

Now in our twenty-third year of reaching people who reach people



THE MEN BEHIND THE GAVEL in this year's (the 49th) ACA Convention are, left to right, Cliff Penaligon, convention chairman; Robert E. (Bob) Oliver, ACA president; B. E. (Ernie) Legate, ACA managing director.



THE GOLD MEDAL Award Jury of the ACA, representing all segments of the advertising industry, will see their labors rewarded tomorrow at the luncheon, when the coveted award, for "outstanding services or major accomplishments in the field of Canadian advertising" will be awarded to the winner of their choice. From the extreme right and clockwise are: R. R. McIntosh, (jury chairman), vice-president, General Foods Ltd.; John E. Foy (representing CDNPA), advertising director, The Toronto Telegram; R. E. Oliver (representing ACA), supervisor of public relations and advertising, The Bank of Nova Scotia; J. E. McConnell (representing CAAA), president McConnell Eastman & Co. Ltd.; F. G. Brander (FPA), publisher Maclean's Magazine; P. M. Cudahy, (ACA); Walter R. Adanson (GALA), president Mono Line Typesetting Co. Ltd.; W. C. Thornton (CAE), president CFRB; Maurice Valiquette (CBC), director of sales, CBC French Networks; Barry Wenger (CWNA), publisher, Wingham Advance Times; B. E. Legate, managing director, ACA and secretary of the Award Jury. Absent from the photo: John M. Gould (OAAAC), president, Gould-Leslie Ltd. Bramford.



HELD OVER from the CAB Convention in Quebec City this month, here is ACA-member Bill Vanderburgh, ad-manager of Coca-Cola Ltd., accepting a 133 ounce jug of (ACA Member Company) Seagram's V. O., presented by CKRS, Jonquière, from Art Harrison, general manager of Hardy Radio & Television Ltd. The jug went to the guest guessing closest to the number of letters received from one single TV spot offering free recipe books. The correct number received was 1864. Bill came closest with his conservative 1862. Runner-up was ACA director Muriel McCullum, advertising manager of Bulova Watch Co. Ltd., with 1867.



NOT HOW WRONG BUT HOW RIGHT

"ADVERTISING IS AS IMPERFECT as the humans responsible for it... no more, no less.

"The best control over advertising is the free market in which we operate."

"As for misleading advertising, I challenge our advertising critics to pick from their radios, their televisions or their newspapers one Judas — one single commercial or advertisement in twelve — which is misleading.

"Without regulation or control, people react to poor advertising by a very simple expedient. They just don't buy."

This positive look at the business of advertising was voiced by ACA President, Robert E. (Bob) Oliver, who outlined to the *Broadcaster* an ACA Convention agenda which seemed to reflect his own positive views — not "what's wrong with advertising", but "how can we improve its efficiency? How good can we make it?"

Doubtless as a result of this outlook, ACA will be able to report that in the past year more company representatives have been more active in more meetings and participating in more projects than ever before in the ACA's 49-year history.

One major project of the 1963-4 ACA year was treatment of the threat last June of print media production costs becoming subject to the Federal government's 11 per cent sales tax.

In conjunction with the advertising agencies, a joint ACA-CAAA Tax Legislation Committee was responsible for rescinding this legislation, after considerable negotiation with the Department of National Revenue.

Last February, two committees were formed by the ACA and the CAAA, a Liaison Committee and a Working Committee, and Bob Oliver reports that the first project of these committees is the probable production of a tax manual providing complete tax information, Federal and Provincial, on all tax items as they affect advertising.

This year's ACA agenda contains the names of more Canadian speakers than ever before.

After the luncheon talk by Sister Jacqueline Grennan, the convention, in open session, will take a long look at the controversial question of agency compensation, with Andrew Kershaw and George Sinclair discussing the pros and cons of compensation by fee and compensation by commission respectively.

Tuesday morning, Gaby Lalonde and Ralph Draper will look into the equally provocative question of national versus local advertising.

(Full details of each day's agenda will be found on page 8 of each day's *Daily Broadcaster*, which will be available at the registration desk in Hall A).

All but one of the advertising and marketing case histories which are to be presented tomorrow afternoon are Canadian cases, running the gamut from Bossa Nova to pickles.

Another interesting session, chaired by ACA Director Muriel McCullum, will be the fifth annual exhibition of the best advertisements, presented each year by our friendly contemporary, *Marketing*, through the voice of its editor, Ted Earl.

It is the sixth year in which we have been privileged to record ACA's convention activities in our *Daily Broadcaster*. We should like to express deep appreciation for the co-operation of ACA's Ernie Legate and his tireless staff, as well as to their public relations advisors, Public & Industrial Relations, in the person of Al Saunders. We should also like to say that our endeavor is made possible by the Canadian broadcasting industry, whose advertising defrays the cost, and who join us in extending best wishes for a positively constructive convention, to their friends and ours, the sponsors.

Advertising has to be sold to the people

Reprinted from Canadian Broadcaster March 19, 1964.

The main strength behind broadcasting is advertising, and the same thing can be said about newspapers, magazines and the rest.

Even the CBC needs advertising to finance its sonnets and sonatas.

Advertising depends on public acceptance, not just numbers.

For advertising to be worth its salt, it has to be directed to people who understand its value to themselves. It has to be aimed at people who believe in it.

People must be made to believe in truths which are well-known to people in the business.

Advertising steps up production to the point where goods can be sold to more people for less.

Advertising raises the standard of living by introducing new and improved products.

