

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 (OAAC), 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)

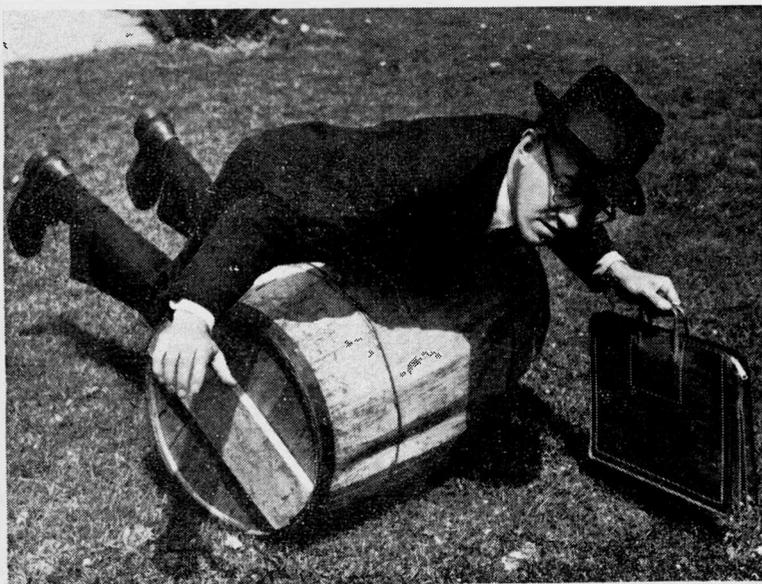


B. E. Legate  
Managing Director  
Association of Canadian Advertisers, Inc.

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.

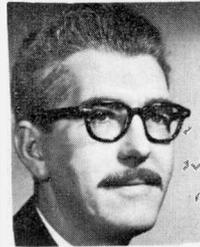
**THE HONORABLE MITCHELL SHARP**, Minister of Trade and Commerce, Ottawa, originated in Winnipeg. He graduated from the University of Manitoba, where he did post-graduate



Yves Menard



Dr. Bernard Hymovitch



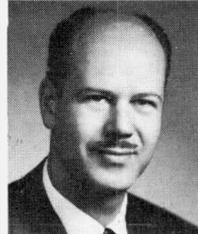
Gaby Lalonde



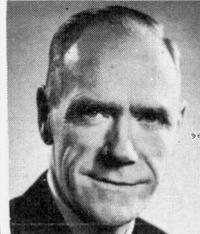
Ralph Draper



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".

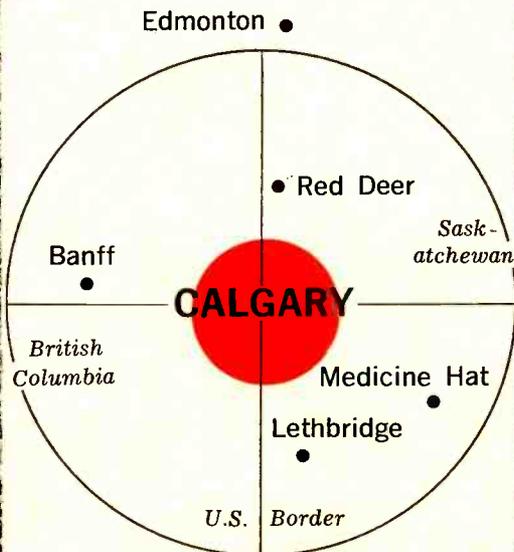
You'll like  
the  
re-action  
to

**ACTION  
STATIONS!**

**CFCN**  
**RADIO/TV**  
**CALGARY**

**AIR  
Coverage**

(and what a target area!)



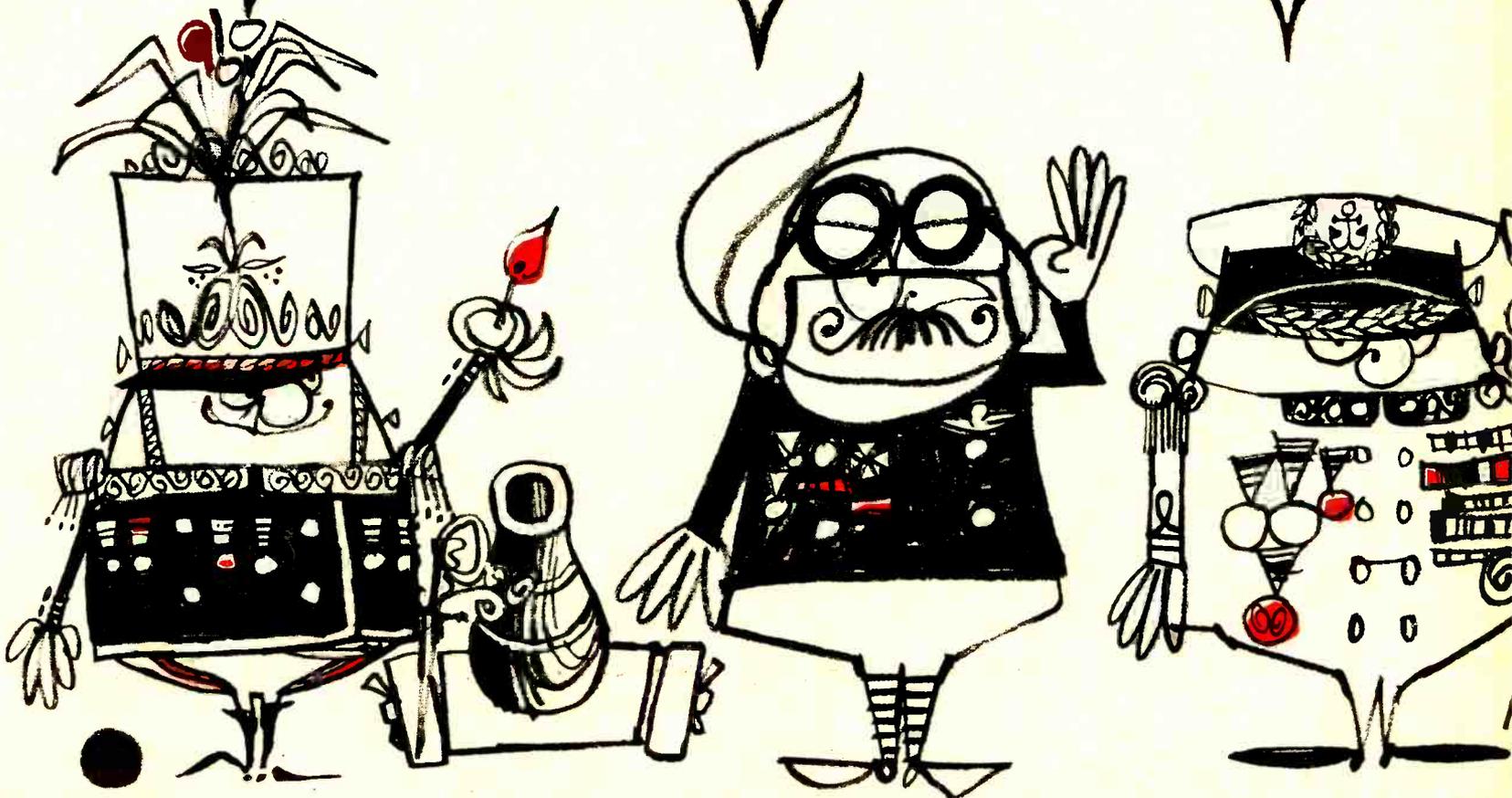
- 164,400 radio homes in the Southern Alberta market!
- Leading in 10 out of 16 time periods.

