cut the price, say, of a package of soap 45c, or almost one third of its total resale, is absolutely wrong in my opinion.

"Price-packing and heavy premium promotion are not good for the brands themselves. It helps to reduce them to a commodity status; it cheapens them in the public's eye; it will make it harder and harder to return them in the future to a normal price level.

"Now, while we didn't lead the industry in, I have strong hopes that we may be able to lead the industry out of this mess, and I am serving notice here and now, without giving all of the details, that we are going to do our level best to correct what I think is a bad industry situation.

"We are going to do this because we believe that advertising per se is good and it is helpful to the economy and to the company and should produce an era of greater profitability which is desirable to us all."

**BEST
BUY**

in Canada's
**MID -
EASTERN
Region**

Where the four CBC stations pack a dynamic sales wallop! Get all the facts, call

CBC RADIO

U.S. REPS.

DAREN F. McGAVREN INC., NEW YORK
CAN.

Call Caldwell

for Quick Service on

GEVAERT FILM

Gevapan 30 and 36 Reversal film

Less Cost — Better Results

CALDWELL A-V EQUIPMENT Co. Ltd.

447 JARVIS ST., TORONTO, WA. 2-2103 — VANCOUVER & MONTREAL



Goin'
Great Guns
in
Montreal

Did you know that . . .

The Rural Market is Television's Biggest Booster

*They have a higher level
of viewing than urban homes*

*They spend more time with
Television than urban homes*

*They are the fastest growing
TV market in Canada today*

CAB Member Stations

CJON-TV, St. John's	CFCL-TV, Timmins
CJOX-TV, Argentia	CFCJ-TV, Port Arthur
CJCN-TV, Grand Falls	CJIC-TV, Sault Ste. Marie
CFCY-TV, Charlottetown	CKLW-TV, Windsor
CHSJ-TV, Saint John	CKNX-TV, Wingham
KKCW-TV, Moncton	CJAY-TV, Winnipeg
CHAU-TV, New Carlisle	CKX-TV, Brandon
CKRS-TV, Jonquière	CHAB-TV, Moose Jaw
CKBL-TV, Matane	CKBI-TV, Prince Albert
CFCM-TV, Quebec City	CKCK-TV, Regina
CKMI-TV, Quebec City	CJFB-TV, Swift Current
CKRN-TV, Rouyn	CFQC-TV, Saskatoon
CKTM-TV, Three Rivers	CKOS-TV, Yorkton
CJSS-TV, Cornwall	CHCT-TV, Calgary
CKVR-TV, Barrie	CHCA-TV, Red Deer
CKWS-TV, Kingston	CFRN-TV, Edmonton
CHEX-TV, Peterborough	CJLH-TV, Lethbridge
CKCO-TV, Kitchener	CHAT-TV, Medicine Hat
CHCH-TV, Hamilton	CJDC-TV, Dawson Creek
CFPL-TV, London	CFCR-TV, Kamloops
CKGN-TV, North Bay	CHBC-TV, Okanagan
CKSO-TV, Sudbury	CHAN-TV, Vancouver
	CHEK-TV, Victoria

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404

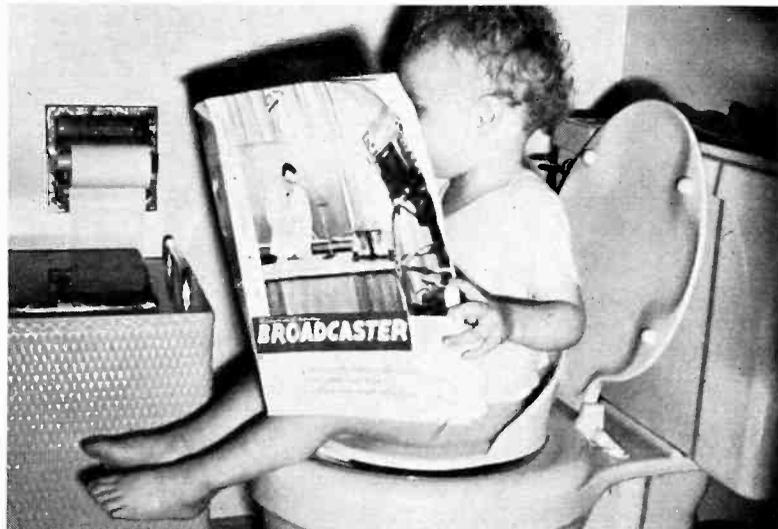
200 St. Clair Ave. West

Toronto 7

Phone WA. 2-3684

BAB-TV Division promotes Television as an advertising medium and is a Division of The Canadian Association of Broadcasters — l'Association Canadienne des Radiodiffuseurs.