Advertising keeps industry active with more people gainfully employed.

Advertising keeps consumption in pace with the production we must have to keep the country financially solvent.

Advertising, allied closely with the principle of branded goods, is a hallmark of quality and reliability, representing as it does, by the use of the brand name, the manufacturer's warranty.

Not long ago, a survey conducted in the United States, disclosed the remarkable fact that only twenty per cent of Americans had an opinion about advertising, either a good opinion or a bad one.

The remaining eighty per cent had no opinion at all, taking it for granted, like the weather or the eight o'clock news.

Advertising — not only broadcast advertising but all advertising — has done an extremely poor job of promoting its own product, not just with buyers of advertising, but with buyers of the goods and commodities these advertisers sell.

This works to the very great detriment of the media and the advertising agencies for whom advertising is a stock-in-trade, and also the advertisers, who rely on advertising to sell their goods. But of perhaps greatest im-

portance, it militates against the public, who — if someone would only tell them — need to be educated and informed, by advertising people, of the greater advantages they — the public — could derive, if only they had a better understanding of the aims and ideals of advertising.

More people spend more time with their radios and television sets than with any other medium, so why are not broadcasting channels the logical means for spreading the word?

Broadcasters generously donate their time and talents for every conceivable charity and "cause". This is a "cause" too, the "cause" of business, of which broadcasters are a vitally important part.

Once it was organized in a practical way, there would be small difficulty in persuading some of the moguls of advertising — knowledgeable and articulate ones that is — to contribute their ideas and ideals, and perhaps even voice them.

If advertisers spent their advertising dollars in direct ratio to the inevitable "numbers", broadcasting would be getting far and away more advertising from more types of business.

The only possible reason for this is that advertisers cannot have the same respect for the broadcast medium as they have, for example, for the newspapers.

Advertising needs selling to the public, and broadcasting needs selling to the advertisers. So, if broadcasting could blaze a trail with a continuing campaign promoting the ideals of advertising — not just broadcasting — it would be achieving the ultimate in terms of reaching the people and selling them merchandise.

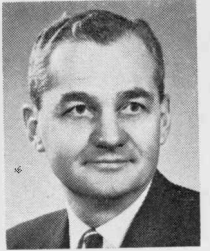
At the same time, it would be doing a pretty smart job of showing its own value in the eyes of advertisers and agencies, who would automatically identify the whole project with the broadcasting industry.

Canadian Broadcaster, with a wee small voice which, however, reaches everyone who could be concerned with the question, would willingly co-operate within the limits of its abilities and resources.

1964 ACA CONFERENCE Program Committee



J. H. C. Penaligon
Director of Advertising



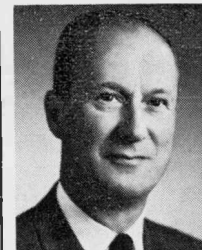
D. Stanley MacKay
Advertising Department Manager

O'Keefe Brewing Company Limited

(Conference Chairman)

Du Pont of Canada Limited

(Montreal Vice-Chairman)



Allan E. Ross
Manager, Advertising and Public Relations
The Goodyear Tire & Rubber Company of Canada, Limited
(Toronto Vice-Chairman)

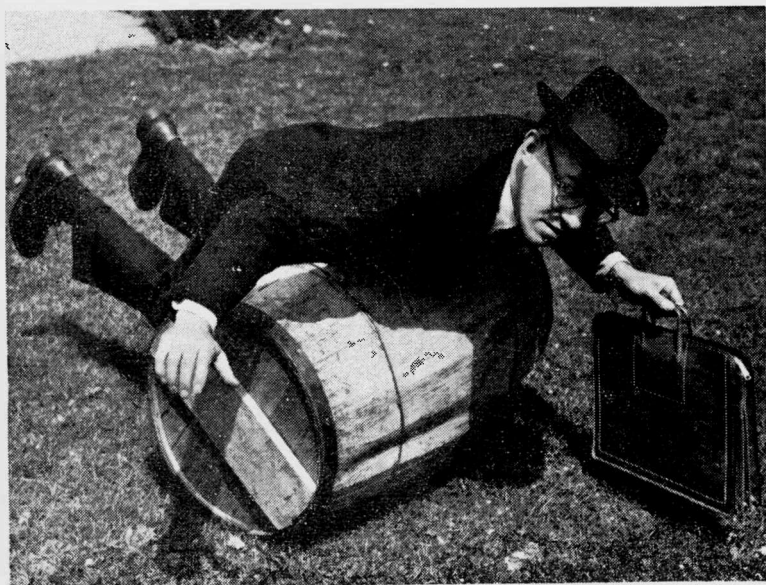


B. E. Legate
Managing Director
Association of Canadian Advertisers, Inc.

Robert E. Oliver
Supervisor, Public Relations and Advertising
The Bank of Nova Scotia

George A. Meen
Advertising Manager
Christie, Brown and Company, Limited

Robert M. Sabloff
Director of Advertising
The House of Seagram Limited



We'll admit it, we have been in embarrassing positions at times . . .

. . . because we're quite human and don't know all the answers. But it doesn't happen very often . . . for we make it a practice not to promise things we can't deliver. Which is a golden rule in successful selling . . . and one good reason we keep on serving all the stations we do, as well as we do, for as long as we have.