**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

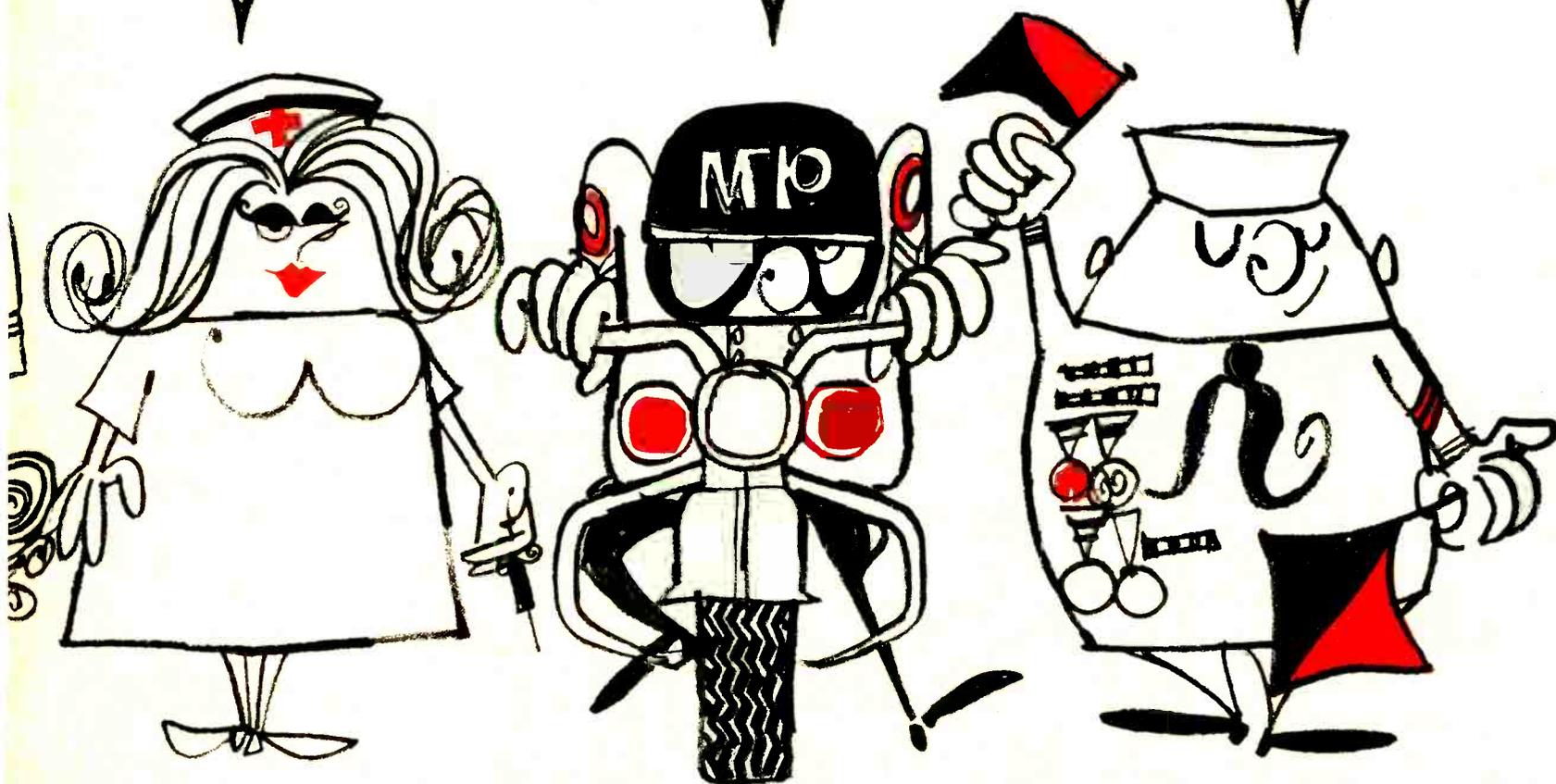
our crews are

fast, fearless,

flexible and

always ready

for ACTION!





# 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*



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"

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



ACA

Daily Broadcaster

Volume 6

Number 2

April 28, 1964

## Gentlemen, Your President!

ALL-ROUND CANADIAN MAN seems to sum up the ingredients which go to make up ACA's new president. George Meen, age 46, Toronto born and educated, played football for the Argos in 1940 and again in 47-8 (with time out for war service); has a 21-year old daughter Georgette, in University, a son of 17, David, just going into it and another son of 9, Arthur into just about everything.

Himself a graduate of U of T, 1941, George seems to relate the responsibilities of fatherhood to those of the advertising business in a practical way in applauding the work of CAAA with their staff training project. Also he expresses his unabashed admiration for copy people, with advertisers, agencies and media, who appreciate the use of good English and interesting English in advertising, and who have the gumption to urge those who see, hear or read their ads, to come through with an order.

George does not take his election to the presidency of ACA lightly. As he has passed through the committee stages in his work with the association, he admits he has looked forward to the day he would pick up the gavel.

He started his business career with Goodyear Tire & Rubber Co. and finished there as assistant advertising manager, — assistant to Allan E. Ross. In 1955, he joined Christie, Brown & Co. Ltd., and has occupied this post ever since.

As ACA president, his main interests will lie in two areas.

First on his list is education of membership — how to do it, case histories, planning, budgeting, research, marketing new products.

"The sophisticates know all these things," he said, "but most of us have lots more to learn. Jobs are so fragmented these days. . .

"I want to foster our (ACA) group meetings; regional sessions in Toronto and Montreal. I want to get speakers who know and can tell what they know; not names but people who really know."

George's second target will be governments (all of them) and performers' unions.

"There are great fields for improved relationships and greater harmony in both these areas," he said.

"In governments, there is a need for greater mutual understanding, — government understanding of business, as well as business of government."

"I should like to spearhead a campaign designed to get it across to the members of our various parliaments that advertising plays a major part in bolstering the economy, with more employment, more sales, more profit and so more revenue for the public purse."

As far as the unions are concerned, he is sure that a better understanding of advertisers' problems on the part of the performers would improve the lot of both sponsors and talent, and vice versa.

He proposes to work with ACA and CAAA on the problem of selling the benefits of advertising to the public, and will investigate the possibilities of persuading the media to give their support, "because they stand to gain equally in telling the public the true role of advertising."

In commending the CAAA for their work in the advertising education of young people, thereby establishing high standards and developing high degrees of skill, he said he hoped that in his year ACA too would co-operate in fostering the education and training of advertising aspirants who show aptitude.



## Agency compensation

# FEES versus COMMISSIONS



### FEE SYSTEM -- Andrew Kershaw

*"A fee or not a fee: that is the question: Whether 'tis better for the agency to suffer the slings and arrows of outrageous client demands, or to take arms against a sea of troubles, and by resigning, end them? To gripe: to moan: to lose the account; and perchance to see it in 'Marketing:' ...Aye, there's the rub."*

So, a few days after the 400th anniversary of Shakespeare's birth, soliloquised Andrew Kershaw, managing director of Ogilvy, Benson & Mather (Canada) Ltd., speaking on "The Fee System of Advertising Agency Remuneration" at the ACA convention yesterday afternoon.

"Agency remuneration through the commission system is a grotesque anachronism. It obstructs the development of better professional relations between client and agency," he said, after disclaiming any status as a spokesman for his own agency, other agencies or media, saying he spoke only for himself.

An ACA survey taken in March, with 101 replies from 180 members, showed that 28 per cent thought compensation through media commissions was unfair to agencies, with 13 per cent registering "don't know", Kershaw said. 33 per cent thought this form of compensation was unfair to themselves, with 12 per cent answering "don't know."

"Barely half of the members of the ACA are satisfied with the fairness of the present system. And one-half are dissatisfied or unsure" he said.

"I believe that a rational fee arrangement solves the problems of agency profit, the scale of client service, and the quality of advertising," Kershaw said, citing five main advantages to both client and agency:

The agency can be completely objective in its recommendations and the advertiser can believe in this objectivity,

The agency has adequate incentives to provide either total marketing services or just those the client requires,

The agency's income is stabilized, and the fee enables it to make a fair profit on professional services rendered

Every account pays its own way,

The fee lets the agency concentrate on its job of improving advertising quality without the distraction of profit considerations.

"The commission system rewards all agencies at the same rate. The fee system makes possible financial recognition of differences in the quality of professional services," Kershaw pointed out.

Ogilvy, Benson & Mather pioneered the fee system in the U.S. in 1960 and has an impressive list of clients using it, including American Express, General Foods, Hathaway, IBM, International Paper, KLM Airlines, Sears-Roebuck and Shell.

"The elements of a fee," Kershaw said, "are the time used to perform the service, the skill required, the importance of the assignment, or the results accomplished through it. The system is totally divorced from media commissions. The agency bills everything net and rebates all commissions to the client.

"The total amount is based on an estimate of costs including overhead, subject to eventual verification and audit, and an allowance for agency profit.

"There are some variations. There is a fee which is composed of a fixed sum for overhead and pro-

*(Cont'd. on page 3)*

### COMMISSION SYSTEM -- George Sinclair

"HOW WELL IS THE COMMISSION SYSTEM DOING?" This topic was discussed by George G. Sinclair, vice-president and general manager of MacLaren Advertising Co. Ltd., at the ACA convention yesterday.

In the evolution of agency compensation arrangements, Sinclair said, "the method of remuneration has never been stable for more than five years and has never been universally standard at any time. Today, fees are a lively subject of discussion, but there is no issue on fees as a fact of the advertising business in North America. I doubt if there is a single agency in the Canadian Association of Advertising Agencies that is not receiving fee income.

"In our own company it exceeds our net profit," he said.

"If we were to try to maintain the level and diversity of service we now provide to clients, and to do this on commissions alone, we would be quietly heading toward bankruptcy. I think this would be true for many agencies today, and will be true for more as this natural evolution goes on."

Sinclair traced the evolution of advertising back to the first advertising brokers, seventy or so years, who bought space at a price and sold it to advertisers at a higher price. To gain an edge on their competition, some brokers did layouts and wrote copy for the advertisers in addition to selling them space.

About 1900, several magazine publishers banded together and offered a discount to the brokers who were increasing the volume of advertising by serving the advertiser and making him more successful. Thus the commission system was conceived, and its gestation took another 35 years or so.

"Some business terms came to be used in strange new senses," Sinclair said. "The discount was called a commission, which it is not.

The organization that qualified for it was called an advertising agency, which we are not. We were principals at the outset, and we are principals today."

The view, held by advocates of the fee system, that the commission is an anachronism and that the 15% is really the client's money, could be extended to argue that if agencies did not exist, media rates could be reduced by that 15%, Sinclair said.

"Assume with me a hypothetical situation in which there are no agencies in their traditional role between media and advertisers," he said.