OVER THE DESK



WHEREVER YOU GO, there's that certain trade paper, being avidly read by a cross section of all walks of life. Here, contemplating the BGG's latest decisions, is 18-months old John David Lee, whose proud father, and also the photographer in the case, is Doug Lee, production manager of CKCK-Radio, Regina.

ALLAN B. YEATES, the new president of the Association of Canadian Advertisers may be a little tired of the appendage — "34-year old president", and we promise not to labor it too far; certainly not beyond his next birthday.

As the director of public relations and advertising for the Prudential Insurance Company of America, Al, for all his youth, is an old friend of the broadcast media.

"Broadcasting has been very good to us over the years", he told me when I dropped in on him on the thirteenth floor of the Bank of Nova Scotia Building. "We started in 1953", he explained, "with the five minute English-language show *Worth Knowing* and its French counterpart, *Bon à connaître*, in 40 markets".

One reason for the use of this show was the fact that, on a five minutes, five-a-week basis, it gave them more continuity in the areas of their choice than any other medium.

"Most important of all", he said, "radio and TV give our agents a wonderful door-opener and follow-through. Also experience proves that the policy the agents sell most frequently is the one which is currently being pushed by radio or television."

In 1954, Prudential of Canada followed the home office lead and went into TV with the well-remembered documentary, *You Are There*. This was followed by *Air Power* in 1956, and the current *Twentieth Century* which they are still sponsoring.

Though life insurance is a mass-appeal "product", Al says Prudential cannot sacrifice its "corporate image" for what is generally called a mass-appeal show. "We have 35 million policy holders", he said, "and if we tied in with a program which was not the height of good taste, we might not only lose tomorrow's business but yesterday's as well."

Prudential insurance is bought mainly by low and middle income people, Al went on, "and we have plenty of evidence that we can reach

them with a high level current affairs type of show, such as *Twentieth Century*.

"Possibly we could reach more, but definitely not more effectively", he said.

A big point he made was that in the case of these programs, ratings may be relatively low, but the high sponsor identification ratings these shows enjoy gives a higher commercial impact than programs with a larger audience but less identification.

Speaking generally, Al explained that Prudential would never consider a comedy show, westerns, crime plays or shows where questions of morals or general behavior might rear their heads. He said he could conceive such vehicles as sports programs, serious music, or possibly a down to earth panoramic presentation of some such event as the Stratford Festival.

He and the company think very highly of the French program, *C'est la vie*, which they co-sponsor with Reckitt & Colman.

This program, which rates continuously in the top-ten, deals with everyday problems with panels and plays, using a combination of actors and experts. Subjects have ranged from cancer and divorce to questions concerning income tax and electric wiring. "Here again", he says, "the agents find the program provides them with excellent entrees."

As his year in office proceeds, ACA members will, we forecast, hear a lot from their new president, pertinent to the elevation of the advertising craft. So indeed will our readers, because Al has promised to be communicative to your scribe, and from all appearances, he will keep his word.

WHERE DO THEY LISTEN?

WORD COMES from Tom Ashmore of the promotion department of CKRC, Winnipeg of an interesting aftermath of a Radio Week contest.

Simple and to the point, the rules

(Continued on page 21)

ACA - J. H. L. Ross

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 that "a broader public understanding is needed if instalment 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 instalment sale into a cash sale by selling their instalment 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, "instalment 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."

OVER THE DESK

were that contestants should write and tell the station when and where they listened to the station most. The contest only ran from May 2 to 7, but in that time they received 125 entries.

Space won't permit us to run the whole 52-line poem submitted by the winner, Mrs. Ruth Miesette, of St. Vital, Man. But here is an excerpt:

At the stove or in the sink,
My radio helps me to think.
In the bath-tub, yes, by Gar,
Who knows I might win that car!
Bathing kids or buffing shoes
I can listen to the news.
At the picnic, shared with ants,
We have music . . . so they dance!