**radio-television representatives
limited**

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

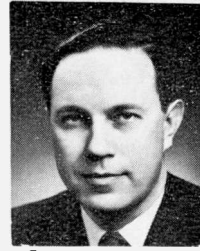
WHO'S WHO at the ACA



Sister Jacqueline Grennan



Andrew G. Kershaw



George Sinclair



Jerry Goodis

SISTER JACQUELINE GRENNAN, Executive vice-president, Webster College, St. Louis, Mo. is the only woman and Roman Catholic on the U. S. president's Advisory Panel on Research and Development in Education. She was described by MIT Physicist, Jerrold Zacharias as one who "may well turn out to be the Joan of Arc of Education." In her talk, "Mass Communication: Indoctrination or Education", she will suggest that "...social welfare is, in some sense, a dependent variable of the Gross National Product, and in this framework is it any longer possible to make simple distinctions between advertising for 'needs' or advertising for 'wants'."

ANDREW KERSHAW, managing director, Ogilvy, Benson & Mather (Canada) Ltd., Toronto, and a graduate in Economics from the University of London, England, has been an advertiser as long as he has been in agency management. He will discuss the advantages as well as the shortcomings of the fee system for agency compensation, which his company pioneered in the United States. His subject - "Agency Compensation - Fee System."

GEORGE SINCLAIR, vice-president and general manager, MacLaren Advertising Co. Ltd., Toronto, graduated from a job on "The Toronto Star", became a pr consultant and then joined the pr department of MacLaren Advertising in 1940. With the same company he has been successively copy writer, copy chief, creative director, vice-president, a director of the company and now general manager. Speaking on the subject, "Agency Compensation - Commission System", he will suggest that flexibility and choice of method are the keystones to vitality in advertising.

JERRY GOODIS, Goodis, Goldberg, Soren Ltd., Toronto, at 33, is one of Canada's youngest advertising agency presidents. A graduate in commercial art from Central Technical, Toronto, he has worked in several Toronto art studios, was advertising manager for two companies, he launched his own direct mail business which was the foundation for the agency. Speaking on the subject, "How Not to Select an Agency", he will question whether the client-agency relationship should be that of master-servant, a partnership or a marriage, with divorce serving as an escape hatch for both parties.

YVES J. MENARD, vice-president and general manager, consumer products division, Johnson & Johnson Ltd., Montreal and a director of ACA, was educated at the University of Ottawa and Loyola College, Montreal. After four years as a radio announcer-producer, he joined the Procter & Gamble Co. in Toronto. In 1961, he joined Personal Products Ltd. in Montreal, and June 1, last year, moved into his present position with Johnson & Johnson. Speaking on the subject, "How to Select an Agency", he will expand his theory that the advertiser gets the agency he deserves, and that before he fires his agency and chooses another he should make sure he picks the right one for his purposes this time.

Dr. BERNARD HYMOVITCH, president, Marketing Research Centre Ltd., Montreal, obtained his B. A. from Sir George Williams University and his doctorate from McGill. Space does not allow a listing of his work as lecturer and professor at various seats of learning. In his ACA talk, "The Varying Consumer Psychologies", he will examine consumer habits and practices and their variances in relation to areas, products and media.

GABY LALANDE, vice-president and manager, Young & Rubicam Ltd., Montreal, was educated in classical colleges in the Province of Quebec, and has been associated with Young & Rubicam in Montreal since 1950. Previously he was correspondent with the CBC and was also with the Canadian Army Show, with activities in Canada and Europe. In his talk, "Nationalism... or the Search for the Average Canadian", Mr. Lalonde will expand on his theory that "our country is so rich in individualists that it is enough to lay down a law to find an exception to it". He will raise the question of whether it is wise for an advertiser to depend on national campaigns to advertise his products with maximum efficiency.

RALPH G. DRAPER, media director, Foster Advertising Ltd., Toronto for the past five years, and previously media director for Leo Burnett and BBDO, is a director and member of the executive committee of the Bureau of Broadcast Measurement and also chairman of the Media Practices Committee for the Toronto Chapter of the Association of Industrial Advertisers. In his speech, "What can Media do for Selective Marketing?" he will discuss the facts of media strengths and weaknesses across the country.

J. ALPHONSE OUMET, president, the Canadian Broadcasting Corporation, enjoys the distinction of having graduated in arts from St. Mary's College and in Engineering at McGill. He started his broadcasting career with the old Canadian Radio Broadcasting Commission in 1934. One of his chief responsibilities was the organization of the CBC television service. He became CBC president in 1958. In his address, "Advertising and the National Service", he will discuss the CBC's commercial policy and the place of advertising in a publicly-owned national broadcasting service.

TED EARL, Editor of "MARKETING" which he first joined in 1926, probably knows more advertising executives than anyone else in Canada. He will preside over his paper's Annual Exhibit on Wednesday afternoon as he has for the past five years. Prior to going with "Marketing", he was with CFCH North Bay and the McConnell, Eastman agency. He is married, has two daughters and two sons, and indulges in rose-growing, bridge and painting.

