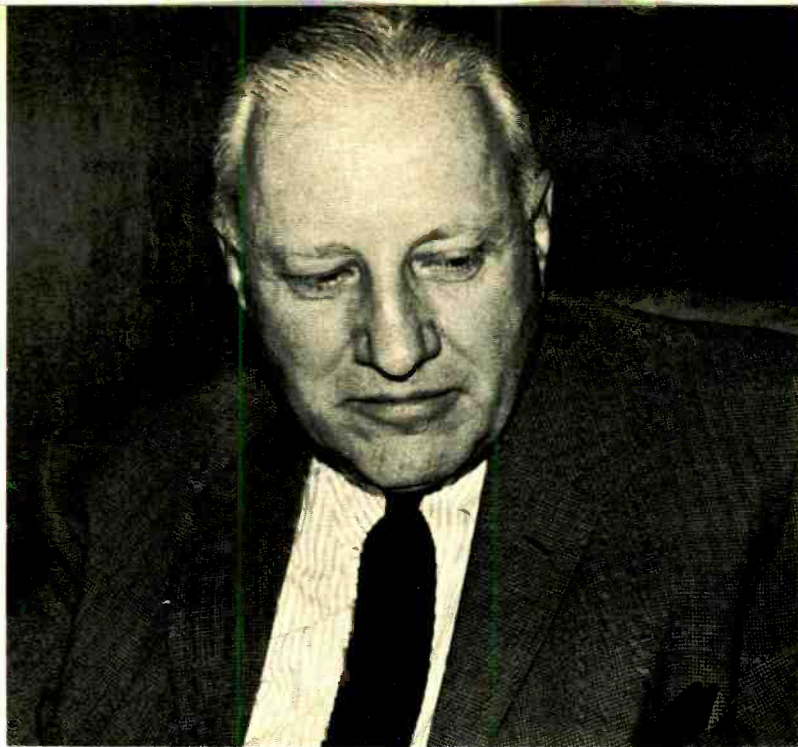


Now in our twenty-third year of reaching people who reach people



"I think the ACA Gold Medal is a wonderful way of recognizing outstanding contributions....



....to Canadian advertising and has brought into the limelight invaluable people and ideas.



Who? ME?"



ACA

Daily Broadcaster

Volume 6 Number 3

April 29, 1964

For Services Rendered

WaR•Ren Reynolds

IT STARTED THE DAY an English carpenter, from Brighton, arrived in Canada, came to Toronto, hocked his tools and threw away the ticket and then got himself a job on the old *Toronto Globe*.

It climaxed at the 1945 ACA Convention, when this carpenter, now the head of his own agency, received one of the association's coveted Silver Medals.

The carpenter in question was the late E. W. (Eddie) Reynolds, whose pioneering has born fruit in what is today Ronalds-Reynolds & Company, presided over by his son, Warren Reynolds, who will by now have hung his own ACA Gold Medal, awarded to him at this year's ACA Convention, beneath his father's silver one.

Young Warren Reynolds started his business career with the Maclean (now Maclean-Hunter) Publishing Company. In 1935 he joined the Hinde & Dauch Paper Company, first in the packaging research department in Toronto and Trenton, and later in the container testing laboratories in New York. He returned to Canada to become sales manager in the Montreal division.

Nine years later, in 1951, he resigned to join his father's advertising agency, E. W. Reynolds Ltd., becoming president on his father's retirement in 1961. In 1960 he merged with Ronalds Advertising Agency Ltd. and became president of Ronalds-Reynolds & Company.

Warren Reynolds' success story reads like an arithmetical progression. From small beginnings the Ronalds-Reynolds company has risen to a position among the top ten agencies operating in Canada. Billings have increased over ten fold.

• • •

An ardent fisherman in the 500-lb tuna class, Warren Reynolds has never shirked extra-curricular duties for the good of the industry.

He has performed just about every function with the Canadian Association of Advertising agencies, up to and including the presidency.

He has represented CAAA as liaison director, joint working committee on radio and television.

He served on the Annual Business Conference Committee, later becoming chairman, of the University of Western Ontario.

As CAAA president, he worked with Alan Yeates, then ACA president, in a joint representation to the Royal Commission on Publications.

He organized the first French marketing conference to be held in Toronto.

In 1960, he was elected governor of the Frontier College, later becoming a member of its executive committee.

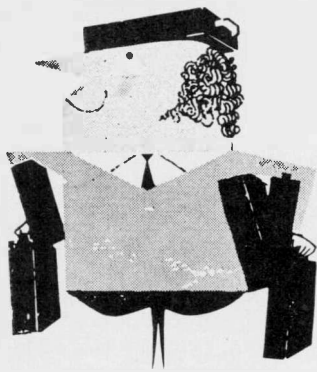
• • •

While Warren Reynolds had the good fortune to step into his father's shoes, he did it the hard way.