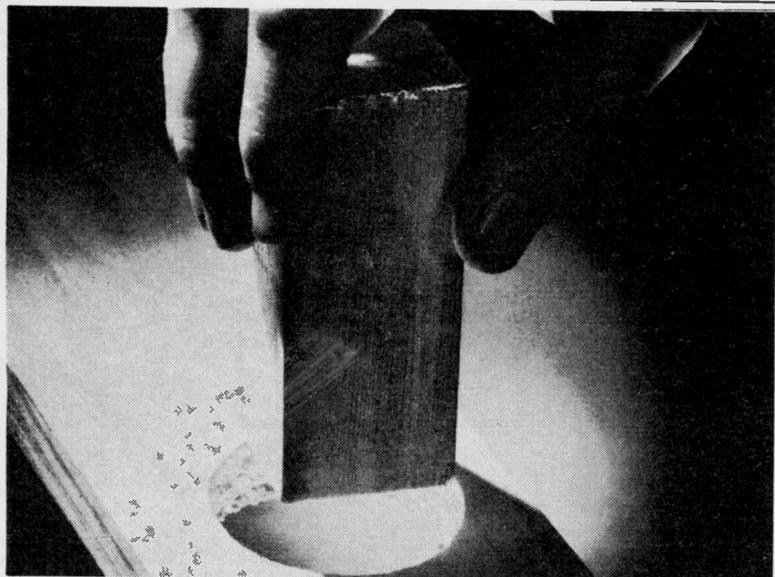
In actual fact, about 85% of Canada's national advertising is placed by the 45 CAAA agencies, which list 2,933 clients. In the hypothetical case, each medium would have to do business with some thousands of firms directly, calling for a greatly increased sales force.

As it is now, media accounting departments make out hundreds of invoices on retail advertising, a small percentage of that number to the relatively few agencies representing the bulk of their national advertising volume. In the hypothetical situation, accounting costs would soar.

And suddenly, each medium would have to concern itself with the financial responsibility of every national advertiser, calling for credit insurance, careful policing of accounts and prodding of advertisers slow in remitting.

"There are other ways in which we serve the media and it is clear that in the absence of the agency, media prices could not reduce by 15% to national advertisers," Sinclair said. "The greatest reduction any media representative has suggested to me as possible is around eight per cent. So advertisers must not assume that they are paying agencies 15% for planning and preparing advertising."

*(Cont'd. on page 3)*



## All our people are well-suited to their jobs

... even those who joined us from other walks of life. True, they did NOT have radio backgrounds ... but they could sell. And that, to us, was far more important. Time, and our coincident increase in time sales, keeps proving us right. So do the generally healthy sales curves of the stations we represent.

### radio-television representatives limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

## GEORGE SINCLAIR

(Cont'd. from page 2)

"As the remuneration system works in Canada today, most clients can be served in the traditional functions, planning, creating, producing and placing advertising, on commission income only and return an agency a moderate profit.

"Exceptions exist only on accounts on which the work is very largely for trade and industrial media, which generate little commission income.

"On some large consumer accounts, the agency can afford to go further, to provide some degree of marketing counsel and perhaps other extensions of service, without requiring fees. But since agency profits as a percent of volume have descended with fair consistency over the same period that our diversity of service and professional competence have been increasing, I think it's evident that we've been over-servicing many accounts.

Sinclair acknowledged that there are advantages to the fee system, and he would like to see them incorporated in commission system agreements. "The greatest potential advantage is that a fee system opens the way to a freedom in rate setting that would allow agencies to be paid according to quality," he said.

"Probably the most valid point in favor of fee systems is that it can provide for payment according to work done in special situations. Straight fee systems automatically compensate the agency promptly when it gains a new account, and fully when a campaign is aborted.

"I warn you that the eventual effect of general adoption of those fee systems that involve rebating of media commissions will probably be an eventual increase in the cost of advertising to the advertiser."

Clients and agencies who work on the fee system are likely to be happy, Sinclair said, not because of the system but because of the direct and specific discussions the system forces upon both parties.

"The commission system, with supplementary service where justified, supplementary fees where needed, is working well for the vast bulk of agency-client relationships in Canada. With open discussion conducted in good will, it can work for everyone."

Ad Ribs . . . .

## ANDREW KERSHAW

(Cont'd. from page 2)

fit, and a variable amount depending on the direct time costs of agency personnel on the account. Or a fee set to cover all costs plus profit, but with an incentive clause for lower operating costs than estimated and a penalty clause for higher costs than those forecast. Finally, there is a fixed fee computed to cover costs and overhead, and a variable fee related to sales increases."

To experiment with the fee system in Canada, three things are necessary, Kershaw said. The agency must have a good cost accounting system. The client must be prepared to discuss the profitability of his account freely and frankly, which he said 92 per cent of ACA members agree to. And the agency franchise agreement with media owners must be revised to permit compensation by fee.

"To operate a fee system totally divorced from media commissions could be interpreted as a breach of agency franchise agreements," he said. "The Canadian restriction on rebating of commissions is of course a form of price maintenance. A similar clause in the agency franchise contract could not be upheld in the U.S. courts. It has not been tested in Canada. I hope it will not have to come to such a test.

"Advertisers, media owners, and agencies will surely favor negotiated revision of the no-rebating clause."

Rebating of commissions and charging fees would lead to price competition amongst agencies, Kershaw said, but "what is wrong with that? Some want to buy in the bargain basement and some want the best.

"Some people are afraid of fee negotiations. There is no need to bargain if you don't want to. Reluctance to negotiate is probably dictated by fear that under a fee system the clients might pay more than under the commission system. In the ACA survey, 43 per cent thought they would pay more, 26 per cent thought they would pay less, and 31 per cent did not know.

"Those who think they would have to pay more under a fee system are actually admitting that they are now paying their agencies less than they ought to receive."

by Harkled.



April 28, 1964

## HARDY TELEVISION SELLS

CHAU-TV - Baie  
des Chaleurs  
CKBL-TV - Matane  
CKRT-TV - Rivière-  
du-Loup  
CKRS-TV - Jonquière  
CFCM-TV - Quebec  
CKMI-TV - Quebec  
CKRN-TV - Rouyn  
CKCO-TV - Kitchener

## HARDY MEN KNOW THEIR MARKETS

If the lifting of the no-rebating rule brought some national advertisers to place their business direct, he said, "good luck to them."

"Others argue that national and retail rate structures could not be maintained. That is poppycock. These differences are already so confused, so arbitrary, so inconsistent, and so heavily biased against the national advertiser that whatever purpose agency commissions were supposed to serve, they have now been lost in the shuffle."

Acknowledging that media owners are right that the commission system encourages quick payment and insures against bad debts, Kershaw suggested the agencies could offer appropriate guarantees through their association.

None of these fears have materialized in the U.S. since the first fee arrangement there four years ago, he said.

"In an economy that does not tolerate price maintenance, and restraint of trade, we must not continue to be bound by a system that prevents change. Let there be freedom to experiment for those that want to move ahead.

"It is a sorry commentary on the state of the advertising business in Canada that lethargy and archaic franchise agreements should prevent progressive clients and agencies from trying new methods."

## They're Tearing the Heart out of SASKA- TOON!

And it's an operation every bit as drastic and ruthless as it sounds: a massive site to be opened for development with the re-location of CNR facilities that now take up 32-acres in downtown Saskatoon. The prospect excites city planners no end and conjures up visions of progressive architecture . . . dramatic new traffic concepts . . . green areas . . . play space . . . and parking, parking, parking . . . all in the city's heart. Visionary so far, but cool heads see the project as limitless in possibilities, with one thing sure — a re-vitalized Saskatoon will become Saskatchewan's biggest centre within a very few years. If you live there, it's nice to watch your city growing bigger, more important. And if you do business there, it's pleasant to watch your market expand. Consider the inclusion of CFQC in your marketing plan. It's the best way to reach a market on the move. **CFQC.**

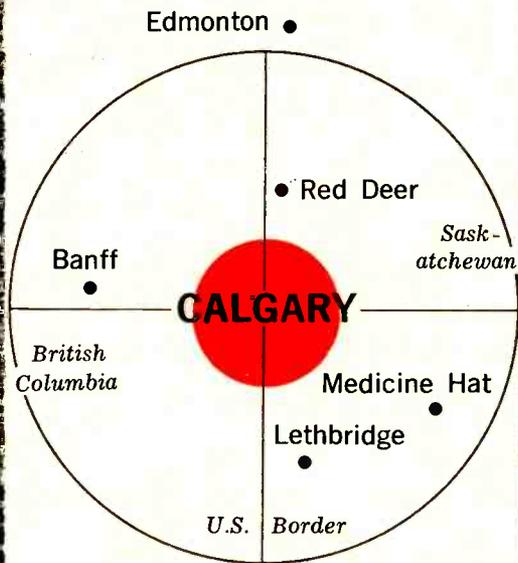
You'll like  
the  
re-action  
to

**ACTION  
STATIONS!**

**CFCN  
RADIO/TV  
CALGARY**

**AIR  
Coverage**

(and what a target area!)