An interesting point brought out by this contest was that in two out of three entries the listeners have their most-listened-to radio in the kitchen.

TOUGH ASSIGNMENT

JACK WILLETT, marketing supervisor of Nestlé Canada Ltd. leaves for Switzerland next week for one year. Nine months of this trip will be taken up with an international management school which he will attend.

He will also spend three months on a company training course.

(Continued from page 20)

During Willett's absence C. Pagano of Nestlé's, Switzerland will take his place. He is due to arrive in Toronto about the end of June.

HAIL AND FAREWELL

THERE'S A NEW smiling face, surmounted by a head of red hair around our office these days. They are attached to Mike Gregory, one month out from his native London.

Mike is going to take over our advertising production department, where his ad-agency experience in England will stand him (and our advertisers) in good stead.

Mike is taking over the seat of Les Hedden, who has been on the production side for the past two and a half years. Come May 27, Les and his wife are returning to England, where they propose to re-establish, and where, as Les puts it, "you can at least get a decent cuppa tea."

And speaking of cuppas, I'm for a short sharp smash, so buzz me if you hear anything, won't you?

Dick Lewis

CKPG
serving
the
Growing
Market

Construction of the
700 mile long
"ALWEG" Railway
to commence 20 miles
North of Prince George
this June.

CKPG

PRINCE GEORGE, B.C.

All-Canada in Canada
Weed & Company in U.S.A.

**C
K
P
G**

More Listeners

in

KINGSTON

than all other

stations combined!

(January Elliott-Haynes)

Contact:

Stovin-Byles (Canada)
Forjoe & Co. (U.S.A.)

ACA - F. 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.

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."

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



F. R. Gamble

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 co-operation," 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, 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."

PEMBROKE

Is this the Market
You're NOT Selling?

"PLUG THE
COVERAGE GAP"

CHOV

is the ONLY MEDIUM
Covering All The
Upper Ottawa Valley

Check ✓ BBM

Call ✓ STOVIN-BYLES

*** first in
the
field**

* BBM FALL 1959

Elliott Haynes
April 1960

**CK
radio
REGINA**

Representatives: All Canada Radio & TV Ltd.

G. N. MACKENZIE LIMITED HAS SHOWS

like The Frank Tumpane Show (National Only)

MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 433 Jarvis St. 171 McDermott 1407 W. Broadway



CC TO RALPH DRAPER

Now that the CBC has been put in its place, we might start in on the Liberals, except that it wouldn't be worth a damn from a circulation standpoint.

• • •

CRIES OF OLD RADIOVILLE

Help! I've been repped!

• • •

TIT FOR TAT

In keeping with the BBG ruling that an opportunity must be afforded for the presentation of opposing views in contentious matters, may we assume that Dr. Emlyn Davies will make it possible for the "other side" to be heard to his ACA luncheon speech? (Page 6)

• • •

GOOD FOR SOMETHING

One useful function performed by the introducer of a luncheon speaker is to enable us to adjust our hearing aids without missing a single syllable of the main speech.

• • •

AUDREY STUFF

Then there's the gal who was so dumb, she thought the International Date-Line was a world-wide marriage bureau.

• • •

POPULAR PROVERB

Half of what we spend on advertising is wasted. The only trouble is nobody knows which half.

—Quoted at the ACA by most of the speakers.

• • •

FAMOUS FIRST WORDS

Credit Mike Gregory with: "I know I'm to tell them I'm replacing Les Hedden who is returning to England next month, but what do I say if they say: 'Who's Les Hedden?'"

• • •

WHAT NEXT?

The really modern TV western is one where the cowboy pulls out his .45 -- and it's his latest recording.

—Phil Stone
CHUM, Toronto.

