ALEX F. M. BIGGS has never made
president in the Little League, where
he's regularly been an enthusiastic
baseball team manager, but as of today
he's made it in the ACA's big league
of advertisers.

He's a typical rugged individualist
— so individual in fact that he
denies having anything in the way of
pet personal ideas or projects to thump
the tub for as ACA president.

He intends to take up where George
Mee left off, pursuing the policies
laid down in the last couple of years
with vigor and with maybe just a
wrinkle or two of his own.

Biggs is a do-it-yourselfer and a
family man. He makes modest claims
as a cupboard-constructor and furniture-
fabricator, but sloughs off his humility
when he talks about his family.

A daughter, 19, is in her second
year of college. Biggs' two sons, 17
and 15, are in school, and are the
driving force responsible for drawing
Alex into activities like Little League
baseball and the Boy Scouts.

At 50, he's virtually a life member
of that stateless breed of men claiming
Toronto for a birthplace, Montreal for
a home. He took his early education in
Toronto and topped it off with a
Bachelor of Commerce degree earned
at Montreal's Sir George Williams
University.

His route to management of the
advertising and public relations depart-
ment for Canadian Industries Limited
was his post for the last five years, was
all advertising.

Biggs started with J. C. Adams
Limited, moved to Eatons' in Toronto,
then to CIL in 1940 with the title of
advertising assistant.

His wartime service was with the
RCAF overseas as a radar officer.

After rejoining CIL he quickly be-
came paints advertising manager, then
headed up the entire advertising depart-
matic made it from 1954 on.

He's a past president of the
Advertising and Sales Executives
Club and former vice-president of the
Industrial Advertisers Association,
both in Montreal.

"The advertising industry in Can-
da is now at the stage of coordinating
and advancing the work that has al-
ready been done to provide for its
future growth," Biggs believes.

His targets for the year ("They're
also ACA's," he points out.) are:

Education and Training — "There
are a lot of advertising courses going
on in Canada," he says. "But it's
uncoordinated. And there's no standard
course of study, except CAAA's. We
don't have a plan."

Biggs expects ACA to establish a
study group on education. "The first
year is going to be an analysis. We
want to find out who's doing what,
when and where."

Research and Measurement — He
hopes to see ACA investigate ways to
make research more forward-looking,
more valid as a means of predicting
future product movements rather than
past performance.

Industry Coordination and Adver-
siser-Agency Relations — "ACA's got
to find a better system of agency com-
pensation. It's all very cloudy," Biggs
says, "but we've got to get together."

Social Significance of Adver-
sing — "Advertising is a scapegoat,
a fall-guy for everybody with an axe to
grind," Biggs says. He believes adver-
sisers now have the facilities neces-
sary to render collective social ser-
vice through ACA, and should make
more use of the opportunity. "We had
a campaign for education a couple of
years ago," he explains, "but I think
that's all. We've got to do more."

He says, "In its relations with
the public the advertising industry has
a job to do in showing that it does, in
fact, set and meet high standards and
perform its necessary role respon-
sibly."

Tonight at Seven!

GUY LOMBARDO
and his
Royal Canadians
at the
ACA ANNUAL DINNER

"You can tell the ideals of a nation
by its advertisements."

—George Norman Douglas
Changing World of Demand

Trends in art make advertising pop and op

DELEGATES TO THE ACA convention in Toronto yesterday were called "professionals of awareness" by Dan Seymour, president of J. Walter Thompson Company, New York.

Seymour gave it as his view that advertising people must remain conscious of how people see, hear and comprehend. "Without this sensitivity we lose touch, we wither, we die as communicators," he explained.

The world is hungry and impatient, he said. New nations are hungry for tools and techniques as well as food. But the better-off nations are hungry too. "There is just no bottom to demand," he said.

"And everything in advertising is aimed at satisfying the world's wants."

Seymour asked the meeting to remember this as the first generation ever to try dealing with all the problems of the entire world - the first international generation.

Then he said, "One fact slowly emerges: people are people, everywhere around the world, with the same human needs and wants. And the foremost effect of modern communications is that a trend, a product, a slogan, a novelty is instantly international."

In his view, the rapidity of communication automatically multiplies the rate ideas of the advance become the accepted fads of the general public. The way-out concept of today is the commonplace of tomorrow.

Seymour backed up his argument with illustrations from three of today's fields of art, and showed how each has affected contemporary advertising.

He also discussed new sounds, new music, experimental movies and the current wave of black comedy. "Traditional forms, ideas and habits are not thrown away overnight," he said. "To conclude that everything is changing would be a real trap. But we must remember youth does not have our own traditional habits and attitudes."