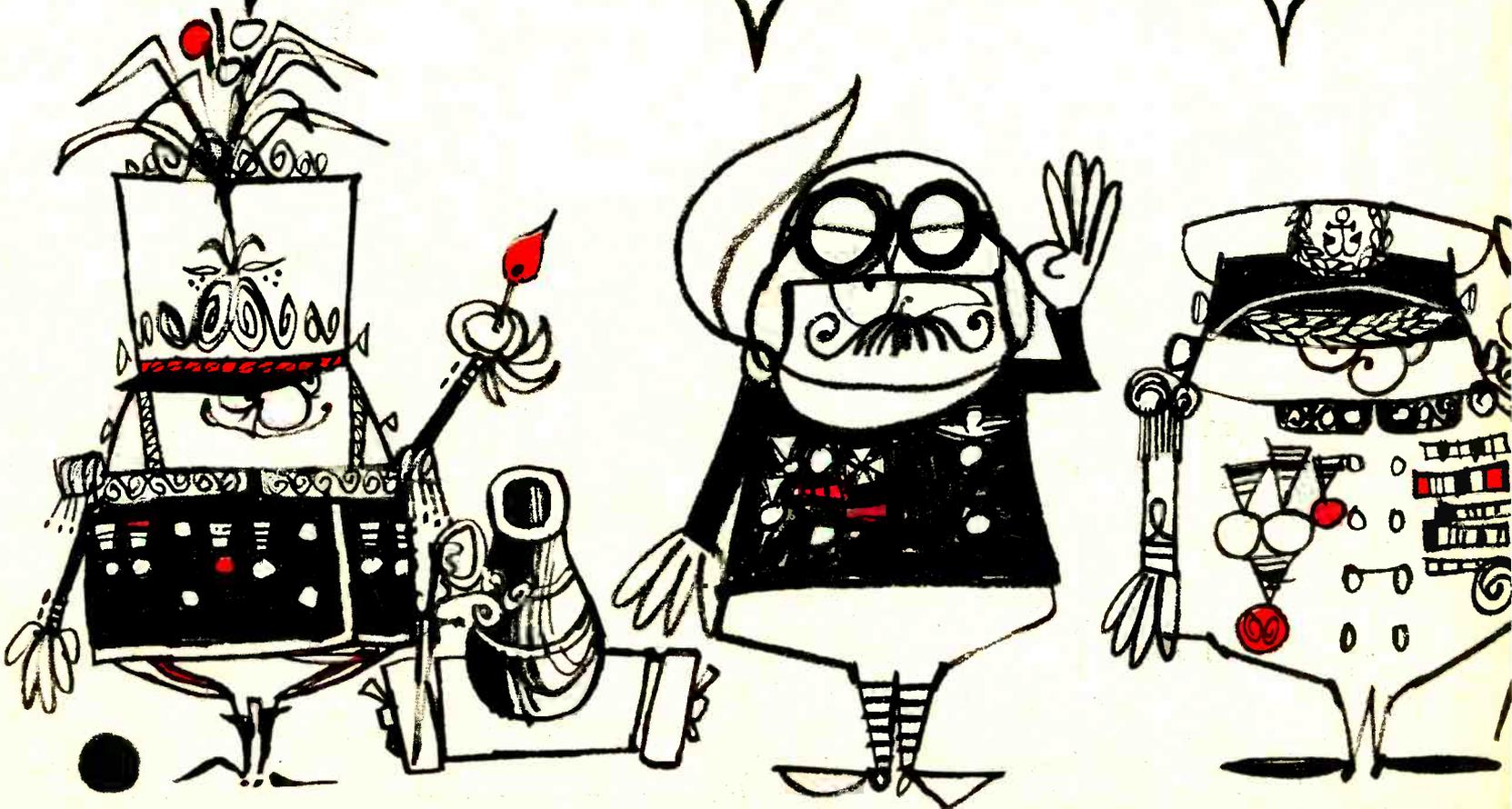


- 164,400 radio homes in the Southern Alberta market!
- Leading in 10 out of 16 time periods.

**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

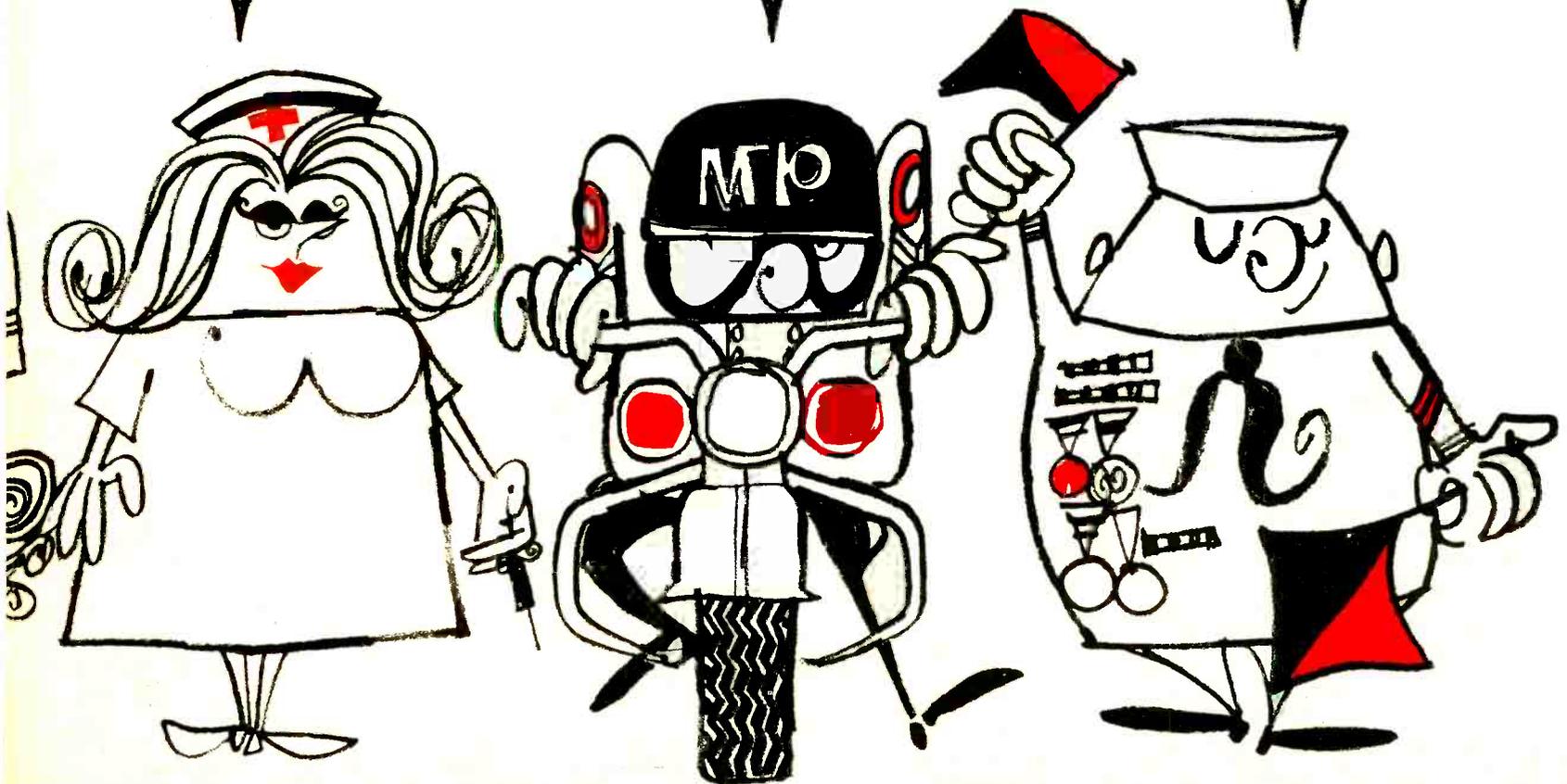
send a signal  
to CFCN

our crews are  
fast, fearless,

flexible and

always ready

for ACTION!





## Sister Jacqueline Relates advertising to religion

SISTER JACQUELINE GRENNAN, executive vice-president, Webster College, St. Louis, Mo., called on the advertising people attending the ACA luncheon yesterday to reinforce their inventive minds rather than accumulating a multiplicity of facts.

She said the new approach to all forms of communications — education, religion or advertising — should be to create a generation of open minds, with ideas which will become the production line in the next decade, rather than sponges which simply soak up old ideas.

Speaking of this forward-looking type of research, she said: "Until recently, my own 'industry' of education has shared with at least one other American industry the distinction of spending less than one per cent on this kind of research and development.

"The other 'thrifty' industry is the railroad industry which... should have remembered it *was* the transportation industry, and consequently would have owned the air lines today."

Relating advertising to religion, Sister Grennan said the advertiser's message should make people want something so much they go and earn the money and buy it... "can't afford not to."

"Advertising should not indoctrinate, it should challenge", she said.

Instead of indoctrinating people, it is possible to help human beings by putting them into a role and helping them succeed in it.

"Once we have rejected the sham and the harm produced by modern technology in materials and in services," Sister Jacqueline said, it seems to me that we must not only tolerate the educative and incentive role of modern advertising; we must almost champion it.