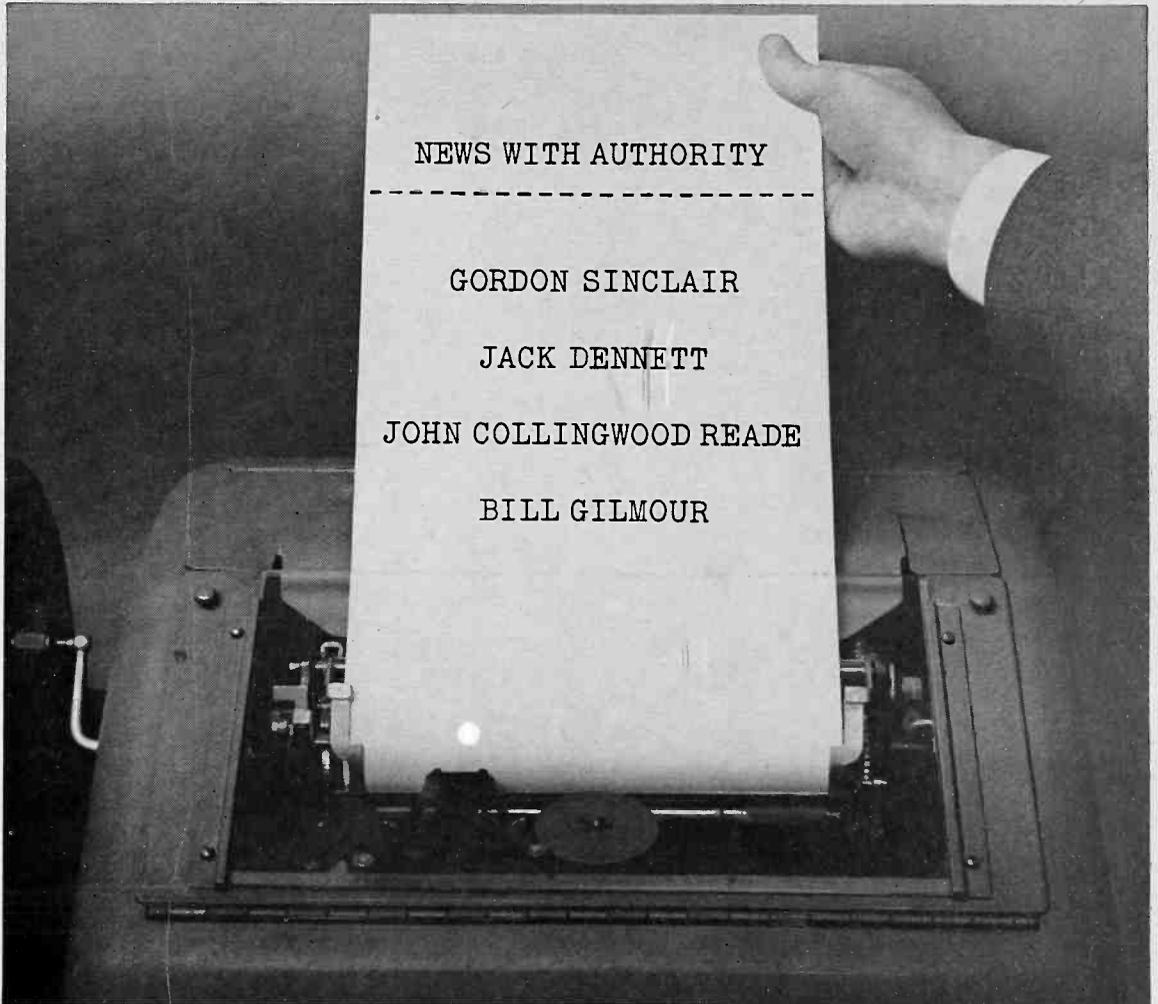
• • •

SAY IT! SAY IT AGAIN!

The codfish lays ten thousand eggs,
The lonely hen lays one.
The codfish never cackles
To tell you what she's done.
And so we scorn the codfish
While the humble hen we prize.
Which only goes to show you
That it pays to advertise.

—W. E. Williams
in ACA speech.

pick a spot on.. **'RB** the interesting station for interested people!



Interested people tune in to the authoritative news on 'RB...

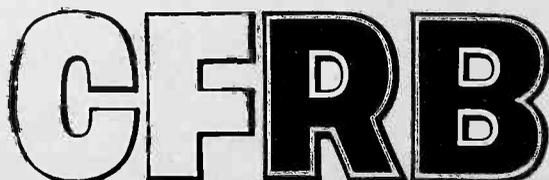
AND INTERESTED PEOPLE BUY!