Think young is the motto of the whole world, he said. Seymour pooh-poohed the semi-facetious suggestion that the creative man of the future will be able to depend on his experience at all, but will have to turn to the computer "to find out what people will be like six months ahead when an advertisement will run."

All creative people will have to become deeply involved in the whole area of art, graphics and total communication - so they will never be caught asleep by the new trend, fad or fashion, because they've seen it grow from its roots.

"The challenge before us, as communicators, in the next decade is not for more mechanical perfection," he insisted, "but more human understanding."

The first essential is awareness, he said, awareness of the marvellous world we live in, all its difficulties and sometimes, their extraordinary needs and impossible desires.

"With awareness comes understanding," he explained, "and out of understanding come plans and programs leading to fulfillment of the demands of this changing world."

In his examples of way-out artistic influence on advertising, Seymour said op art, with its exciting visual effects, has affected visual communication dramatically. He cited op art illustrations from a Young & Rubicam house advertisement, from Time and television.

Pop art's impact is being felt all through the field of graphics, he noted. "It has naturally been adapted to advertising," he said - "which is the supreme irony, because pop art originated in part as a reaction to advertising." (He mentioned Andy Warhol's meticulous painting of a Campbell's soup can.)

Seymour demonstrated pop art's invasion of "(of all places)" refrigerator design, and pointed to adaptations on record covers and paperback books.

He called Art a Go Go, the "next look" on its way in, "another assault on the eye," and explained that Go Go graphics are typified by calculated dissonance between pictures - in size, color and subject matter.

"It's designed to create unexpected excitement, stresses, rhythms and tensions on a page," he said. "Sometimes it's a combination of art and photography."

He took the view that Art a Go Go is already creeping into public notice in magazines like Harper's Bazaar and, soon, McCall's.

And the assault on the eye is paralleled in today's sounds, he said. "We live in the noisiest, gaudiest place, in the noisiest, gaudiest time in all the history of man," Seymour explained. "The effort to be heard above the noise is one of the major problems we face in advertising - and the noise will get louder."

"Half the children in grade school today will have to change careers - not just jobs - three times in the course of their lives because of technological advances."

Seymour quoted Alfred North Whitehead to the effect that "knowledge keeps no better than fish," and said:

"In the year of Our Lord 1965, brains are in."

Put CKBI on the firing line

Last year 869 (52% of total) retail outlets in the CKBI market used CKBI to get their sales story into 42,700 households.

Over 60% of these merchants have used CKBI continuously for more than ten years.

Confidence like this is only earned if you are delivering results.

FOLLOW THEIR LEAD - ADD CKBI

CKBI RADIO and TELEVISION

10,000 watts Ch. 2, 4, 5, 7 and 10

Covering Central Saskatchewan from Manitoba to Alberta from PRINCE ALBERT

Canadian Broadcaster
WHAT'S ON TODAY AT THE ACA?
Tuesday May 4 1965

9:30 a.m. ................. Ballroom
"HOW MUCH TO SPEND FOR ADVERTISING"
THOMAS B. MCCABE, Jr.
Vice-President and Director,
Scott Paper Company

10:00 a.m. ................. "ADVERTISING AND DEALS: Rivals or Partners?"
DEAN M. PRATHER
President,
A.C. Nielsen Company of Canada Limited
Toronto, Ontario.

10:30 a.m. ................. "MEASURING THE EFFECT OF ADVERTISING ON SALES"
DR. DANIEL STARCH
Founder and President,
Daniel Starch & Staff,
Mamaroneck, N.Y.

12:30 p.m. ................. GOLD MEDAL AWARD LUNCHEON — Canadian Room
Speaker:
LEWIS E. PHENNER
Senior Vice-President,
Kimberly-Clark Corporation,
NEENAH, Wisconsin
Subject:
"ADVERTISING'S PLACE IN THE FUTURE GROWTH OF THE ECONOMY"

2:15 p.m. ................. Ballroom
"EXPO '67"
ROBERT F. SHAW
Deputy Commissioner General,
Canadian Corporation for the 1967 World Exhibition
Montreal, Que.

2:45 p.m. ................. "HOW TO PLAN THE MARKETING BUDGET — USING DISTRIBUTION RESEARCH"
CHARLES W. SMITH
Director of Distribution, Planning & Research,
National Biscuit Company,
New York, N.Y.

3:00 p.m. ................. "THE MUSTANG — A MARKET IN MOTION"
ROBERT J. FISHER
Advertising Manager, Ford Division,
Ford Motor Company,
Dearborn, Mich.