When he first joined the agency, his father saw to it he received no boss' son treatment. Starting out holding script on some dramatized radio spots, he tried his hand at just about every job in the business. He did store checks and other leg work, and once travelled clean across Canada snapping pictures of clients' wares on display in the stores.

Whether or not this father-son situation is another first for the ACA, it is unquestionable evidence of the maturing of the relatively young advertising industry — maturity not only in years but in capacity for use-

HARDY MEN



KNOW THEIR MARKETS

CALL
TORONTO

Art Harrison
Charley Powell
Dick Sienko
Pat Rowsell
Monte Hutton
Gene Alton
Weldon Wilson

MONTREAL

Marc Legault
Giles Dussault
Jean Senecal
Pierre Lemieux

CBC President

Commercials are no sideline... they help CBC serve Canada



"WE HAVE ONLY ONE PURPOSE — one business — to serve the Canadian public, and our commercial activities must remain a contributing means to that end. But our commercial activity is not just a sideline, it is an essential part of our operation. To the extent we are in business, we are in business to the hilt."

This was the gist of CBC President Alphonse Ouimet's admitted "pitch" which he delivered at the ACA Gold Medal Luncheon yesterday.

"Business has spent millions of dollars to advertise its goods and services on CBC radio and television over the past 28 years," he said. "Without your use of and support for CBC radio and television, one of two things would have happened:

-30-

This is the final edition of Volume 6 of *The Daily Broadcaster*, published for the past six years each day of the ACA convention

Watch the May 7 issue of *Canadian Broadcaster* for reports of all ACA meetings, including today's sessions. Also watch *Canadian Broadcaster's* regular twice-a-month editions for news and articles of interest to the advertising world.

"Either the national service would be less complete and reaching fewer people, or the cost per Canadian in public funds would be appreciably higher than the present figure of \$4 a year."

Ouimet had kind words for "the many advertisers who, over the years, have sponsored and are sponsoring major programs and Canadian series on CBC networks at relatively high cost. They have done this — for Canada I believe — in the certain knowledge that they could have achieved greater exposure at less cost through the medium of canned variety, situation comedy or other light entertainment whipped up from the 'mass audience' formula.

"The CBC does not believe that this is a good formula for the national broadcasting service," he said, adding:

"It may surprise you, however, to hear me say that it is not necessarily a good formula for the advertiser either — the so-called 'mass audience' has long ceased to be, if it ever was, the majority of the total potential audience."

Such specials as NHL playoffs and royal visits excepted, the speaker suggested that "even the most highly-rated programs are still only minority programs, reaching some 25 to 35 per cent of the total potential audience. Large audiences to be sure, but what about the 70 per cent who are not watching or are watching something else?"

"The repetition from week to week of a series of popular programs, all issued from the same mold, will still yield you at the end of the year only the minor part of the total audience."

Ouimet pointed out that the total potential audience varies by age, sex, education, sophistication, socio-economics, geography and individual tastes and temperament.

Therefore, he said, "it is just as impossible for you to reach them all at the same time with your commercial message as it is for the CBC to serve the total audience — or

even a true majority audience — all together at one time.

"The only way to reach the largest possible audience, with our service or with your commercial, is to offer a wide choice of program fare so that everyone may be served according to his taste."

The speaker emphasized that while "we shall continue to seek advertising dollars so long as our mandate is as it is, we shall also continue to respect those self-imposed policies of the corporation which actually translate themselves into a code of business practice."

While, from an advertiser's standpoint, the prime interest is to stimulate sale of products, the CBC must maintain proper perspective with respect to its programming responsibilities and its commercial responsibilities. . . "to ensure . . . integrity and good taste."

Because the broadcast media in Canada "enjoy the confidence and trust of the Canadian people", Ouimet said, "we will continue to maintain sufficiently high standards of quality and quantity to ensure continuing public confidence in CBC broadcast advertising, in spite of the fact we could obtain more advertising revenue by lowering our standards.

"What would happen, of course, if we did lower these standards would be a gradual loss of confidence in broadcast advertising among the public at large, and that, in the long run would work to your disadvantage.

"We are serious about achieving effective relationships with advertisers and agencies", Ouimet said. "We try to meet your needs while at the same time we have to be aware of the basic reasons for the CBC's existence.

"We would be the last to claim that our programs and schedules are perfect. But we are not unmindful of some success in providing a balanced fare to viewers and listeners when compatibility between *their* rights and *your* interests has been sometimes extremely difficult to find."