Without a doubt, 'RB leads them all in news coverage. Check the facts any way you like. Gordon Sinclair, Jack Dennett, John Collingwood Reade and Bill Gilmour are the top flight newsmen that have made 'RB the Number 1 station for news in Metro Toronto and throughout its regional range. And behind them is Bill Hutton, our News Editor—a man who knows the news inside out.

This news team is one more reason why

you can't miss when you pick a spot on 'RB! It's the interesting station with the interesting kind of news that makes an audience tune in. So pick the top spot for top sales potential... 'RB!

Our rep's? In Canada... it's All-Canada Radio and Television Limited. In the States... Young Canadian Limited. Call them up for availabilities, anytime.



..1010-50,000 WATTS

SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People



IAN GRANT

Radio & Television

KAN-KIL, A PRODUCT of Colgate-Palmolive is starting a radio campaign on 22 stations running from mid-June to mid-August. This is a weekend saturation deal. The agency is Grant Advertising of Canada Ltd.

A SUMMERTIME weekend radio campaign was lunched this week by Sunoco, through F. H. Hayhurst. The campaign runs from May 20 to September 5 on approximately 25 to 30 radio stations in Ontario and Quebec.

Some of the stations being used will carry on in the fall with news and sportscasts, where the client has poor television coverage. Some will carry the summer weekend business only, while others will carry the fall news and sportscasts only.

F. H. Hayhurst is also moving its offices. As of July 3 they will be located at 55 Eglinton Avenue East, Toronto, on half the third and all the fourth floors. The new phone number is not available yet.

brought out an instant tea over a year ago. However reports are that they have had severe distribution problems.

Red Rose and Lipton's have not yet gone into the field.

FRY-CADBURY'S and Savage Shoes' contract on *Leave It To Beaver* runs out May 31. Neither of these accounts, handled by Breithaupt, Milsom, will be in radio or television during the summer. Savage will definitely be back in the fall and in all probability so will Fry-Cadbury.

Meanwhile Procter & Gamble has picked *Beaver* for 13 weeks with an option to renew in the fall. A good guess would be that they are protecting the time slot and will put in another show in the fall.

IMPERIAL OIL'S summer consumer campaign, through Cockfield, Brown, got under way May 16. They are using major market and resort area radio stations during the peak listening hours.

A SUMMER RADIO campaign was started by Quick Home Permanent May 9 out of Ronalds Advertising Ltd. It is running on 59 stations.

CANADIAN OIL'S summer campaign kicks off at the end of this month. They will be using radio and television in all major markets except British Columbia, where they have no distribution. There will be a heavier use of television this year than last year when radio was heavy.

The agency is Vickers & Benson. The agency also has a new phone number — EMpire 8-3421.

SOME TIME NEXT month, Salada-Shirriff-Horsey will be introducing their new instant tea.

It will hit Ontario and Quebec via press and radio during June and is expected to be on sale in the west about mid-July, if distribution plans run true to form.

The product will be packaged in a three quarter ounce jar with a label similar to the label on Salada packaged tea and tea bags. It will sell for approximately 59 cents. The agency is Leo Burnett & Co. of Canada Limited.

There are other brands of instant tea already on the market. Nestlé's Nestea was introduced about four years ago. The product was upgraded six months ago. Lyons Tea

CAMEO CIGARETTES will be starting a weekend saturation radio campaign May 27. The agency is Cockfield, Brown, Montreal.

KOOL-AID, a product of General Foods, is starting its annual summer campaign May 23 on a large number of radio stations across the country. Kool-Aid will also participate in the half-hour television

program *Fury* in the major markets. The agency is McConnell, Eastman & Co. Ltd.

People

W. T. "BILL" VALENTINE, after 12 years as national sales representative for CFRB, Toronto, has resigned to take over the job of sales manager at CKRC, Winnipeg, effective June 1.

Bill started as a singer at CKRC back in 1934 when the call letters were CJRC. Later he moved to Toronto to work as an actor, announcer and singer following which he went to CKSO, Sudbury, as an announcer and later a sales rep.

He returned to CKRC in 1941 and shortly after enlisted in the Canadian Army. During the war he was attached to the British Army, working with the British Forces Network Mobile Radio Stations on the continent.