"Today, standards of living and economic growth have become concerns of the whole people on an international level. Citizens of the United States will again be impressed this summer and fall by candidates of both political parties that social welfare is in some sense a dependent variable of the gross national product. In this framework it is hardly possible any longer to make simple distinctions between advertising for "needs" or advertising for "wants."

"May we not properly suggest that in our contemporary world we need to want? What wants can we responsibly create in what people? Does modern advertising even have a responsibility to find ways to raise crucial social questions within the context of its media? What kinds of tough problems has your industry found and met in the area of racial integration? If modern industrialists and modern communications expects responsible and creative human beings in the late twentieth century, they cannot shun the ambiguities and tensions created by such questions. Instead they will continue to propose the searching questions of the world we are all making daily more sophisticated, more complex.

## Presentations

# Research - Code - Talent Relations

OPENING THE OPEN sessions at the ACA convention were reports from the Bureau of Broadcast Measurement, The Canadian Advertising Research Foundation, the Canadian Advertising Advisory Board, and the ACA-CAAA Joint Committee on Broadcasting.

### BBM

Reporting a record high in membership of 413, J. F. Glasier, immediate past president of BBM, reviewed developments over the past year, the highlight of which is extension of services at no increase in cost.

New services are: four diary surveys instead of two per year, in 34 markets; four-week and two-week surveys instead of one-week surveys; audience composition; TV program titles with time period and ratings; Monday to Friday five-day averages in area reports; average daily circulation, day-time and night-time; reach/frequency reports for spot campaigns on request; telephone surveys in 14 markets; network reports for advertisers, agencies and networks.

The operation of BBM has been streamlined, and its new image of "a bright, lively progressive organization" is reflected in a new insignia, Glasier said.

The study of methods used by BBM in measurement, being carried out by Professor Dale under the aegis of the tripartite planning committee, has revealed interesting factors, and the study continues.

### CARF

J. N. Milne, chairman of CARF, reported on projects over the past year and spoke of two interesting project possibilities for the future: a study of over-commercialization in television, to determine whether advertising effectiveness declines in over-commercialization and if so, when and by how much, and what factors affect advertising effectiveness in the situation; and research into the media buying process in Canada, a study suggested by the University of Western Ontario.

Eleven entries were submitted for the MacLaren Advertising Research Award of \$1,000, Milne said, six from Canada, four from the U.S. and one from Sweden. Four of these were from universities, two from agencies, two from advertisers, two from research houses and one from an unspecified source. The winner will be announced shortly.

### CAAB

A report prepared by CAAB president Einar Rehnitz was read by P. J. McGinnis, citing the Canadian Code of Advertising Standards approved and adopted this year, as a real landmark in the history of advertising in Canada. It is a model Code, demonstrating advertising's capability to look after its own affairs without outside control, and proof of the loyalty, co-operation and friendship between advertisers, agencies and media, he said.

A committee set up to deal with complaints about national advertising had heard and resolved five complaints from advertisers, it was reported. In each case it was re-

vealed that no one had intentionally contravened the Code.

### JOINT COMMITTEE ON BROADCASTING

Co-chairman Bill Inch reported first on the Committee's discussions with the Board of Broadcast Governors about new regulations on commercial content on television now under consideration by the Board. The Board had asked the Committee for information and advice, he said, and the new regulations would probably embody some of its recommendations.

One of the greatest problems is definition of the problem itself, Inch said, and the Joint Committee on Broadcasting will work with CARF on research on the subject.

Co-chairman Hugh Horler, reporting on discussions with the talent union, said that lengthy discussions were probably in the future, with a new Board of Directors of ACTRA and the present agreement expiring in October.

Montreal representative Gaby Lalonde said his Committee had been active with a CBC commercial acceptance linguistics committee, discussing proposed changes in words and expressions used in commercials, and in many cases had succeeded in reversing or postponing CBC decisions to demand changes. The Montreal committee had just received a 70-page proposed agreement with the French talent union and hopes to discuss and resolve the points therein within two or three months, and then consult with the Committee in Toronto regarding the ACRTA agreement.

## Client-Agency Relations

# They must live on a two-way street

AGENCIES CAN'T BE SELECTED in ten easy lessons, said Yves Menard, a director of ACA, vice-president of Johnson & Johnson Ltd., Montreal.

"In point of fact" said Menard in an address to the afternoon session of the ACA convention yesterday, "agencies often — perhaps even more often than not — select their clients rather than the reverse."

This might be wrong, he felt, because agencies often pitch a client — on the golf course or on a trip to Nassau — without any regard for the advertiser's problems.

Menard was also critical of the selection of an agency by a board of directors, which is not really conversant with the subject of advertising.

People on the job buy expensive equipment and supplies on their own, yet a board of directors, with no knowledge of advertising whatsoever, contracts for the spending of millions of dollars.

"The guys who are going to use the agency are the people who should recommend it. Then it is all right for the directors to perform the act of appointing it," he said.

"It is not a question of who does the agency work *for*, but who does it work *with*," he continued. "There is no sense picking an agency unless you are prepared to work *with* it."

Menard's formula is to select an agency which fits in with the pattern of the circumstances in your factory or shop, with the right personnel to do the work.

"If an advertisement has to be pre-tested, post-tested and research-researched, you don't need an agency but a statistical genius" he said.

"I don't think ideas should be subjected to research. Ideas and research should each stand on their own feet."

When an agency and its client comes to a parting of the ways, it will simply mean they haven't got

together to find the right approach for the product.

Menard posed the question: "Do we advertisers know the economics of the agency business?"

The advertiser has to establish what he expects his agency or contemplated agency to give him. The agency has to familiarize itself with what the advertiser wants done.

"The plight of American business," Menard said in conclusion, "is that, in advertising as in everything else, it wants a universal answer to every individual problem."

"What business really needs," he said, "is ideas, generated by men, supported by capital, rather than the reverse."

**Want a Man?  
Want a Job?  
TRY A SMALL AD  
in  
Canadian Broadcaster**

April 28

# TODAY AT THE ACA

8.45 a.m. . . . . REGISTRATION — Room "A"  
 9.15 a.m. . . . . Ballroom  
 Chairman — W.T. McFARLANE  
 "THE VARYING CONSUMER PSYCHOLOGIES"  
 Dr. BERNARD HYMOVITCH  
 President  
 Marketing Research Centre Limited  
 Montreal

9.45 a.m. . . . . Ballroom  
 "NATIONALISM . . . OR THE SEARCH FOR THE AVERAGE CANADIAN"  
 GABY LALANDE  
 Vice-President & Manager  
 Young & Rubicam Limited  
 Montreal

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

10.30 a.m. . . . . Ballroom  
 "WHAT CAN MEDIA DO FOR SELECTIVE MARKETING"  
 RALPH G. DRAPER  
 Media Director  
 Foster Advertising Limited  
 Toronto

12.30 p.m. ACA GOLD MEDAL AWARD LUNCHEON — Canadian Room  
 Speaker  
 J. ALPHONSE OUMET  
 President  
 Canadian Broadcasting Corporation  
 Ottawa  
 Subject  
 "ADVERTISING AND THE NATIONAL SERVICE"  
 2.15 p.m. . . . . Ballroom  
 "ADVERTISING IN ACTION" — A dramatized session of case histories.  
 DONALD F. SWANSON  
 Director of Marketing, Flour and Mixes,  
 General Mills, Inc.,  
 Minneapolis, Minn.

"THE WONDRA FLOUR STORY" — Example of Effective Co-ordinated Marketing.

"BLAME IT ON THE BOSSA NOVA!"

DAVID R. BUGLASS

Advertising Manager

Armstrong Cork Canada Limited

Montreal

"NOW IT CAN BE SOLD!"

LAURENCE DUNCALFE

Advertising & Sales Promotion Manager

Facelle Company Limited

Toronto

3.30 p.m. . . . . Intermission — Tea and Coffee Time

CFRB, Toronto and CJAD, Montreal

3.45 p.m. . . . . Ballroom

"NOW PIGS REALLY FLY!"

JACK D. CAMPBELL

Vice-President

Greb Shoes Limited

Kitchener

"THE CHRISTMAS LIGHT STORY OF CGE"

ROSS JOHNSON

Manager

Marketing, Lamp Department

Canadian General Electric Company Limited

Toronto

"A ROSE IS A ROSE IS A ROSE"

HENRY A. SKINNER

Director of Marketing

Nabisco Foods

Toronto

"THE LIGHT THAT FAILED"

JACK BUSBY

Advertising Department

Imperial Oil Limited

Toronto

6.00 p.m. . . . . Cocktail Party — Ballroom

(For Annual Dinner Guests)

7.00 p.m. . . . . Annual Dinner — Canadian Room

## ENTERTAINMENT

CTV Television Network Presents  
A Riotous Evening of Entertainment



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\*\*.