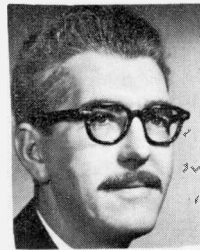
THE HONORABLE MITCHELL SHARP, Minister of Trade and Commerce, Ottawa, originated in Winnipeg. He graduated from the University of Manitoba, where he did post-graduate



Yves Menard



Dr. Bernard Hymovitch



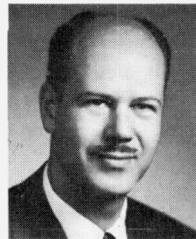
Gaby Lalonde



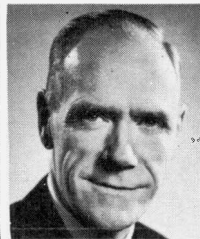
Ralph Draper



Alphonse Oumet



Ted Earl



Hon. Mitchell Sharp



Dr. Gary Steiner



Allan R. Fleming



William Bernbach



Laurence Duncalfe



F. Ross Johnson

work in economics, followed by similar studies at the London School of Economics. He is a former deputy minister of the Department of Trade and Commerce, in which capacity he acted on trade missions to London, Washington, Geneva, Moscow and Japan. In 1962, he resigned as vice-president of Brazilian Traction, and, upon his election to Parliament for the Toronto-Eglinton constituency in 1963, he was made Minister of Trade and Commerce. The title of his talk has not been announced, but is described as "a message of extreme interest concerning Canada's position in the area of international trade."

Dr. GARY A. STEINER, Associate Professor of Psychology, Graduate School of Business, University of Chicago, is at the present time consultant to CBS, WBBM-TV, and Elrick and Lavidge Inc., market research planning. Author of "The People Look at Television", and co-author, with Bernard Berelson, of "Human Behavior: an Inventory of Scientific Findings", in 1963 he directed a symposium on "The Creative Organization", which will be published under the same name. In his address, "The Psychology of the Creative Man", he will summarize the characteristics of highly creative individuals, and the kind of environment that fosters or impedes creative activity.

ALLAN R. FLEMING, Executive Art Director, MacLaren Advertising Co. Ltd., Toronto, who has received numerous awards from Art Directors' Clubs in Canada and the U. S. is probably best known for the development of the new symbol for Canadian National Railways. Title of his speech is "How an Art Director Talks without Moving his Lips", or alternatively, "Non-Verbal Grammar". With the humorous approach for which he is noted, Mr. Fleming will examine the subject of non-verbal communication.

WILLIAM BERNBACH, president, Doyle, Dayne, Bernbach Inc., New York, started his career ghosting articles and speeches for some famous politicians, but soon decided it was more interesting to ghost for famous products than people. In his talk "What makes Advertising Work?" he will expound his belief that advertising is more of an art than a science, and that a copy-writer will learn the art of persuasion more effectively from great literary critics than from apprenticeship in a department store. In his talk, he will present the background planning of some of the most successful advertising campaigns developed under his direction.

LAURENCE DUNCALFE, advertising and sales promotion manager Facelle Co. Ltd. After medical discharge from the army, became a copywriter in the advertising department at Simpson's Montreal store. Going over to the advertising agency side, he was with a number of agencies and worked in a creative capacity on a long list of successful national campaigns - from petroleum products to grocery shelf lines. Two years ago, went to Facelle Company as advertising and sales promotion manager. He will participate in Tuesday morning's "Advertising in Action" session.

ROSS JOHNSON, manager, Marketing, Lamp Department, Canadian General Electric Company Limited, Toronto. Your share of market has been decreasing drastically over a number of years. What to do? The planning and revamping of the marketing approach and the recapturing of the market are all outlined in this fascinating success story, "The Christmas Light Story of CGE".

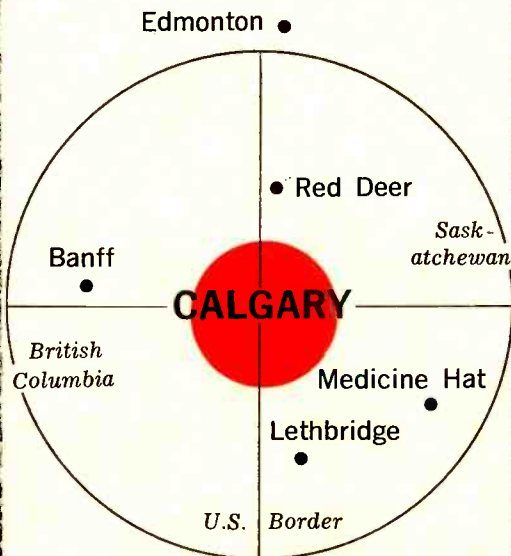
You'll like
the
re-action
to

**ACTION
STATIONS!**

CFCN
RADIO/TV
CALGARY

**AIR
Coverage**

(and what a target area!)