C KEY TO BUSINESS

IN THE

WHOLE NIAGARA PENINSULA

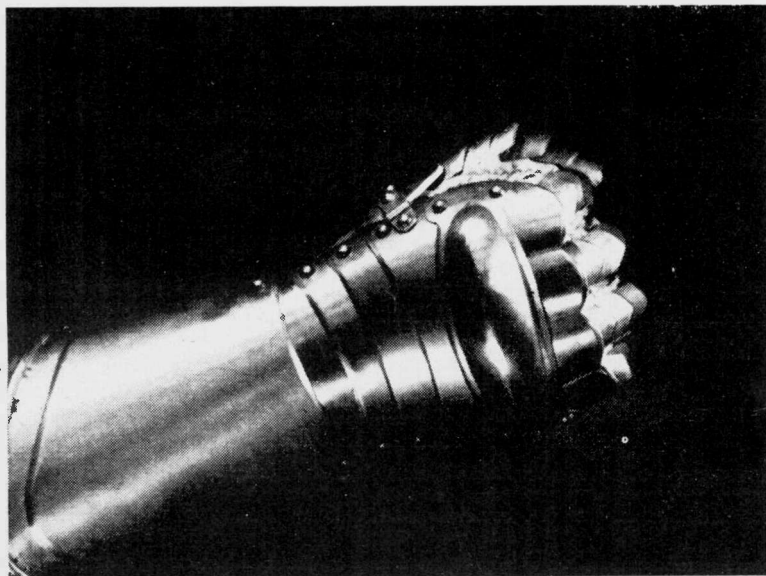
Reps.

PAUL MULVIHILL & CO. LTD.

Toronto

DIAL 610
CKTB
ST. CATHARINES

Montreal



We seldom pull our punches...

... because we firmly believe in the merits of our product. But don't let this mailed fist mislead you. Good selling calls for "boxing" just as much as it does "slugging". It's not always the technique, it's the finesse that counts. Which is one good reason why the national advertising revenues of the stations we represent are constantly accelerating.

**radio-television representatives
limited**

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

National media need local help

HOW IMPORTANT ARE THE advertising media? If you hired a crew of men to deliver your sales message personally and they worked from 9 to 5, five days a week, 50 weeks of the year, with only an hour for lunch, at just \$100 a week with no expenses or mileage, no statutory holidays off, spent only one minute getting from home to home or farm to farm — it would cost you \$447,500 in salaries alone to have one minute per year with each household in Canada.

That this was just a "trailer", a sidelight, indicates the wealth of information, via script and slides, covered in the address, "How Media Can Help in Selective Marketing" by Ralph Draper, media director of Foster Advertising Limited, at the ACA convention yesterday.

"Canada has no national media," Draper said, in the dictionary definition of national as "common to a whole people or race. . . The ones we terms as national (TV networks, magazines, supplements) can really only do a part of the job in reaching our whole nation.

"Network television generally delivers large audiences at an effective cost per thousand. In many cases it is the only source of prime time minutes, and often the only way we can be sure of having an island position for our commercials. But network coverage does not spread equally across this country.

"There is a most definite need to consider supplementary, selective media in many areas to be sure that we are going to reach an equal number of potential customers in all areas.

"Supplements supply a tremendous circulation volume, give top-notch color at a good price, have proven high reader traffic, and produce excellent returns. Even with a tremendous national supplement campaign, there is still the need for selective advertising, if only from a coverage standpoint."

About magazines, Draper said, "Many of us tend to underestimate the total circulation. The magazines themselves, and those of us in the advertising business, tend to think of them individually, rather than as a group medium"

Adding the gross circulation figures of *Maclean's*, *Le Magazine*, *Reader's Digest* and *Selections*, *Chatelaine* and *Revue Moderne*, *Liberty*, *Time*, *Saturday Night* and *Star Weekly* (which, Draper said, deserves to be called a magazine), the total is equal to 98 per cent coverage of Canada, though that figure includes duplication.

"We use network television, supplements, and magazines. They are all important vital media, but we only kid ourselves if we look on them as giving complete national coverage. They must be considered as part of a total, selective plan," he said.

"All business is local.

"Only regional and local media can allow us to stage launches and promotions in specific markets at the

time desired.

"Dealers are extremely important in many cases. Only the local media can give us dealer tie-ins and hookers on a proper basis.

"With selective media, we can control our weight by market, not only in terms of spots or lineage, but in terms of dollars.

Local media on the spot can help in distribution checks and in gaining entry to store shelves, he said, generalizing that local papers are more helpful in distribution checks, and local broadcasters more helpful in getting shelf space, though all types of media are helpful in these areas.

Flexibility is the most important reason for using selective media,

CGE success story

Quality needs communicating

"HOW TO GO FROM ZERO PERCENT of the market to 21 million units in four years, in one hard lesson" might well have been the title of the "Advertising in Action" case history told to the ACA convention yesterday by F. Ross Johnson, manager, marketing, of the lamp department of Canadian General Electric Co. Ltd.

Johnson made two big points — one, that "when you abandon your consumer franchise either to an outside firm or through your own apathy, a quick technological or price change can have a disproportionately crippling effect on your operation."

Two, that you can survive the blow and "the total marketing process is not built entirely around price and trade relations, the Canadian consumer will pay more for good quality merchandise, tastefully packaged and presented."