6:00 p.m. ................. COCKTAIL PARTY — Ballroom
(For Annual Dinner Guests)

7:00 p.m. ................. ANNUAL DINNER — Canadian Room
Presenting:
"THE SWEETEST MUSIC THIS SIDE OF HEAVEN"
GUY LOMBARDO
And His ROYAL CANADIANS
(Through the courtesy of CFCA — Montreal — Television & Radio
Broadcasting Division, Canadian Marconi Company —
In association with
All-Canada Radio & Television Limited)

WHY OAKVILLE?

...Once a Pleasant, Suburban Dormitory— now emerging into

A $500 MILLION INDUSTRIAL CENTRE

Read what the Minister said:

HON. STANLEY J. RANDALL
Ontario Minister of
Economics and Development

"In the next 5 years, 10 major industries will locate in this area annually.

"Each major industry generates the need for four service industries.

"This results in an additional 200 industries locating in Oakville within the next 5 years."

Get your share of the Oakville Boom via Oakville’s own

CHWO

Already serving 150,000 prospects for your product in this fast-growing market place

TORONTO: 66 King Street West • MONTREAL: Radio & Television Sales Inc., Windsor Hotel • WINNIPEG: Broadcast Representatives, 211 Dayton Bldg. • VANCOUVER: Radio-TV Representatives Ltd., 1131 Richards Street.
ALL-CANADA delivers the goods!

CONSUMERS / MARKET DATA / PRODUCTS / COMMUNICATIONS / SALES
All-Canada Radio and Television delivers Canadian and U.S. advertisers
the essentials for a successful marketing-mix

CONSUMERS — All-Canada repped Stations deliver 4,526,000 Radio and TV Homes* MARKET DATA — All-Canada stays right up to date on all developments in every market. The All-Canada Reference Library contains upwards of 500 publications on every aspect of local, regional, and national economy — together with the latest broadcast facts.

COMMUNICATION — All-Canada represents and works for 70 Stations from the Atlantic to the Pacific, SALES — All-Canada repped Stations know their markets in detail. Their rapport with Jobbers, Distributors, Chain-Store and Supermarket Decision-Men carries the Advertiser and Station sales effort right into the market-place.

TO ADVERTISERS, All-Canada delivers Canada
TO STATIONS, All-Canada delivers Advertisers TO BOTH, All-Canada delivers Results!

ALL-CANADA DELIVERS SALES!

ALL-CANADA RADIO AND TELEVISION LIMITED
TORONTO / MONTREAL / WINNIPEG / CALGARY / VANCOUVER
NEW YORK / CHICAGO / ATLANTA / DALLAS / SAN FRANCISCO / HOLLYWOOD

*B.B.M. Feb. 1965 Aggregate Weekly Reach
Del Monte

Drops class image for more sales

CANADIAN CONSUMERS in 1962 considered Del Monte products too good to buy on a regular, high frequency basis - and that is not good, said Adolph P. Foss, advertising manager for Canadian Canneries Limited.

Foss was discussing the marketing problems faced by Del Monte canned fruits and vegetables in Canada, and the novel solutions devised by his company. His talk was delivered at the 1962 convention of the Association of Canadian Advertisers' convention in Toronto.

He said Del Monte had such a strong prestige image the brand was regarded as a high-priced item, in spite of being competitively priced.

After considerable analysis Canadian Canneries decided on a campaign to persuade the consumer Del Monte was a product not for special occasions, but for "tonight's dinner", Foss said.

"Secondly, we had to radically increase consumer awareness of Del Monte vegetables," he also said.

Del Monte added a local campaign to plant more他知道, the quality four color ads, Foss said.

"The local ones were simple advertisements, not calling for any exotic recipes."

But the competition was not only at the consumer level, he said. "Foss said. "Possibly the retailers were doing their best and maintaining good shelf positions."

Right Guard Deodorant

Women bust in on male deodorant

THE WOMANIZATION OF RIGHT GUARD was described by Richard L. Thomas, director of advertising for Gillette Safety Razor Company, as the result of a "quirk of commercial history".

He was outlining the success of a 1962 Right Guard campaign to attract female users for the aerosol deodorant, and spoke to the session of the ACA convention in Toronto, yesterday afternoon.

"In spring of 1963," he said, "Right Guard was rocking along with 25 per cent of the men's deodorant business. But that point three separate indications of female interest in the product appeared, and Gillette's marketers recalled a 1958 Right Guard product test that concluded:

"In view of the product's acceptability to women, the women's market need not be ignored." Thomas said a test in two cities applied a new advertising plan. It increased advertising levels 100 per cent, placed the extra media investment in daytime television, and changed copy emphasis to portray multi-person use.

Nothing touches you but the spray and it came the feminized copy catch-line.