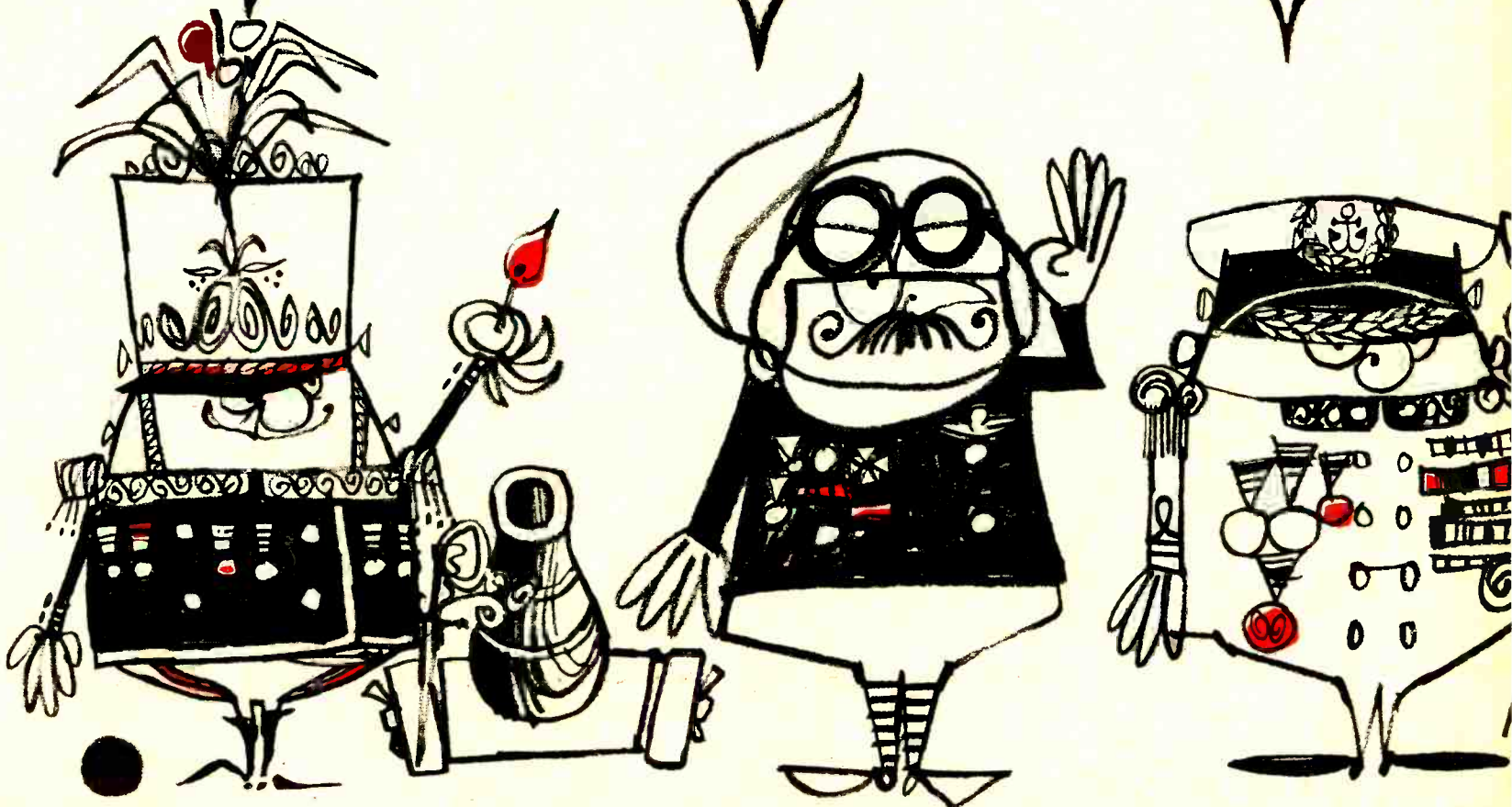
- 164,400 radio homes in the Southern Alberta market!
- Leading in 10 out of 16 time periods.

**SEE
POWER!**

**122,000
TV
HOMES**



- Leading in 63 out of 91 time periods.
- Satellites launched in Banff, Drumheller, Kimberley, Columbia River Valley, B.C.



FAST AID!

Action-packed promotions and special programming departments give retail merchandising a shot in the arm!

For example:

World's largest in-store display gets big bite of the baby food market for PABLUM!

Special Christmas promotion captures total market for G.E. decorative lights!

CFCN Teen-Beat parties pack them in! Average turnout 3,000 teenagers—keen on CFCN and sponsor's products.

Sell out! Total stocks of CHEERIO YOYOS cleared out by CFCN promotion!

2,000 customers at 2 a.m. at leading furniture and appliance store. For action day or night get in touch with CFCN!

FIESTA, the fast-paced mail-pull show originated by CFCN-TV, triples label-pull for varied supermarket products in 3 years.

**CALL
US...
on the
DOUBLE**

!