In 1960, Canadian General Electric had been manufacturing Christmas lights for over 30 years, but the general public didn't know it. They sold their product to the manufacturers of strings of Christmas lights, who packaged the re-sale product under their own brand names.

"It was great until 1956," Johnson said, when "the roof fell in with the introduction into Canada of Japanese Christmas lights. Couple that with a marketing situation where we had not spent a solitary cent in developing a CGE Christmas franchise with the trade, leave alone the end consumer, who bought it for years under brand names.

"If CGE had only been in the Christmas lighting business, under our pre-1960 practices we would have been finished. The trend line showed that we would be out of business by 1964. It became the marketing responsibility to reverse this trend."

First, marketing decided to eliminate the string manufacturers and go direct. Which brought CGE down to zero per cent of the market, starting into 1961 with no orders or customers.

Draper, being able to pick the market, pick the timing, book and change advertising on shorter notice. "We can put in the proper weight, dependent not only on media value, market size, but also on competitive activity. We can advertise the right product to fit the market. We can pick the right medium or combination of right media to do the best job within a market.

"All markets are different, and each must be attacked with a combination of marketing strategy, creative and media strategy in mind.

"It is desperately important to watch weight on a market by market basis. This is awfully tough to figure in newspapers and outdoor, but much easier in the broadcast media.

From there, "we had to re-evaluate the total product line in terms of actual consumer wants," Johnson said. "We invested heavily in consumer research."

As a result, CGE developed new lights for the high-style end of the market, cut the number of colors and improved the colors they kept, colored the cords to blend into their backgrounds, cut down the unit of sale and selection into multiples that represented actual consumer take away, and described the product in consumer terms rather than engineers'.

Price was a critical issue, and marketing set a competitive price and then asked manufacturing what volume would be required to meet that figure. The answer was "sell 14½ million lights".

The lights were to be sold on a guaranteed sale basis, that CGE would take back all unsold product. "We started manufacturing in January on a basis of what would happen in three weeks of December. If our marketing prognostications were incorrect, we got everything back, which would be with us for another twelve months," Johnson said.

"We gambled in excess for one million dollars that they (the consumer) would buy. This placed a fantastic emphasis on our marketing program, particularly packaging, promotion and advertising."

One hundred and forty new packages were developed, geared to self service, and tasteful, "Our creative packaging people, Lancaster and Haws, did as much or more to ensure the success of our program as anything else."

But, "did we ever need communication!" Johnson said. CGE went exclusively to radio, for three weeks continual communication to both men and women, and "radio once again scored as we could concentrate our communication where the shelf exposure was."

With a happily-ever-after ending, Johnson showed a slide, sales in 1963 increased 420% over 1960 sales.



The Facelle story

---first the research then the campaign

SALES MORE THAN DOUBLED and still climbing, distribution increased by better than 50% and still improving — a combination of quality product, sales effort, and advertising and promotion did it, all three working in close co-operation. That was the punch-line to the success story told by Laurence Duncalfe, advertising and sales promotion manager of the Facelle Co. Ltd., during the ACA convention's series of "Advertising in Action" case histories yesterday.

Reviewing the Facelle story, Duncalfe said the company had been producing quality household paper products on a limited scale since 1932, with a modest share-of-market, but "things began to happen" in 1961 when Canadian International Paper Company acquired the business.

First thing to happen was the institution of a research and development program, with a study to discover a guide to product design, a guide to name development and package design, and to determine the most effective way to sell the product.

Two basic factors emerged, Duncalfe said. Consumers considered their basic tissue product superior to competitive brands by a margin of eight to one, after "blind tests" in in-home placement tests. And consumers considered their packages cheap looking, non-functional and badly color-coded.

With new package designs, expanded manufacturing facilities ready to roll, the sales force beefed up, the company faced two problems in launching the new Facelle Royale in Ontario and Quebec. The old product had had fair distribution in drug outlets, but made a poor showing in food chain distribution, and too many people were unaware of the product's existence. What to do?

The decision was to sample 1,200,000 homes in the two provinces with a full size package of the new facial tissue and bathroom tissue, plus two "10¢ off" coupons.

We would let the consumer decide for herself what product was softer, stronger and more absorbent," he said. "Expensive? Yes. But possibly this was the shortest distance between two points

At the same time, 35 newspapers in 25 markets in Ontario and Quebec carried an advertisement a week for ten weeks, mostly two-color ads, ranging from 800 lines to full-page size. Spot television was used to support the products on a continuing basis.

With "a very low bow in recognition of a great job", Duncalfe said the new sales force made a complete trade canvas before the advertising and sales promotion campaign broke.