After the war Bill was in charge of production for the British Forces Network, headquartered in Hamburg, Germany, until his return to Canada in May 1946.

After two years at his old training ground, CKRC, he moved to Toronto to join CFRB.

Replacing Bill at CFRB will be Bill Brennan, former President of CKPT, Peterborough.

THREE RECENT appointments at Grant Advertising, Toronto, include:

Bill Wilbraham, formerly of Grant's Detroit office, has moved into Windsor office as account supervisor. He replaces Bob Conroy who has gone to N. W. Ayer in the US.

Jack Giesy, formerly manager of Grant's Seattle office, has moved to Toronto to become an account executive on Nicholas International.

Rona Arbuckle, formerly a copywriter at J. J. Gibbons, Toronto, has joined Grant as an account executive on Colgate-Palmolive.

COLIN SMITH, who took over as manager of the Montreal office of BBDO last summer, has moved to the London, England office, where he is working on a brewery account.

Pierre Pelletier is holding the fort in Montreal until a new manager arrives.

DON J. MacMILLAN, radio and television director of McCann-Erickson (Canada) Limited since 1957, has been appointed director of radio and television programing. As

CKJL ST. JEROME APPOINTMENT



Mr. Jean Lalonde, President of Radio Station CKJL RADIO LAURENTIDE, wishes to announce the appointment of Mr. Jean Belanger as Commercial Manager. Mr. Belanger brings to this new position over 17 years of radio and agency experience that has covered most facets in both fields with special emphasis on radio and promotion campaigns.

CKVR-TV — CKBB Radio Appointments



H. J. SNELGROVE



HAROLD ATKINSON



GEORGE HARPER

The appointment of H. J. Snelgrove as assistant general manager of CKVR-TV and vice-president of CKBB-Radio, has been announced by Ralph Snelgrove, president and general manager of both operations. Also announced were the appointments of Harold Atkinson, formerly technical supervisor, as chief engineer for both Radio and Television, and George Harper as regional sales manager (television). Mr. Atkinson will be responsible to operations manager, Jack Mattenley, while Mr. Harper will direct all sales activity in the station's coverage area. CKVR General sales manager, Charles Tierney, takes on expanded duties in the national field. Other appointments were Verle Furber as local sales manager (radio) and Donald MacDonald as retail sales supervisor (television). All appointments became effective May 1st.

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

Elliott-Haynes LIMITED

TORONTO — 515 Broadview Ave., HO. 3-1144
 MONTREAL — 1500 St. Catherine St. W., WE-2-1913

such he will be responsible for the procurement and evaluation of programs used by the agency's clients.

Replacing Don as radio and television director will be Stephen D. Bennett, who comes to the agency from New York where he is well known for his work in radio and television production with several agencies including: McCann-Erickson, McManus John & Adams and Cunningham & Walsh. He will be in charge of commercial production.

JACK ANDREWS Price has joined the Toronto office of Cockfield, Brown & Co. Ltd. as an account executive. He was formerly with F. H. Hayhurst working on the Rothman account. Prior to that he was with Russell T. Kelley in Hamilton.

At Cockfield, Brown he will be working on a number of accounts including: Remington-Rand, MacLean-Hunter Publishing, Niagara Brand Chemicals, Laura Secord, Chateau-Gai Wines, Pilkington Glass and Campana.

IAN CAMPBELL, media supervisor on the Whitehall Pharmacal account at Young & Rubicam, is

leaving May 24 to become the media director at Needham, Louis & Brorby. He replaces Paul Moore who moved over to Leo Burnett early last month, to become media manager.

THERE HAS been a bit of shuffling and a few additions to the staff of Leo Burnett & Co. Ltd.

Paul Moore, who moved over from Needham, Louis & Brorby during the early part of April, is the media manager. Under him as media supervisors are: Peter Van Steeden, Doris Reay and Don DeNike. Working with them as estimator-buyers are: Elsie Whitmore, Coleen Burk and Doris Hoad.

Peter Van Steeden and Elsie Whitmore will be looking after the Kellogg, Ovaltine and Maytag accounts.

Don DeNike and Colleen Burk will be in charge of Salada-Shiriff-Horse, Pillsbury, All State Insurance and Swift Canadian.