To put wind
into your SALES

send a signal

to CFCN

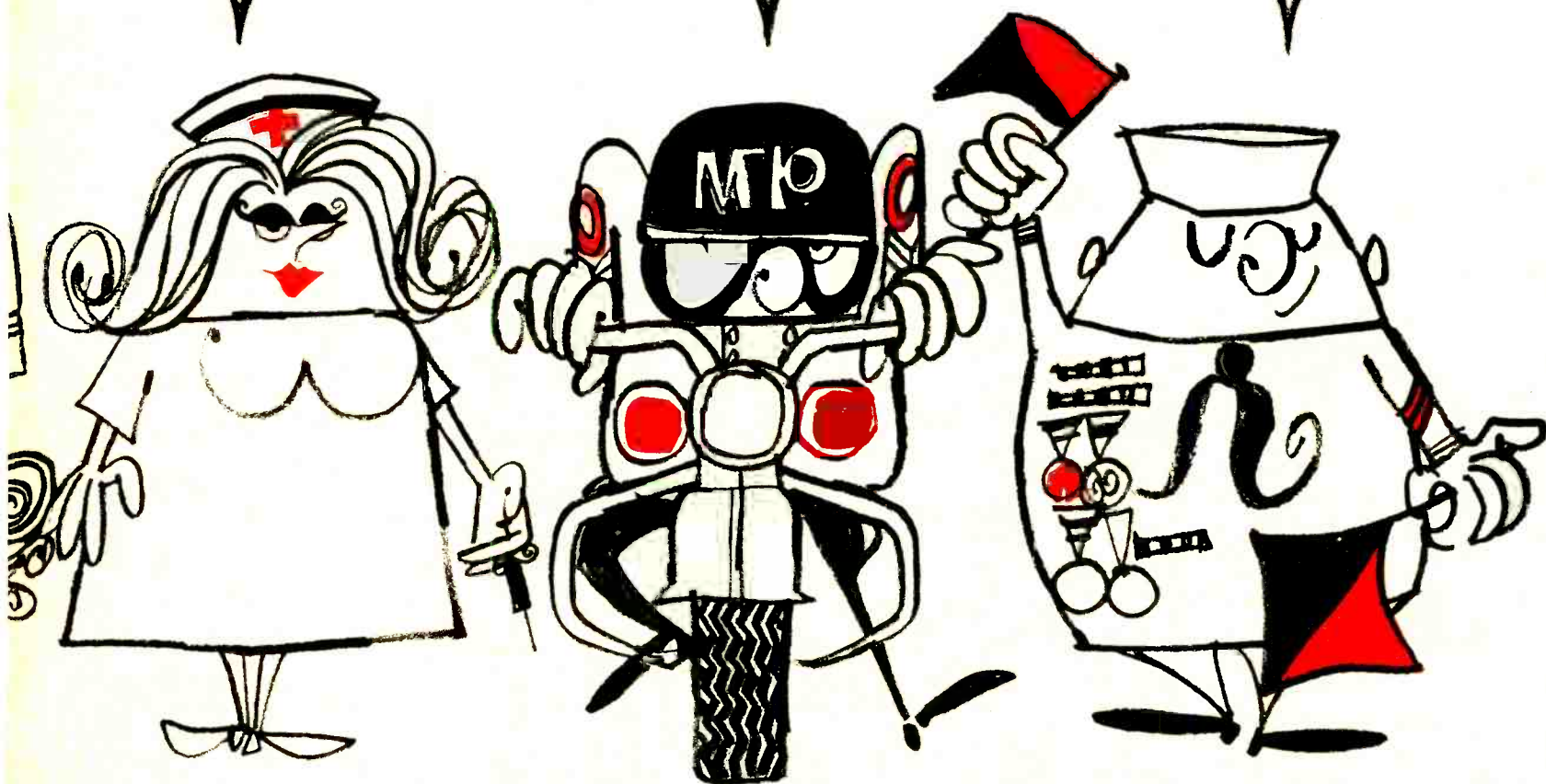
our crews are

fast, fearless,

flexible and

always ready

for ACTION!



OVER THE DESK

PEOPLE ATTENDING the annual lunch meeting of the Quarter Century Club of the Canadian Association of Broadcasters in Quebec City early this month adjusted their bi-focals, souped up their hearing aids and subjected themselves to a short address. The occasion was the presentation to them, by this paper, of their club's first Membership Roster, and the "address" was delivered by its editor and publisher, whose name escapes me. I am running the text of this oration, partly because it met with unusual approbation. What I mean is nobody complained. I am also running it because I may want to read it again myself some time. So here it is.

"Mr. Chairman — fellow SWABs.

"Maybe I should explain this SWABs bit. It's my own private name for the membership of this club — "The Second Wind Association of Broadcasters".

"It was kind of you, Norman Botterill, to say nice things about us and our little gift. Actually though, in giving the club its first roster, I had an ulterior motive. It gave me an opportunity to stand up on my hind legs and proclaim, just as I used to, at the drop of a hat, when the scheduled speaker had missed his plane, in those dear

dead days before — along with the rest of you — I had graduated from adolescence into adultery.

"Mr. Chairman and fellow SWABs, each year, when we meet as we are meeting this afternoon, we get all dedicated and devoted and talk about projects to elevate our industry to higher and higher plateaus.

"I've a project to suggest to you today, a project eminently suitable for adoption and sponsorship by us stalwarts of broadcasting, who are beginning to face up with the fact that right here and now we find ourselves on the threshold of middle age.

"What I want to suggest is that our industry has grown to its present stature on the accomplishments of *individual people*. Many of these people are sitting here, in this room, today. Still others are listed in the final section of the roster, under the heading, '-30-'. "

"I am referring to such names as Carson, Chandler, Elphicke, Murphy and Sedgwick, to mention alphabetically just a few.

"Today we are able to say with pride that we are members of a great industry, because of these men, broadcasting's pioneers; because of their courage and init-

. . . of shoes and ships
and sealing-wax — of
cabbages and kings

iative; because of their triumphs; and, perhaps more than anything else, because of the disastrous mistakes they had the guts to make.

"Today, we are enjoying the fruits of the labors, not of large and mighty corporations, but of individuals, individual *people* who injected their personalities into broadcasting to the point where they are still influencing their successors, most of whom never met them.

"Today, broadcasting stations tend, more and more, to become the properties, not of rugged individualists, but of the mighty corporations.

"This is a natural progression, and I am not objecting. But I feel there is a fight for us, not for the destruction of these corporations, but to help them maintain their strength and their usefulness, bolstered by the survival of the individual. I feel it is incumbent upon us to take up the cudgels in battle of People versus the Corporate Image.

"People come in two categories. There is the sort everyone likes — but everyone. This is an apathetic 'Milquetoast' liking, inspiring such remarks as — "there's a nice guy...you know...old Joe... Joe What's-his-name.

"Then there's the other breed. He reacts on people in one or other of two ways.

"Either he's 'tops'... 'the most' as the rising generation terms it. To the rest, he's a son of a bitch.