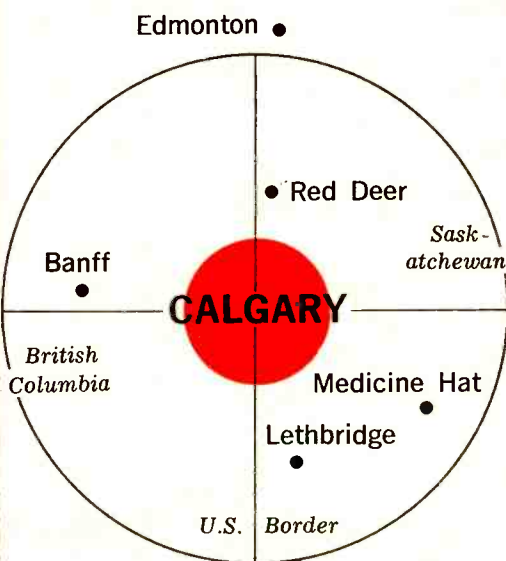
Duncalfe's talk was titled "Now it can be Sold". Up until now, he said, it was not a story, but rather a prayer. Now, however, Facelle Royale is "on the market in a healthy and growing position".

You'll like
the
re-action
to
**ACTION
STATIONS!**

CFCN
RADIO/TV
CALGARY

**AIR
Coverage**

(and what a target area!)

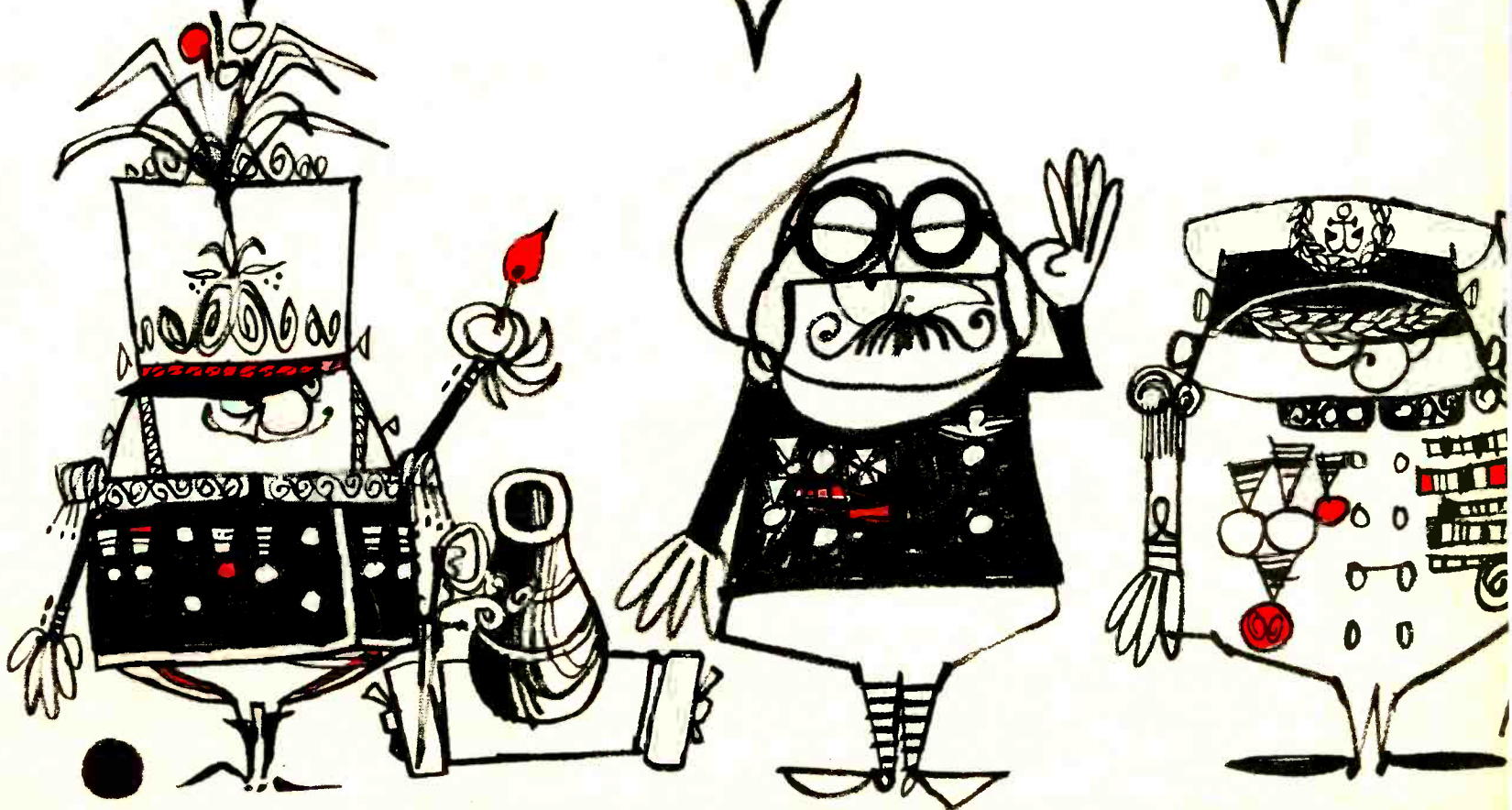


- 164,400 radio homes in the Southern Alberta market!
- Leading in 10 out of 16 time periods.