Test area results were as follows, Thomas said:

* Awareness of Right Guard advertising went from 34.4 to 61.4 per cent while remaining virtually unchanged in control areas.
* In just 90 days the percent of people thinking of Right Guard as a product suitable for men and women increased from 18.7 to 68.1 per cent.
* The percentage of people planning to buy the product doubled.
* Usage went from 8.0 to 14.4 per cent, and the increase was greater among women than men.

In addition, consumer purchases accelerated decisively over the first four test months, Thomas said, and Right Guard's market share went from a base of 31.5 to 45.2 per cent in July to August, while staying relatively level in control areas.

He said the test market commercials went national in September. But there was another development of the test plan was delayed until January 1964.

Was the campaign successful? Thomas said it was "an unequivocal testimony to the power of advertising in action".

"Right Guard went from a base of 26.1 to 41.2 per cent share of the market by June," he said, but that this date has continued to increase.

Introducing a slightly negative note he added, "The Right Guard story is also an indirect measure of the demand in this market of so many new aerosol deodorant products."

Off-color theme sells hair dye

CLAIRIL INC. SINGLEHANDEDLY revolutionized women's attitudes toward hair coloring, claimed John O. Maxwell in his presentation to the ACA convention yesterday.

Clairil did it with a single product, Miss Clairil, and a single creative idea pioneered and pampered and given time to grow, he said.

In the process Clairil came from obscurity to world leadership in hair coloring, in his words, and increased color usage from five per cent of women to forty per cent.

The product was invented in 1930, he said. It replaced hair coloring so unnatural everybody knew for sure.

Maxwell said early Miss Clairil advertising used a lot of cliches, phrases, including the biggest cliches of them all - movie star testimonials. In 1955 when Clairil appointed Poore, Cone & Belding to the advertising account, the "does she or doesn't she" theme was conceited.

At first the catch-line's double entendre aspect frightened the media away.

Maxwell said Life magazine turned four four-color pages down because the copy was too suggestive. But at Poore, Cone's urging, Life researched the offending headline among its own creative staff. Result? Maxwell said the magazine "could not find one female who admitted getting a double meaning from the words"., and accepted the campaign.

Safari contest outruns CIL's opposition

Canadian industries faced a major threat in 1963, when Remington and Winchester decided to invade the Canadian market with plastic shotgun shells, Alex Biggs told the ACA convention yesterday.

Biggs is advertising and public relations manager for CIL Montreal. Yesterday he became president of the ACA.

CIL apparently could not incorporate a change to plastic in its 1963 product in order to protect its 90 per cent share of the Canadian market. "So a strategy of distraction was planned," Biggs said, "and it is estimated that CIL's market share dropped only eight per cent."

Price-cut schemes that might cheapen CIL's image were ruled out, he explained, along with premium promotions. Eventually CIL's African Safari contest was selected.

Two safaris, each for two persons, were established as top prizes. Thirty smaller prizes and a special prize for the retail trade were also offered, he added.

"Consumer advertising started early in September," he said, "Ten winners were picked in the first part of October so publicity could help maintain the momentum of the promotion."

Entries totaled almost 90,000, Biggs calculated, each one representing a purchase of three dollars or more.

MEMO

from the desk of

GORDON FERRIS
To - Ted Chapman and his production crew at CFCN-TV, Calgary

Congratulations on your work with Drs. Gibb and Lindstedt of the University of Alberta, Calgary. This has resulted in your station being deservedly recognized with a Beaver Award "for distinguished service to Canadian Broadcasting in 1964".

Based on a Broadcaster article - "TV Helps Teach the Teachers", the Beaver highlights your co-operative efforts with the University of Alberta. This gained the plaudits of the University and it also reflects the many purposeful projects undertaken, not only by CFCN-TV, but by private broadcasters across Canada.

T.G.F.

Radio-Television Representatives Limited
"ACTION STATIONS!"

Yes, there have been changes in the Calgary market. Most significant of all, CFCN Radio and CFCN-TV have emerged as a greater selling force than ever - selling better than ever, harder than ever, over a more extensive coverage area than ever. Now that the smoke screen of claims and counter-claims has cleared, let's get down to solid selling with the stations that go all out for action where it counts - at the cash register!

One of the family!