"Mr. Chairman, fellow SWABs, I don't know how you feel about it. I don't know how you regard the guy everyone likes. I do know this though. Speaking for myself, I'd far rather be a son of a bitch than a What's-his-name."

And that is all you s.o.b.'s are going to get this issue except... buzz me if you hear anything, won't you?

Dub Lewis

NOW IN OUR TWENTY- THIRD YEAR OF REACHING PEOPLE WHO REACH PEOPLE

canadian broadcaster

\$5.00 a year
\$10.00 for 3 years

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New...
exciting

Day-Prime availabilities

IT'S
YOUR
MOVE



Key your '64-65 campaign to the *Four Seasons Plan* . . . News, Day-Prime, and Wide World of Sports. Call on us in our Convention suite, or phone us at the office.

CTV Television Network

In Toronto: 924-5454

In Montreal: 849-8021

KEY
To
BUSINESS

IN THE

WHOLE NIAGARA PENINSULA

Reps.

PAUL MULVIHILL & CO. LTD.

Toronto

Montreal

DIAL 610
CKTB
ST. CATHARINES

Radio sweeps the field

RADIO TOOK THE WHOLE FLOCK OF BEAVER AWARDS this year, when six stations operating with the older medium, from Vancouver to Montreal, won CANADIAN BROADCASTER'S awards for distinguished service to Canadian radio and television broadcasting in 1963.

Winners, as voted by an independent board of five judges, and their points out of a possible 60 are as follows:

CHQM, Vancouver	53
CKGM-FM, Montreal	39
CKLG, Vancouver	37*
CJBC, Toronto	37*
CHUM, Toronto	32
Northern Broadcasting Company Ltd.	27

*Tied

Beaver Awards, which are based on articles which appeared in the *Broadcaster* during 1963, were chosen by the judges from 17 articles selected for consideration by the paper's editorial staff. They were reprinted in our April 2 edition.

The judges, who donate their services gratuitously each year out of interest in the broadcasting industry, were: Carson Buchanan, retired manager of Station CHAB, Moose Jaw; Mart Kenney, veteran musician and conductor; Mrs. Billie Kent, manager of the Bermuda News Bureau; Dr. Alan Thomas, associate director of the Canadian Association for Adult Education; C. W. "Bill" Wright, formerly a broadcaster in the representation field, now operating as a consultant in public speaking and salesmanship.

Winners' citations will appear on their copper plaques as follows:

CHQM-AM-FM, Vancouver for vigor, enthusiasm and energy in programming with "music to match

the mood of the moment" to less than one third of Vancouver families, who account for more than two thirds of the total income, and, in the process, increasing the number of Vancouver sets in use by 25 per cent. The award is based on the article "Music for the Market that Matters", by Kit Morgan, published in Canadian Broadcaster for January 3, 1963.

CKGM-FM, Montreal for "its 24-hour a day stereo schedule of quality music, sophisticated talk programs, and a commercial policy that limits interruptions to four times per hour", presenting during its first week on the air serious and light classical music, well-known show tunes, good jazz, a full length opera and Shakespeare's Macbeth. The award is based on an article, "Works with Music Leaders for Live Stereo", published in Canadian Broadcaster for November 7, 1963.

CKLG, Vancouver for its dramatic documentary series of ten programs, "Narcotics Exposé", including interviews with anonymous drug addicts and an ex-drug-squad officer, designed to "arouse public opinion and bring the situation to the attention of the government." The award is based on a news story published in Canadian Broadcaster for January 3, 1963.

CJBC, Toronto for its work in the field of adult education with "The Learning Stage," produced by Art Stinson as program organizer for the listener who is "interested in self-improvement, in mental stimulation, in deeper understanding of himself and his environment". The award is based on an article, "Aims

at those with Interest and Capacity to Learn", published in Canadian Broadcaster for January 17, 1963.

CHUM, Toronto for its "seminar", designed to encourage and educate charities and public service organizations to supply broadcasting stations with appropriate and acceptable material for public service announcements and other broadcasts, donated by stations to these organizations free of charge. The award is based on an article, "Know the Medium. . . Meet the People", by Ben Holdsworth, published in Canadian Broadcaster for August 1, 1963.

Northern Broadcasting Company Ltd. for its "stay in school" campaign, in the form of spots broadcast by some of Canada's leading business executives on the five "Northern" radio stations, CHEX Peterborough, CKWS Kingston, CFCH North Bay, CJKL Kirkland Lake and CKGB Timmins, and also made available to stations across the country through the Canadian Association of Broadcasters' Program Exchange. The award is based on a news story, published in Canadian Broadcaster for September 5, 1963.

HARDY RADIO SELLS

CKCL	-	Truro
CKDH	-	Amherst
CKMR	-	Newcastle
CKNB	-	Campbellton
CKML	-	Mont Laurier
CHNC	-	New Carlisle
CKBL	-	Matane
CFVL	-	Valleyfield
CJFP	-	Rivière-du-Loup
CJAF	-	Cabano
CKRS	-	Jonquière
CHRL	-	Roberval
CHRC	-	Quebec
CKSM	-	Shawinigan
CKJL	-	St. Jerome
CKLC	-	Kingston
CHIC	-	Brampton
CHFA	-	Edmonton
CKRN	-	Rouyn
CKVD	-	Val d'Or
CHAD	-	Amos
CKLS	-	LaSarre
CJSO	-	Sorel
CJLM	-	Joliette
CKBS	-	St. Hyacinthe
CHEF	-	Granby
CKLD	-	Thetford Mines
CKLY	-	Lindsay
CFTJ	-	Galt
CJAV	-	Port Alberni
CJME	-	Regina
CHRC-FM	-	Quebec
CHFM-FM	-	Calgary
CKLC-FM	-	Kingston
CHIC-FM	-	Brampton

HARDY MEN KNOW THEIR MARKETS

WESTWARD HO!