**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

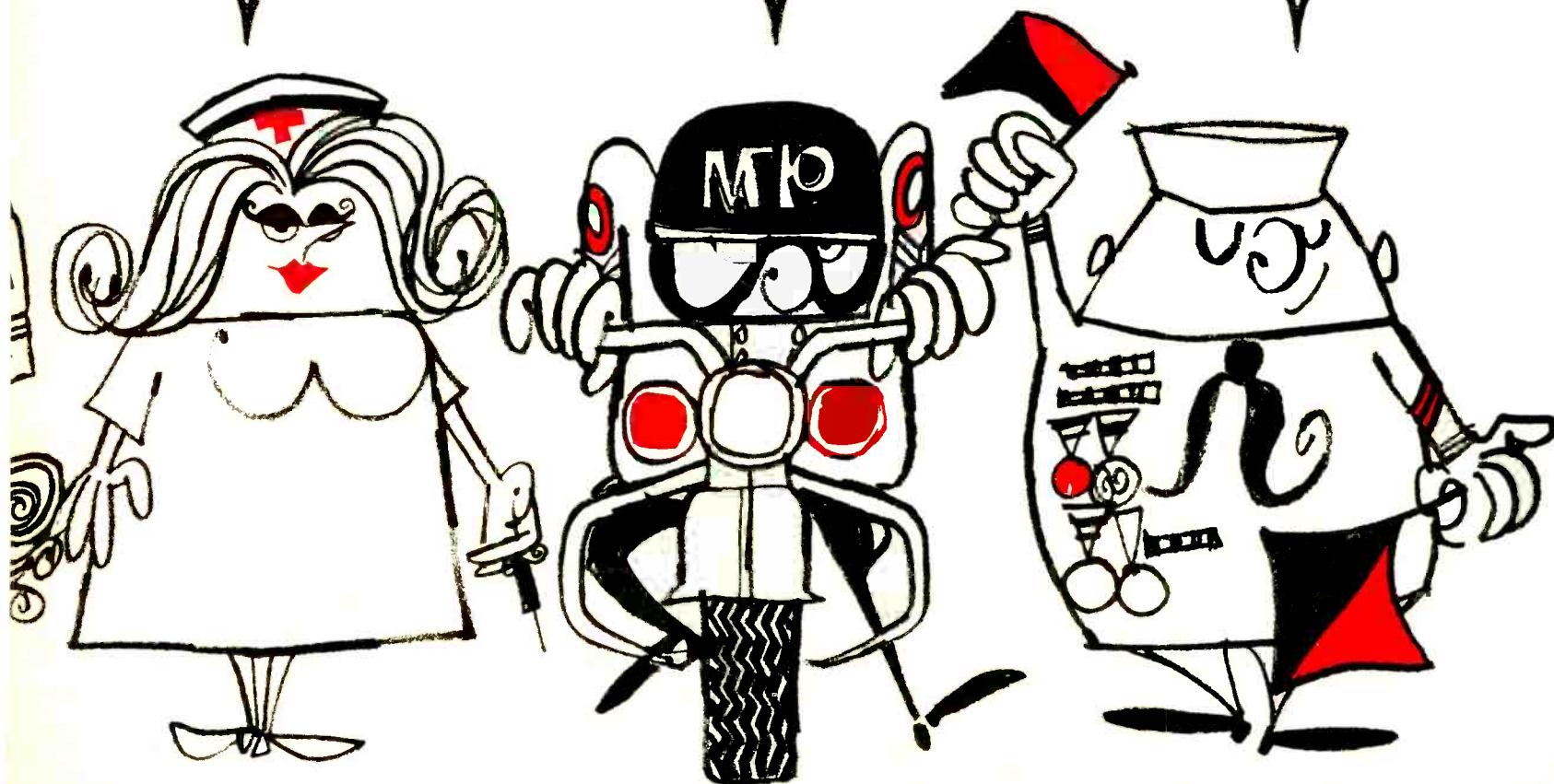
send a signal
to CFCN

our crews are
fast, fearless,

flexible and

always ready

for ACTION!



Television was the base medium

THE CASE HISTORY of Greb Shoes Limited's Hush Puppies, told by vice-president Jack D. Campbell in the ACA convention's "Advertising in Action" series, spanned only four years, but a lot of advertising action — and reaction.

Greb acquired the Canadian franchise for Hush Puppies in 1959 he said, and early in 1960 appointed Goodis, Goldberg, Soren Ltd. as its agency, with a budget of \$7,000. Putting the budget into test marketing, with the simple objective of creating demand, the client expected sales of 10,000 pairs of shoes — and sold 44,000 pairs.