CFCN RADIO/TV CALGARY
a. Action at any altitude:
CFCN mobile crews climbed Whitehorn Mountain to cover the famous Beehive Giant Slalom Ski Event for CTV's "Wide World of Sports". Outstanding on-the-spot sports coverage for local and network audiences makes CFCN "one of the family".

d. Action at sun-up:
25,000 of your Calgary customers turn out at the crack of dawn to join CFCN in our annual pre-Staplede Breakfast. Another big selling opportunity during white-hat week is CFCN's Stampede Guide, with advertising for radio sponsors - its circulation now doubled to 10,000.

b. Our "Action Area":
CFCN-TV coverage area has been doubled by strategic satellites like Drumheller/Hand Hills (see map). CFCN Radio now reaches more homes per week, in more BBM census divisions, than any other Calgary radio station. And radio selling power will soon increase to 50,000 watts!

e. Action in the market-place:
CFCN Radio cruiser-car promotions mean an "instant" sales increase for our sponsors. Example: CFCN's Don Wood was a persuasive potentate for Nabob in a recent successful promotion.

c. Action "at the races":
CFCN-TV's Tel-A-Races - a proven winner for mail-pull response! The show that pulled 13,270 proof-of-purchase labels per week for Sunbeam Bread in a recent ten-week period!

f. Action in store:
This April a typical CFCN radio remote helped move 10,380 cartons of assorted Betty Crocker mixes (from a single supermarket outlet). This weekend "Sell-a-thon" put Betty Crocker in one out of every nine Calgary homes.
PQ Telecommunications Tax

Would penalize TV east of Ontario

A NEW TAX MAY hit at the CTV and CBC television networks and every broadcaster east of Ontario, if the Quebec Legislative Assembly passes Bill 37 on presentation sometime in May.

The "Telecommunications Tax Act" as it's called, seeks to impose a six per cent tax on charges for telecommunication transmission within the Province of Quebec.

At first blush the tax would seem to apply to all microwave fees and all charges for land line transmission of broadcast and other material within the province.

The tax would bounce hardest off Quebec's television stations - thirteen privately owned and three CBC owned, with 21 rebroadcasting satellites. All would have to pay a six per cent levy on microwave program pickup billings.

Canada's TV networks would presumably be charged for feeding programs across Quebec to points east.

In radio's case, the cost of inter-station hookups for program purposes would mike six per cent.

Bell Telephone Company officials have been pressing the Quebec government for a firm interpretation of Bill 37 since they first got wind of it in early April. A Bell spokesman said on April 27 that nobody on the government side or on Bell's side was prepared at that point to say whether or not the new six per cent tax would apply to television and radio broadcast material.

The spokesman hinted there were signs the Quebec government had not given full consideration to all implications of the Bill before drafting it.

But as presently worded the Bill appears to apply the tax at very least to "broadcast-out" transmissions of broadcast material between stations and may be stretched to tax the cost of operation of microwave or land line systems wholly owned by Quebec stations.

Following is the text of relevant portions of Bill 37:

Telecommunications Tax Act

"Her Majesty, with the advice and consent of the Legislative Council and of the Legislative Assembly of Quebec, enacts as follows:

1. In this act:
(a) "telecommunication" means a message transmitted by means of electromagnetic waves or otherwise in the form of words, writing, images, symbols or other indications;
(b) "line" includes the space between a transmitter and a receiver of telecommunications and any other channel of transmission of telecommunications;
(c) "rent" includes any sum payable for the use of a telecommunication service;
(d) "user" means a person who sends or receives a telecommunication at his own expense, in the Province, or who used in the Province a telecommunication service other than a telephone service which is movable property within the meaning of the Retail Sales Tax Act (Revised Statutes, 1964, chapter 71.)
(2) A tax of six per cent is imposed on the price of every telecommunication sent or received by a user, and on the rent due or paid by a user.

In the case of rent payable for the private use of a line partly outside the Province, such tax shall only be imposed in the proportion of the length of the part of the line within the Province to the total length.

If the rent is only partly payable for the private use of such a line, the Minister of Revenue may determine what portion is imputable to such use.

Similarly, if a charge includes rent and payment for anything else, the Minister of Revenue may determine what portion of such charge is rent.

7. This act shall have effect from the 1st of May 1965.
8. This act shall come into force on the day of its sanction.

Pop cans by Stelco will reach 5 million pop drinkers

A TWO-AND-A-HALF-YEAR old Canadian marketing plan to stir up consumer acceptance for pop containers will be expanded to reach five million potential soft-drink consumers after mid-May.

J. Ken Davy, advertising manager for the Steel Co. of Canada, made the announcement while delivering "Advertising in Action" presentations to the annual convention of the Association of Canadian Advertisers at the Royal York Hotel in Toronto yesterday.

"There may be a question in some of your minds about the connection between our advertising and the ubiquitous tin can," he said.

"Well, the tin can is actually a steel can - 99 per cent steel to be exact - and tin plate, the basic material, used to make the can, is a principal Stelco product."

Davy related the drive to put soft drinks in cans to Stelco's search for future markets, and explained that if even only a small percentage of buyers bought their soft drinks in cans, it would create a sizeable Stelco sales volume.