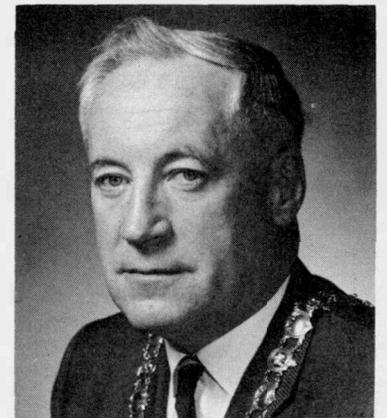
### The White Oaks Station

# CHWO RADIO

Dial 1250

1000 WATTS, SPEAKING TO PEEL AND HALTON COUNTIES

Call these Representatives for the Facts



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"

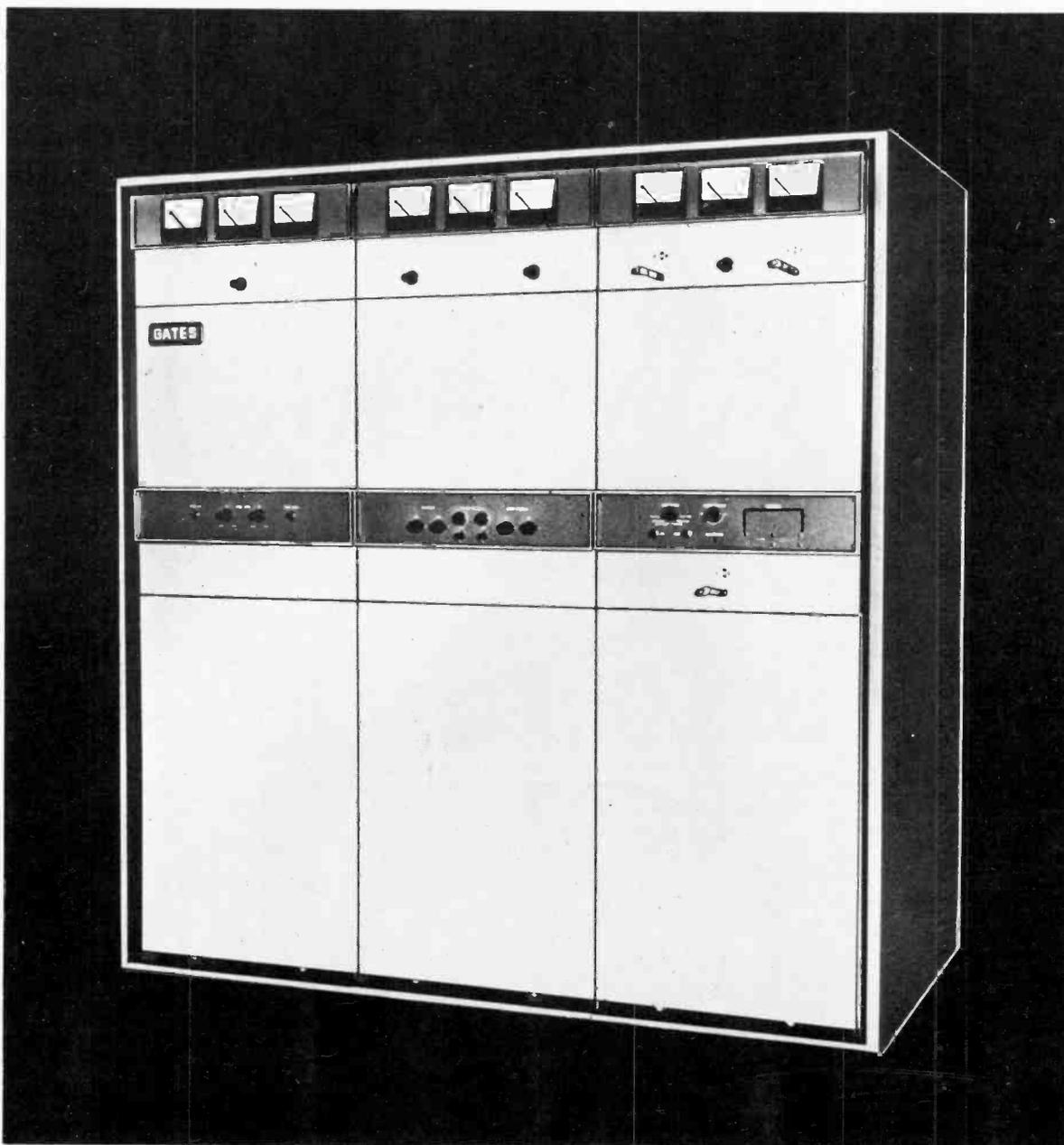
TORONTO  
 National Sales Office,  
 66 King St. W.  
 366-7182 - Hal Pirner  
 923-6814 - Howard Caine

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

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

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

\* Sales Management - 1963  
\*\* DBS - 1961



# A TRULY GREAT DESIGN

The Gates BC-10P 10,000 watt AM broadcast transmitter was designed and built to meet certain specific requirements regardless of cost. The aim was to make it the most reliable and compact transmitter on the market within the confines of good engineering practice. The world-wide acceptance of the Gates BC-10P is proof of its worth.\*

The Gates BC-10P AM broadcast transmitter features tri-unit cooling, a complete Tee network to guarantee meeting FCC harmonic reduction figures and the largest power amplifier component list of any 10,000 watt transmitter made. It is available with either tube or silicon rectifiers, and a total of 22 sealed transformers and reactors are spaciouly distributed throughout the three cubicles.

*\*Some Canadian users of the BC-10P transmitter:*

**CKDM**—Dauphin, Man. **CJLR**—Sillery, Que. **CKCM & CBT**—Grand Falls, Nfld. **CKX**—Brandon, Man. **CKRD**—Red Deer, Alta. **CFOX**—Pointe Claire, Que. **CKVM**—Ville Marie, Que. **CKSA**—Lloydminster, Alta. **CBY**—Cornerbrook, Nfld. **CBZ**—Fredericton, N.B. **CKPM**—Ottawa, Ont.



**CANADIAN MARCONI COMPANY**

BROADCAST & TV STATION EQUIPMENT SALES

Head Office: 2442 Trenton Ave., Montreal 16, P.Q.



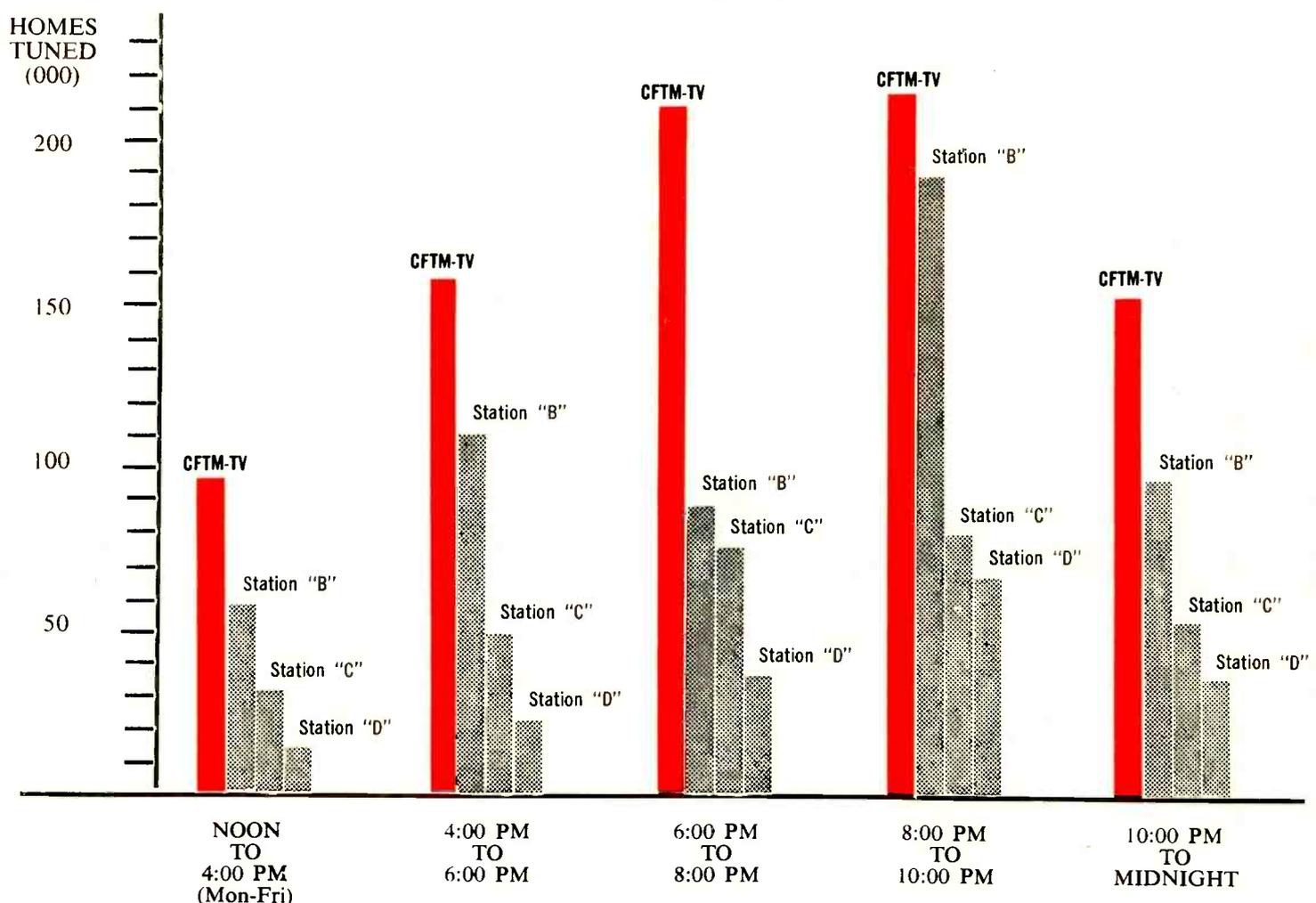
HALIFAX MONTREAL OTTAWA TORONTO CALGARY VANCOUVER

Full technical data available on request.