The next year, '61, the budget upped to \$50,000, with a sales target of 140,000 pairs — and 235,000 pairs were sold. So it went. The 1963 budget of just over \$200,000 produced sales of just under one million pairs of Hush Puppies.

"This year it looks as if we shall sell one-and-a-quarter million pairs," Campbell forecast. He said the rocketing sales figures were "unparalleled in the Canadian shoe industry."

Testmarkets in the launch campaign were Kitchener, Winnipeg and London. In Kitchener, TV was the only medium, one seldom used by the shoe industry. In London, only newspapers were used. In Winnipeg, both TV and newspapers were used.

The TV-newspaper combination proved most successful, with TV alone running a close second as sales in both markets approximately quadrupled during the test period. Newspaper alone brought only mild success. A final test, using the same TV commercial (produced for less than \$1000 by Ministar Film Productions Ltd.) in Vancouver brought the same results.

"Television seemed to be the success factor, and formed the base medium for the first national campaign," Campbell said. The Advertising was backed up from the start with sales promotion and POP. Display materials featured the basset hound, which co-stars in the advertising, bones and other related items. Mailing pieces have ranged from pies to single socks, the mates to which the salesmen brought on their personal calls.

With the original goal met, objectives widened in the last two

years to include strengthening the Greb identification with Hush Puppies and the acceptance of other Greb products, preventing Hush Puppies from becoming a generic term, and building sales in Metro Toronto.

Last year corporate elements were introduced into the advertising. A Hush Puppies identification kit was produced to combat Hush Puppies becoming a generic term, and the write in-reaction to newspaper coupons left very few kits to be distributed to the ACA audience.

Mentioning other factors that have contributed to their success, Campbell said production facilities have kept up to provide delivery, complete distribution facilities are served with a chain of warehouses across the country, and,

"Having picked out advertising agency, we have committed our budget to them and gone along with their recommendations. We have deliberately avoided nit-picking."

Spot-TV
is prime medium
for new
food product

AT THE ACA Annual Meeting yesterday, Donald F. Swanson, Vice-President of the Grocery Products Division of General Mills Inc., presented the background of marketing planning for the United States introduction of Gold Medal Wondra Instantized Flour.

General Mills launched the product in a national introduction in September. The primary medium for the introduction was Spot TV coupled with an impressive list of daytime and prime time network television shows. Three color newspaper and 4 color magazine ads were also used importantly. The introductory advertising campaign was termed one of the largest ever used for launching a new food product.

Mr. Swanson pointed out that one of the most difficult decisions for his company to make was the choice of initially marketing the product nationally with the associated risk factors and tremendous logistical problems or to carefully test market the product over a long period of time. The national introduction was chosen because General Mills was so sure that they were marketing one of the major breakthroughs in the food field.

"General Mills Sales Force did an outstanding job of covering all grocery trade nationally in only three days and sold Gold Medal Wondra to every principal grocery distributor and chain retailer," said Swanson. He added that none of the trade incentives or promotional gimmicks typical of the regular flour business were used in the introduction.

In discussing the creative aspects of the advertising plan, Mr. Swanson stated that all ads were thoroughly pretested to insure that they were effectively delivering a hard-hitting and motivating message to consumers.

Mr. Swanson concluded by indicating it was too early to fully predict what the future holds for the new product but did confirm that consumer acceptance to date has been excellent.

DRIFTSTONE FLOORING SOARS TO CEILING

"IN ANALYZING THE DRIFTSTONE success story, all of us involved have varying theories as to what actually caused it to take off," said David Buglass, advertising manager of Armstrong Cork Canada Ltd. in

the ACA's "Advertising in Action" series yesterday.

To introduce its Driftstone design Excelon Tile flooring, the company used a three-pronged attack aimed at consumers, retailers, and the wholesale distributor sales force. An incentive program for the distributor sales force offered prize points for every carton sold, to be redeemed for merchandise. The flooring retailer was offered a chance on a two-week trip for two to Acapulco for every carton purchased.

The consumer was offered a 12-page color booklet "Make Way for Better Living", which was advertised in print ads, full-color in consumer magazines and supplements, and in 18 daily newspapers in key markets.

The objective was 450 stock orders totalling 13,000 cartons of tile. The seven-week promotion sold 923 stock orders and over 33,000 cartons.

"And today it ranks as one of the top sellers in our flooring line," Buglass said.

Who put the **K** in CFQC?