The advertising campaign conceived by Stelco started off in 1962 with an approach to the camper and hunter through the woody symbol Davy, in the drive to switch to a home-use slant that was adjusted in 1964 to be of more educational nature - emphasizing the can's benefits in detail.

The result has been the capture of an impressive four per cent share of total soft-drink container volume, Davy said.

Even in 1963, when share of market was only two per cent, "it was all new business for the industry," he pointed out.

Stelco used its advertising to hail the unbreakability of the cans (a safety argument), the no-return, no cash deposit feature, as well as quick chilling and easy stacking characteristics.

The company opened its campaign in Toronto-Hamilton, Davy said, using half-page color print ads, outdoor posters, and supplementary radio during 1962's summer months.

The Vancouver market wasn't tackled until 1963, Montreal, which Davy called "one of the world's biggest per capita consumption areas for soft drinks", wasn't pitched till 1964.

In his view, merchandising Stelco's efforts to retailers and bottlers has been as important as the advertising aimed at the general public.

And he added, "As an adjunct, we ran a promotion within the company directed toward Stelco employees and shareholders. Special mailings were made to both groups."

"We theorized that we could recruit an additional 60,000 consumers and potential salesmen in this way," he said.

"We are optimistic that the big boom in cans will continue," he forecast. "And in our judgement, advertising will continue to play a key role in future successes."
Not only good but good and big

FM WAS INTRODUCED TO THE North American public on a fairly large scale just after the end of the Second World War. Its appearance was highlighted by a remarkable lack of acceptance. The reason for this was two-fold. First, TV was just making its appearance and stole the thunder from FM. Second, the public was ignorant of the high fidelity reproduction characteristics of FM.

In spite of this, FM did make a come-back because it did have something tangible to offer. By the late 1950’s, the novel and sometimes ephemeral qualities of TV had worn off. In the interval, FM had also received a large boost from the record companies, which had spent many millions of dollars educating the public to the advantages of high fidelity. They later did the same for stereophonic sound. We merely had to tell the public that we could do the same thing with FM radio as they did with records.

For this we should be eternally grateful to the record companies and particularly to such people as Bob Martin of Columbia Records, Whitey Haines who used to be with Capitol Records, Mike Doyle of RCA Victor and to the many others who have not only willingly co-operated with us but who had faith and saw the great potential of FM right from the beginning.

In the early years of FM, set penetration was low, hence business was poor. As a result, FM broadcasting had to learn to operate as efficiently and economically as possible. Sometimes this meant rolled music. Needless to say there weren’t many commercials. What appeared to be a liability was turned into an asset. We had discovered that there were many people who liked this approach.

This then is our background and heritage. It explains why many of us still offer uninterrupted pools of music and limited commercials. It laid the foundations for the present generation of AM broadcasters who program in a similar vein. It also laid the foundations for our present BBG regulations governing FM broadcasting.

Where Do We Go From Here

There are two conditions that we must all accept:

1. We have to market, that is program so that we can produce a product (i.e. listeners) which is economical or saleable.

2. We have been directed by the BBG and I believe that most of us are agreed, to provide a service that offers an alternative to that which is available on AM. We also have our FM regulations concerning a 20 percent content from the program categories “Arts”, “Letters” and “Sciences”. At this point I do not wish to get into a large discussion on the esthetics of FM programming, but I would imagine that you would concur that the alternative to AM programming on most FM stations has meant something that is better. It may well be that as FM penetration increases, the profile of FM audiences will change and as a result, some FM broadcasters may tend to place as much stress on the “Alternative” aspect of FM programming as on the “Better” aspect.

These are the conditions that give us our starting point. To this we can factor in two other considerations. First, the high fidelity and stereophonic ability of FM transmission tends to favor music more than any other kind of pro-

Continued on page 10
...reaches people who are dissatisfied and are looking for an alternative

Continued from page 9

Further, because an FM set can be considered a substantial investment we have attracted the affluent, although in the last couple of years the price of FM sets has come down and we are now broadening our base of operations so that we can justifiably talk about our audiences not only being good, but good and big, or if you prefer, “class mass”.

Let us review. Primarily, an FM station reaches people who are dissatisfied with AM programming and who are looking for an alternative. Their dissatisfaction generally means that they are in a state of mind that leads to sophistication and an awareness of better things, both material and otherwise. They often have better than average occupations and incomes. From this description, do not conclude that I am talking about a small intellectual group.