NIGHT and DAY--THROUGHOUT the WEEK

# CFTM-TV DOMINATES TELEVISION IN MONTREAL

TOTAL AVERAGE HOMES DELIVERED PER ¼ HOUR, SUNDAY THROUGH SATURDAY  
NIELSEN NBI, FEBRUARY 1964



Montreal is SOLD on

# CFTM-TV CHANNEL 10

Representatives

**PAUL L'ANGLAIS INC.**

Stovin Byles Limited

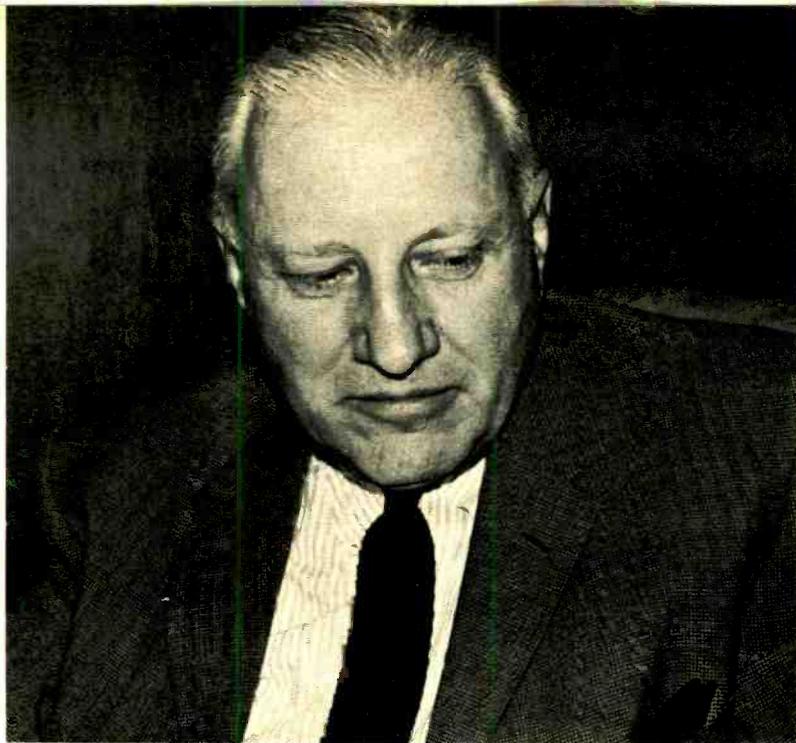
Forjoe & Company Inc.

Toronto—487-1551. Montreal—526-9201

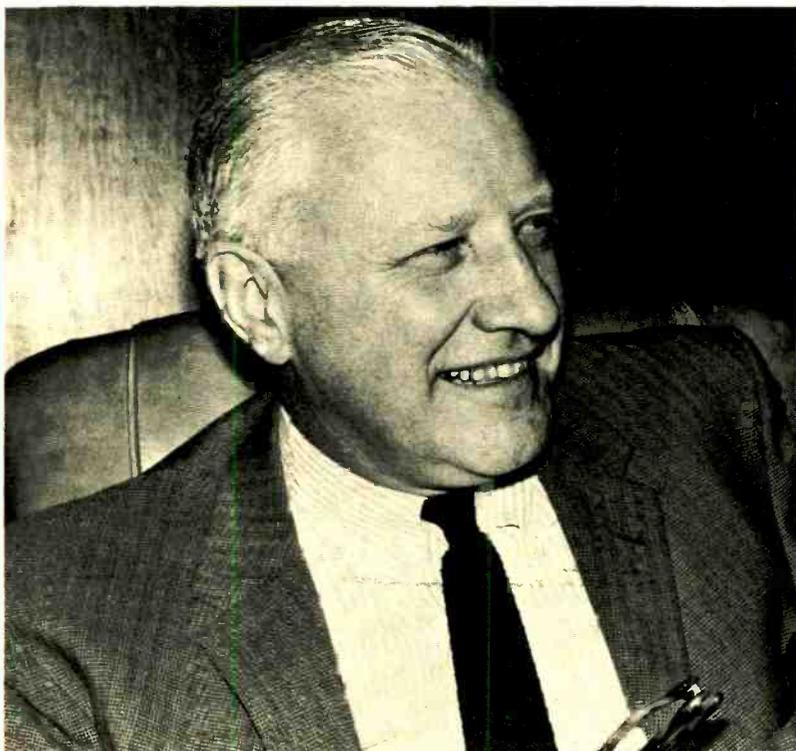
Winnipeg—943-2662. Vancouver—MU-4-4831

New York—OR 9-6820

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.

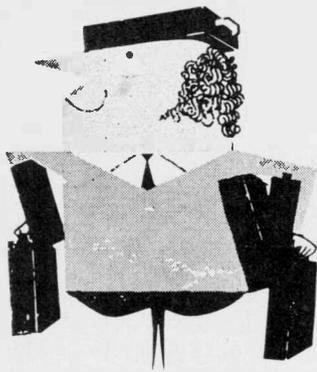
• • •

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

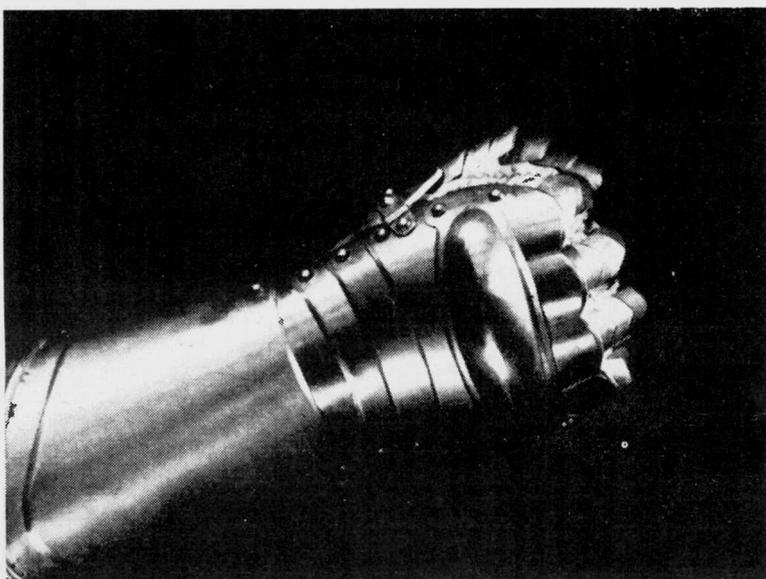
Reps.

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".

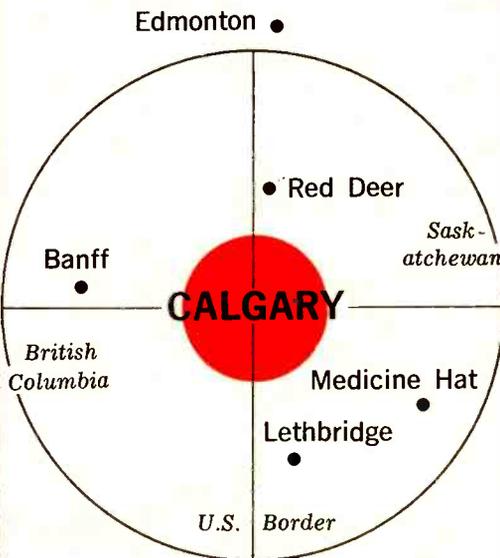
You'll like  
the  
re-action  
to

**ACTION  
STATIONS!**

**CFCN  
RADIO/TV  
CALGARY**

**AIR  
Coverage**

(and what a target area!)