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

CFQC
radio — Saskatoon



WHAT'S ON TODAY AT THE ACA?

Monday April 27th 1964

Morning

- 8.30 a.m. REGISTRATION - Hall "A"
- 9.15 a.m. ACA ANNUAL BUSINESS MEETING
(Members only) - Ballroom
- 10.00 a.m. Fifteen-Minute Presentation On:
Bureau of Broadcast Measurement
By J.F. GLASIER - Immediate Past President, BBM
- Canadian Advertising Research Foundation
By J.N. MILNE - CARF Chairman
- 10.30 a.m. Intermission - Tea and Coffee Time
CFRB, Toronto and CJAD, Montreal
- 10.45 a.m. Canadian Advertising Advisory Board
By E.V. RECHNITZER - CAAB President
- ACA-CAAA Joint Broadcast Committee
By Wm. INCH and HUGH HORLER - Committee Co-Chairmen
and
GABY LALANDE, Montreal Committee Representative
- 12.30 p.m. LUNCHEON - Canadian Room

Speaker

SISTER JACQUELINE GRENNAN
Executive Vice-President
Webster College
St. Louis, Mo.

Subject:

"MASS COMMUNICATION: INDOCTRINATION OR EDUCATION"

Afternoon

- 2.15 p.m. Ballroom
Chairman - P.J. MCGINNIS
"AGENCY COMPENSATION - FEE SYSTEM"
ANDREW KERSHAW
Managing Director
Ogilvy, Benson & Mather (Canada) Ltd.,
Toronto.
- 2.45 p.m. Ballroom
"AGENCY COMPENSATION - COMMISSION SYSTEM"
GEORGE G. SINCLAIR
Vice-President & General Manager
MacLaren Advertising Company Limited
Toronto
- 3.15 p.m. Intermission - Tea and Coffee Time
CFRB, Toronto and CJAD, Montreal
- 3.30 p.m. Ballroom
"HOW NOT TO SELECT AN AGENCY"
JERRY GOODIS
President
Goodis, Goldberg, Soren Ltd.,
Toronto.
- 4.00 p.m.
"HOW TO SELECT AN AGENCY:"
YVES J. MENARD
Vice-President & General Manager
Consumer Products Division
Johnson & Johnson Limited,
Montreal.
- ACA MEMBERS' DINNER & COCKTAILS
(Members and their ladies only)
- 6.00 p.m. PRESIDENT'S RECEPTION - Ontario Room
Courtesy of The House of Seagram Limited.
- 7.00 p.m. BUFFET DINNER DANCE - Ballroom
ACA Members Buffet Dinner



REEVE ROBERT SPECK
TORONTO TOWNSHIP

"Located in one of the most favoured areas in Canada, Toronto Township offers to private and corporate citizens alike, advantages found nowhere else. Six major highways running through the township, C.P. and C.N. Railway facilities, together with being the home of Toronto International Airport, make the area unique. "Already more than 100 major industries and 70,000 people make their home in Toronto Township and more come every month. "CHWO Radio's coverage of an urbanizing area and the township far beyond our boundaries, makes it a popular and important part of Township life."

The White Oaks Market

Population 233,500*
Retail Sales \$148,054,000*
Households 61,700*
Buyers Income \$431,281,000*
24,592** Employees in 445** Plants
Earning \$109,874,000**.

The White Oaks Station

CHWO RADIO

Dial 1250

1000 WATTS, SPEAKING TO PEEL AND HALTON COUNTIES

Call these Representatives for the Facts

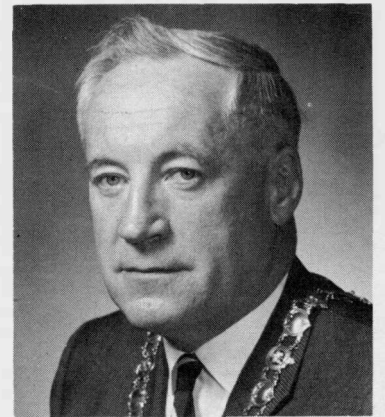
TORONTO
National Sales Office,
66 King St. W.
366-7182 - Hal Pirner
923-6814 - Howard Caine

WINNIPEG
Broadcast Representatives
211 Dayton Building
WH 3-6115
Mrs. Helen Kolomaya

MONTREAL
Radio & Television
Sales Inc.,
Windsor Hotel.
UN 6-2749 - Jim McLennon

VANCOUVER
Radio Representatives Ltd.,
1131 Richards Street,
MU 5-0288
Frank Jobs

* Sales Management - 1963
** DBS - 1961



MAYOR ALLAN MASSON
OAKVILLE

"Once a summer colony, - now one of the fastest growing commercial and industrial centres of Ontario, Oakville claims to be Canada's largest town. Beautiful parks, modern schools, cool breezes from the Lake, all contribute to good living for its 46,721 people. "Being a huge consumer and product market with a substantial labour pool, excellent transportation facilities and ample housing, makes it a prime site for new business as well. "Through its regular reports to the people, CHWO carries the voice of Oakville far beyond municipal boundaries and this renders a valuable public service to the community"