Fit the Moods of the Day

Here is another point to consider. Until very recently, most FM sets sold have been relatively expensive console models and have therefore been located in the living room. This is where people are during the dinner hour and evenings but not in the early mornings. Because of this, FM audiences tend to peak during the dinner hour or early evening, but are often poor in the morning periods. This pattern has led some FM broadcasters to believe that whatever programming was good for the dinner hour was equally good or appropriate for any period of the day. I believe this to be an erroneous assumption and in spite of the table listed below, which shows that plumbing, bedrooms or kitchens, morning audiences have never always kept pace. Like AM broadcasters, we have to fit our fare to the moods of the day.

The CAB agenda describes my talk under the heading “Take a Number from One to Fourteen”. If you are under the impression that all of the 14 FCC Program Categories, you have been hoodwinked. I intend to conclude with fourteen items for consideration in the execution of FM programming. Here they are:

1. Do not acquire an FM frequency for the future. If you are going into FM, do it wholeheartedly. Half an effort will be sufficient to increase FM penetration. It is more likely that half an effort will retard it.

2. Research. Carefully research your area in order to find a need that you can fill. There is no point in spending thousands of dollars on equipment, furniture, and flying like a bush pilot by the seat of your pants, and planning programming on unfounded guesswork.

3. When you have formulated your program policy, make certain that you stick to it. Adjustments are essential, but not sudden and erratic overnight changes.

4. Stress Quality. It is much better to have a small but intelligent and experienced core of people than a large collection of amateurs. Similarly with equipment, buy good equipment that will faithfully reproduce high fidelity sound. Stress quality and good taste to your staff. Always remember that program bad quality will retard the development of FM. You want penetration to grow.

5. Support the program policy you, your Program Director and his staff. Don’t let them be compromised by pressure from the Sales Department. You have to be able to see beyond the end of your nose. Integrity really counts with FM listeners. It is surprising how agencies and clients will admire you if you refuse to prostitute your programming. Yes, you might lose the first round but you will win the next two.

6. Your sales staff will need new tools and new reasons to help them in selling FM. By researching your audiences and with the help of your Program Director, you should be able to tell the sales department how the character of your programs can benefit their clients.

7. If you have an AM operation, do not treat the FM operation like a poor relative. FM is great and if you do not want to have a fanatical following in your area to stay. In Toronto FM penetration in 1957 was 3 per cent, by the early part of 1960 it was 10 per cent. Now listen to this. In the fall of 1964 it was 40 per cent! More than 175,000 homes in Toronto alone are equipped with FM, FM isn’t a poor relative. FM has arrived. It’s big – right now! I predict that FM penetration in Toronto in 3 or 4 years time will be 75 per cent.

8. Don’t be afraid to experiment, but make sure that your experimentation is based on research and reasoning. There is much that we still do not know about the potential market. In Canada, we have done a lot of experimenting, particularly in the field of commentary, and also live, in stereo orchestras and stereo commercials. If you play it safe too long you will end up in a balsam.

9. Take advantage of all the latest developments and ideas. Here I am referring to such things as stereo cartridge machines and vertical polarization, which we call Vertipower. By the way, may I direct a moment to say that CHFI’s experience with Vertipower has been most gratifying. We have noticed a substantial indication that it has been very effective in solving many signal problems in the core area and also in improving reception in the fringe areas. It has done wonders for FM car radio reception.

10. Promote. FM is new and it needs promotion. Do not expect people to look for you. Show them that you are here and why.

11. Educate. There is a rapidly growing interest about FM in the agencies. I am happy to report that some of the sizeable budgets are going into FM and the number of national and local advertisers is increasing. However, I do not think that agencies, advertising managers and local merchants do not know about programming. You will find them interested and indeed eager to absorb anything that you can pass along. If you are learning FM, there is a good chance that your agency is learning FM as well. In this case, the audience knows that you are learning FM.

12. Be satisfied. If you ever have the conclusion that your programming is perfect, I can assure you that you have taken the first step downhill. Constant analysis, self-criticism and constant dissatisfaction is necessary for continued growth.

13. Steal. Be a thief. You do not know everything there is about programming FM, nor do I, nor does anyone else, so don’t be frightened to visit other operations and steal a few ideas. I do not suggest that you only be an imitator or stop reasoning but by visiting, picking brains and asking advice, you are building on the collective knowledge of experiences of hundreds of brains. By the way, it has been my experience that you will pick up more ideas travelling east and west in Canada than by going south.

14. Remember that when you are planning and selling your programming; your product is not your programming, your product is your listener. If your programming is not right, no amount of advertising will sell. Record, announcers, musicians, wire services are your raw materials. Programming is the marketing and marketing that attracts and creates your product – listener.

Pick a number from 1 to 14? If you want to be successful, pick them all.