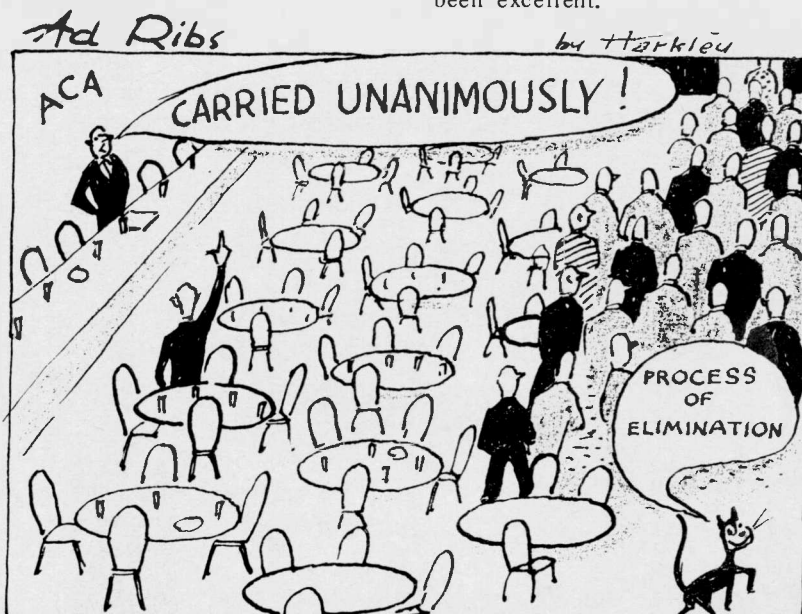
It took half a dozen very big corporations and millions of dollars. But it is transforming the economic life of CFQC's signal area, around Saskatoon.

Of course, wheat is our first money-maker, and we made more billions of dollars from agriculture in 1962 than ever before. Wheat, though . . . even Winnipeg claims wheat.

And oil production was greater in 1962 in our area than ever before. Of course, those guys in Calgary talk as though they had all the oil.

But now magic K! K's the chemical symbol for potassium, major element in POTASH. POTASH, used on eastern farms as fertilizer and in eastern industries. And it all comes from CFQC's signal area. Company towns, multi-million dollar developments, the whole bit. Production is just starting and may continue profitably for centuries.

We are happy to have new people, rich people in our audience. So are the advertisers on CFQC.



WHAT'S ON TODAY AT THE ACA?

April 29, 1964

Honouring Top Management of ACA Member Companies

8.45 a.m. REGISTRATION — Room "A"

9.15 a.m. Ballroom

Chairman: MISS MURIEL McCULLUM

**PRESENTATION OF LEADING CANADIAN
ADVERTISING CAMPAIGNS FOR 1963**

Co-ordinator: TED EARL
Editor, Marketing Magazine

Commentators:

R. G. LECKEY
Union Carbide Canada Ltd.,
Representing ACA

E. C. DANIHER
F. H. Hayhurst Co. Ltd.,
Representing CAAA

JAMES TRUMPER
J. Walter Thompson Co. Ltd.,
Representing The Copy Directors' Club

JACQUES GUAY
Director of Sales & PR
Melchers Distilleries Limited,
Montreal
(Comment on Coq d'Or campaigns)

10.45 a.m. Intermission — Tea and Coffee Time
CFRB, Toronto and CJAD, Montreal

12.30 p.m. KEY EXECUTIVES' LUNCHEON

— Canadian Room

Speaker:

THE HONOURABLE MITCHELL SHARP
Minister of Trade and Commerce,
Ottawa

2.15 p.m. Ballroom

Chairman: ROBERT M. SABLOFF

"THE PSYCHOLOGY OF THE CREATIVE MAN"
Dr. GARY A. STEINER
Associate Professor of Psychology,
Graduate School of Business,
University of Chicago,
Chicago

2.45 p.m. Ballroom

"HOW AN ART DIRECTOR TALKS WITHOUT MOVING HIS LIPS"
ALLAN R. FLEMING
Executive Art Director
MacLaren Advertising Co. Ltd.,
Toronto

3.15 p.m. Intermission — Tea and Coffee Time
CFRB, Toronto and CJAD, Montreal

3.30 p.m. Ballroom

"WHAT MAKES ADVERTISING WORK?"
WILLIAM BERNBACH
President
Doyle, Dayne Bernbach Inc.,
New York, N.Y.

4.30 p.m. GOLD MEDAL COCKTAIL PARTY — Library
(A la carte, open to Members and Guests)



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

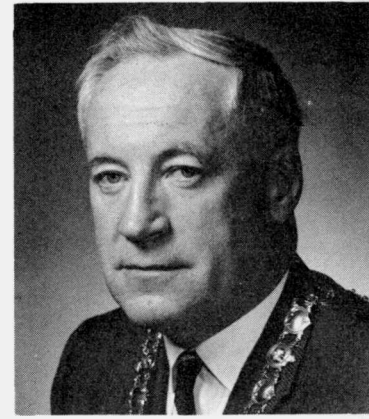
TORONTO
National Sales Office,
66 King St. W.
366-7182 - Hal Pirner
923-6814 - Howard Caine

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"