Doris Reay and Doris Hoad will be handling: Procter & Gamble, Campbells, Green Giant, Perth Shoes and Scott Shoes.

Jerry Lodge becomes broadcast

supervisor under Jim MacRae who is broadcast manager.

Brought in from Chicago office to work on Procter & Gamble as an account executive is Mike Trueblood. Working as an account executive on the Kellogg account is Ed Newman, who came from Nabisco Foods, where he was cereal marketing product manager.

Agencies

THE DODGE-DESOTO, Dodge Truck and Dodge Dart portion of the Chrysler account moves over to Batten, Barton, Durstine & Osborn Inc., at the beginning of the new car year.

Grant Advertising will handle Chrysler, Plymouth and Valiant cars and Fargo Trucks.

ROBERT OTTO & Co. (Canada) Ltd. is moving July 1 to Suite 607, 2 Carlton Street, Toronto. The phone number will remain unchanged.

RUMOR HAS IT that the CIL paint and ammunition account will be switching agencies within the next few weeks. It is now held by Cockfield, Brown, Montreal.

LAST WEEK Pepsi-Cola Co. of Canada Limited announced that their account is to be taken over by Batten, Barton, Durstine & Osborn Inc., Montreal. It is at present held by Kenyon & Eckhardt Ltd. in the same city.

This corresponds with a similar move by U.S. Pepsi in the early part of April.

BBDO was one of seven agencies pitching for the account, estimated to be worth about one and a half million dollars annually in billings.

Young man, 21, B.A., wants to make career in TV. Looking for position in TV Production Department. Experienced in film and studio control room operation.

Box A 502
Canadian Broadcaster
219 Bay Street, Toronto, Ontario

Lever's Buy 2 Million Dollar Selective TV Package

LEVER BROTHERS has bought 104 episodes each of the television film series *Sea Hunt* and *Peter Gunn*, which starting this fall will run for two years over about 30 television stations coast to coast. Total cost of the package is between one and a half and two million dollars.

The sale was negotiated through MacLaren Advertising Co. Ltd., who effective September 1 will be responsible for all Lever Brothers English language television programming in Canada.

Both properties are sold exclusively in Canada by the program division of All-Canada Radio & Television Limited.

Lever says that the acquisition of *Sea Hunt* and *Peter Gunn* was the culmination of intensive research. Traditional users of network television, they made their first move into selective television programming last fall with the test sponsorship of *Sea Hunt* on all Ontario TV stations, with an option to buy the show nationally.

Ray Collett, Lever's director of advertising, said: "This was not the

cheapest package we were offered, in fact, we were offered two cheaper filmed shows, but we wanted to maintain a balance of programming."

He added that they had toured the country discussing the various kinds of programming with the stations, since they wanted to run programs that the stations would be satisfied with.

Collett also said that he wanted to emphasize the fact that this move into selective television did not mean that Lever Brothers were pulling out of network television. But it would provide a more favorable balance between the two.

As far as network plans for next fall were concerned, Collett said, this depends largely on what the CBC is going to offer. Assuming that *Front Page Challenge* will return, they will definitely take the show. But this will certainly not be the extent of network programming, he said.

During the '59-60 season, besides FPC, Levers bought *The Unforeseen*, *Man From Blackhawk* and the *Jack Benny - George Gobel Show*.

Other use of radio and television, such as spot business, will undergo little change from last year.

OPERATOR AVAILABLE

Age 26, married, no family; eight years experience, including remotes, taping, studio and transmitter work. Has also worked in program production. Came to Canada from New Zealand one year ago, and has been working on Canadian metropolitan station ever since.

HUGH McDONALD
6 Humber Trail, Toronto 9.
Phone RO. 7-1240

SALESMAN

on good commission basis

and

COPYWRITER

experience necessary
shorthand preferred

for

SOUTH WESTERN ONTARIO STATION

Apply:
Box A503
Canadian Broadcaster
219 Bay St., Toronto, Ont.



DOUG REID

CKWX RADIO

APPOINTMENT

Mr. William A. (Bill) Speers, General Manager of CKWX Radio, 1130 kilocycles, is pleased to announce the appointment of Doug Reid as Marketing Director. Mr. Reid has had 10 years experience in the Food Industry and was formerly Sales Manager of the Vancouver Branch of Pepsi-Cola Co., Ltd. His broad knowledge of merchandising in this market will be invaluable to CKWX clients.