MORE ABOUT FM

in tomorrow’s DAILY BROADCASTER

Read

“Promotion is a thing called Tommy Darling”

In particular, at one Jim McCrory, CFQC’s jovial afternoon man who keeps the housewife’s dial set at “QC by dint of the type of music she likes plus the give-aways, contests, continuity announcements and special entertainment features that she enjoys most. A CFQC radio afternoon means an afternoon with Jim McCrory, 12 noon to 3:00 p.m. Monday through Friday. To please the ladies is a most important endeavour for any radio station, since the ladies listen all day and since their buying decisions are influenced by their favourite station. In Saskatoon, that’s CFQC, thanks to popular Jim McCrory. Only one facet of the way in which ‘QC leads the community. Shouldn’t it be part of your western media plans, always?

Sketch of Jim by our own “Mad Capp” QC staff appointer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.
The Crest Story

Reached Canadian public through dental profession

ONE OF THE BIGGEST TOOTHPASTE success stories of all time, if not the biggest - the Crest story - was cued to product development rather than marketing efforts in the sixth of seven "Advertising in Action" presentations at the ACA convention yesterday.

Lyle B. Blair, advertising manager for the Case-Food and Toilet Goods division of Procter & Gamble of Canada, said introduction of the toothpaste to the public in a believable, convincing way was a long bumpy road.

By early 1955 the product P&G had in the works had been subjected to three large-scale clinical tests aimed at proving out a stannous fluoride formula developed by Dr. Joseph C. Mulher at the University of Indiana, but it still hadn't been launched to the public.

Mulher had discovered that sodium fluoride tried in toothpastes combined chemically with the basic mix in the tube, instead of holding off long enough to combine with tooth enamel after brushing. In a major breakthrough, Mulher learned stannous fluoride could be encouraged to wait until it was applied to the teeth.

But in 1956, when Crest expanded into national distribution in the U.S., "the consumer had been saturated with cavity reduction claims made by a wide variety of toothpaste brands," Blair said.

The question of how consumers were to judge whether Crest did in fact reduce cavities while other brands did not become the Crest advertising problem.

Blair said, "Strong-sounding promises for the consumer to ponder came from other quarters," and cited Ammident's "magical new fluoride toothpaste that prevents cavities," and Colgate Brisk's "toothpaste containing the only fluoride proved in ten years of clinical tests."

The best Crest could do under prevailing conditions was reach number three position in the U.S., Blair said.

It took hard-won endorsement by the American Dental Association (ADA) to boost sales leadership, a position the dentistry hadn't abandoned to date, in Blair's estimation.

Research Committees

CARF may want fulltime staff BBM reports smooth sailing

THE SECOND ANNUAL THOUSAND-dollar MacLaren Advertising Research Award went to Sheldon Meslin, a 1964 bachelor of science graduate from the University of Toronto, as the highlight of yesterday's annual reports by two committees associated with ACA. Meslin won for a paper titled "A Mathematical Model for Determining Advertising Appropriations".

J. N. Milne, chairman of the Canadian Advertising Research Foundation, presented the award on behalf of CARF, after announcing that the foundation was reaching the stage where "we don't know if we can continue as we are, using all voluntary help."

Milne said he was in process of assembling a list of suggestions as to the direction CARF might take, and would soon present the proposals to a directors' meeting. He implied that a move might be considered toward establishing a permanent CARF office with a paid staff.

Regarding 1964 operations, he said CARF ended the year in the black, "which is all one need ask of a non-profit organization." CARF assisted in nearly a dozen research studies, he said.

The Bureau of Broadcast Measurement report, delivered by bureau director W. J. Heisey, said 1964 was the best year ever for BBM.

"Two extra survey studies were introduced," he said, "bringing the total to four a year, and six telephone coincidental surveys were taken." The studies of BBM operations undertaken by Dr. Dale led to "a clean bill of health for the bureau by and large," Heisey said. He announced Dr. Dale's re-election as counsel for BBM on several possible survey modifications to be implemented in 1965.

Primarily because BBM computerized, improved services were effected on a small overall budget increase, Heisey said. BBM's 1964 budget was slightly less than $500,000, he explained.

HARDY TELEVISION SELLS

CHAU-TV - Baie des Chaleurs
CKBL-TV - Matane
CKRT-TV - Rivière-du-Loup
CKRS-TV - Jonquières
CFCM-TV - Québec
CKRN-TV - Rouyn
CKCO-TV - Kitchener

HARDY MEN KNOW THEIR MARKETS

May 4, 1965
WELCOME

CFTO-TV Channel 9 Toronto welcomes The Association of Canadian Advertisers to Toronto and extends best wishes to all attending the 1965 Convention.

Congratulations to all members on the occasion of the Golden Anniversary of A.C.A.

We look forward to meeting you during the convention when you visit our hospitality suite at the Royal York Hotel.