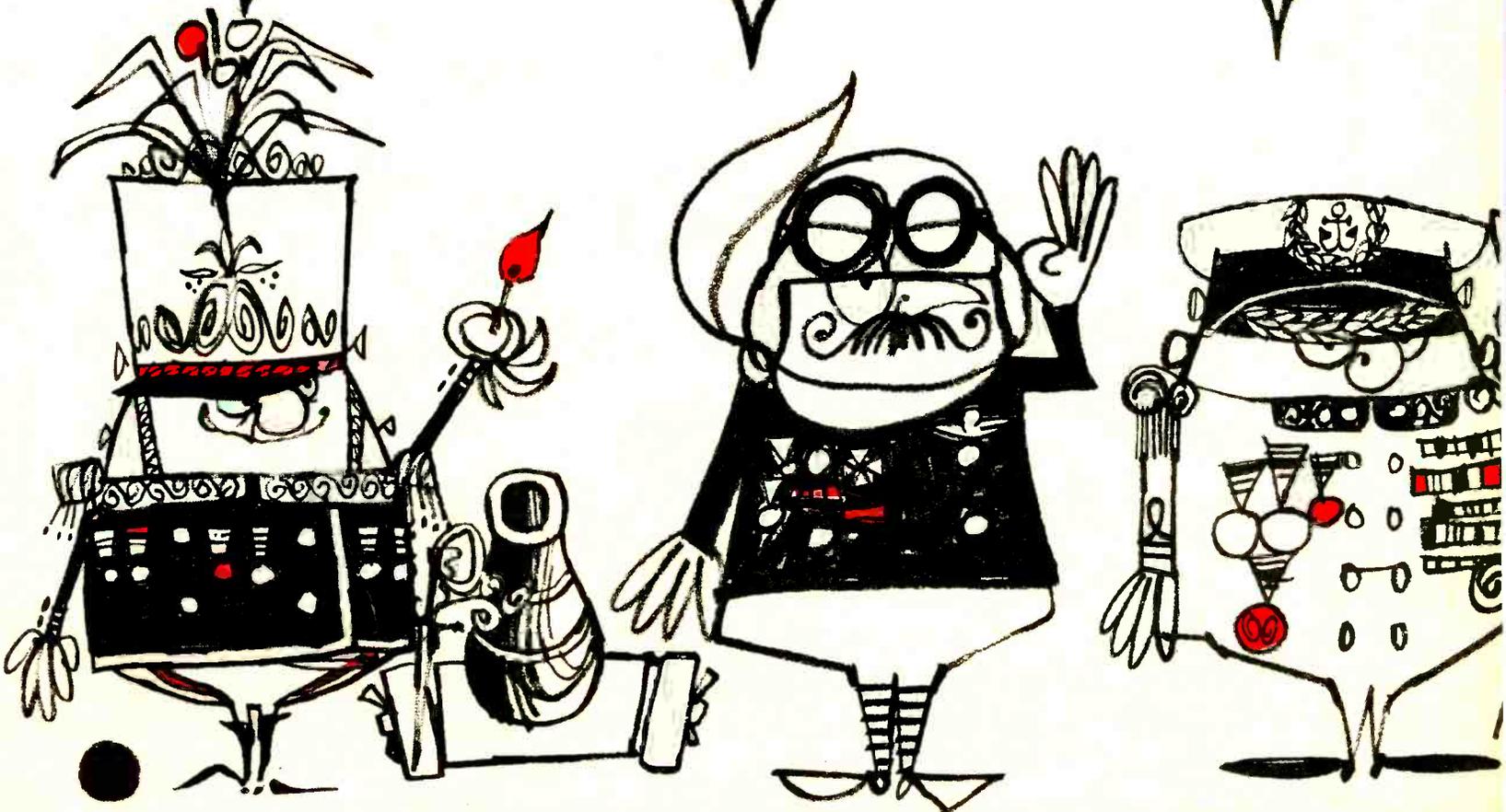


- 164,400 radio homes in the Southern Alberta market!
- Leading in 10 out of 16 time periods.

**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

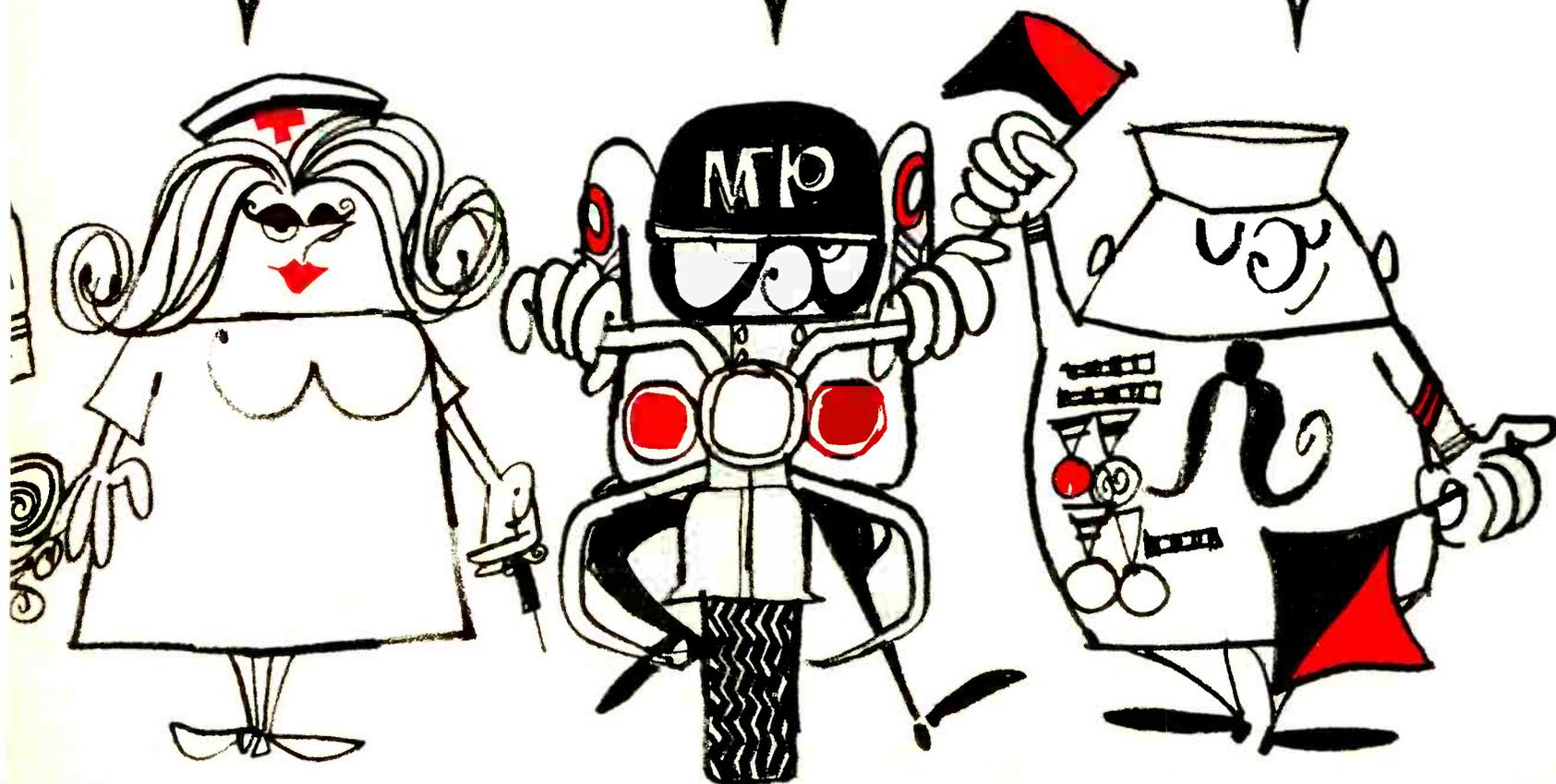
send a signal  
to CFCN

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?

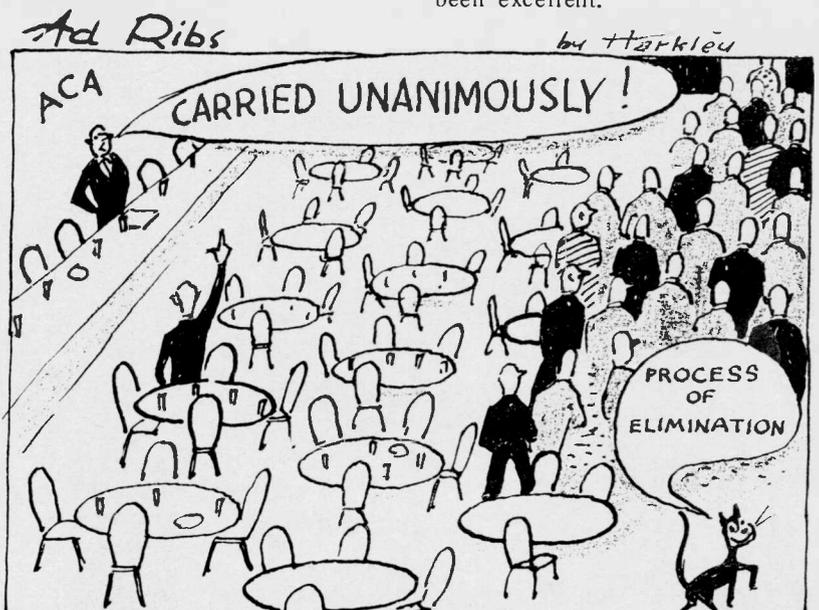
It took half a dozen very big corporations and millions of dollars. But it is transforming the economic life of CFQC's signal area, around Saskatoon.

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

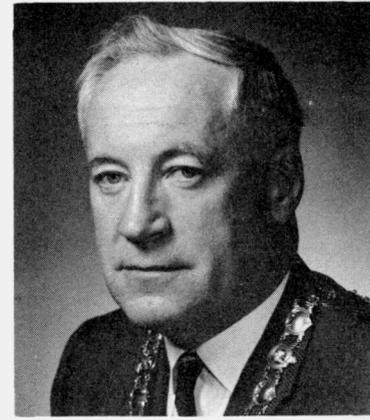
**TORONTO**  
National Sales Office,  
66 King St. W.  
366-7182 - Hal Pirner  
923-6814 - Howard Caine

**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"