EXPERIENCED RADIO MAN

for

NASSAU, BAHAMAS

Knowledge of programming, sales and administration necessary. Ideal spot for semi-retired TV or Radio program director or Assistant Manager. Salary \$5,800 yearly. (No income taxes). Also mature Chief Announcer required. Salary \$5,360 yearly. (No income taxes).

For appointment, write Box A504 including all background details.

Box A504
CANADIAN BROADCASTER
219 Bay Street, Toronto, Ontario.

ACA - 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 that in this regard, advertising media can, and must, play an important role.



S. R. Bernstein

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."

"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

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."

Well-known English Broadcasting and Recording Band Leader with Commercial TV experience wishes to settle in Eastern Canada. Music directorship at radio station in mind.

Box A499
Canadian Broadcaster
219 Bay St., Toronto, Ont.

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."

TV Station Requires FEMALE COPYWRITER

preferably with experience. Would consider someone who is now employed in a junior capacity.

Box A500

Canadian Broadcaster
219 Bay St., Toronto, Ont.

LOOKING

Personality DeeJay looking for opportunity in a large market. Salary — \$125-\$150 per week. Preferably daytime work. 4 years DeeJay experience. Presently employed in medium sized market.

Apply Box A501

Canadian Broadcaster
219 Bay St., Toronto, Ont.

POSITION OPEN IMMEDIATELY

STUDIO SUPERVISOR — CFCF-RADIO

Responsibilities include technical maintenance of modern studio plant and scheduling and supervision of operating staff. The man we are looking for has probably been chief engineer of a smaller station, or perhaps maintenance supervisor of a larger installation. Applications, including summary of experience and salary desired, should be addressed to:

CHIEF ENGINEER.
CFCF-RADIO,
600 DOMINION SQUARE BUILDING,
MONTREAL, P.Q.

CHIQ HAMILTON

ON THE AIR THIS FALL

requires immediately
Experienced, Energetic, Enthusiastic

SALESMEN

A Qualified, Imaginative
PRODUCTION-TECHNICIAN
with lots of taping know-how.

A Solid, Mature Commercial
ANNOUNCER

CHIQ

is accepting applications for other Air personnel for consideration when the Staff is brought to full strength this summer.
All applications confidential.

Send full details with
recent picture and tape
where applicable to:

CHIQ
Box 420
Hamilton, Ont.



How to "collect" public interest...

CFRN-TV Edmonton let the whole city know they had just bought an Ampex VIDEOTAPE* television recorder. They set up a public display in a department store for eight days, explaining and demonstrating the unit.

Visitors were able to see themselves on live camera monitors as they were being taped, and again on the Videotape monitor during playback. The display drew an estimated 10,000 people.

Now installed at the station, the unit will enable CFRN-TV to show all current events conveniently.

"Many public interest events occur at inconvenient times for the average viewer. The Ampex Videotape recorder will allow us to reschedule these programs into a more advantageous time segment," says G. R. A. Rice, president of Sunwapta Broadcasting Co. Ltd.

Shown here (right) with chief engineer Ted Wadson, Mr. Rice is also looking forward to "the more obvious benefits such as perfection in local commercials, production and added sales impact with the 'live' look on tape."

Any way you put it, there's an impressive list of money-saving, money-making reasons why you should look into the new Ampex Videotape television recorder. Write, wire or phone today for an Ampex representative, or ask for our fully illustrated brochure.

FLASH: Second channel TV stations are starting to buy their Videotape Recorders. CFCF-TV Montreal has ordered two Ampex VR-1000C console models.



AMPEX OF CANADA LIMITED

1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO. CH. 7-8285.

More National Advertisers Using **B.C. RADIO** Than Ever Before !



Penetrating every corner of the province, B.C. radio has chalked up an outstanding record of customer-pulling impact in Canada's third largest market.

With over half a million* sets now in use — B.C. radio drives your message home to more people than any other media.

For selected markets, new markets — and new products — schedule B.C. radio and discover your best media buy in B.C.

*D.B.S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

"WHEREVER YOU GO THERE'S RADIO"