



## Harry "Red" Foster Wins ACA Medal

A one-time Balmy Beach football player who parleyed his helmet into the third rated Canadian advertising agency, with billings of nearly \$24 million, Harry Ernest Foster, better known as "Red", has won advertising's top honor, the ACA Gold Medal, for his contributions to advertising.

At the ACA Gold Medal luncheon Tuesday where the presentation was made, Alex Biggs, retiring president, said, "This was not an award to the 'Man of the Year'—though it might well have been—but to the 'Advertising Man of the Year'."

The citation said, in part:

"... a life-long enterpriser for the advancement of advertising and the stature of its practitioners; an outstanding creative innovator in marketing practice; a sponsor of advertising education and a public advocate of advertising's power to spur Canadian economic growth."

Immediate past-president of the Institute of Canadian Advertising, Red Foster combines the granite determination and drive which must typify a man who has worked his way up to the top of his industry, along with the human compassion of one whose consuming interest and activity is helping unfortunates, notably retarded children.

Both in business and in good works, he is a high ranking member of too many organizations to list. Beyond this, he is active with them in accomplishing what he sets out to do, for the good of the cause. When it is necessary, he will trample on others' feelings, and, paradoxically, make them his friends.

In his early years Red Foster played quarterback with the Balmy Beach Football Club and helped carry the ball to the Grey Cup Championship in '30.

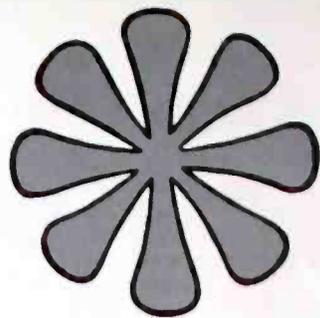


An ardent fisherman, he is seen here in the Northern bush he loves, with a couple of good ones that didn't get away. His dog Jonesy gazes at the catch in rapt admiration.

Even in the depth of winter Red still loves the great outdoors and mashes over the snow, crisp with below zero temperatures, around his northern camp.



# Philosophy



Principles  
thoughts  
and Conduct



**Studied processes governing principles, thoughts and conduct.**

*The principles of selling broadcast time nationally are evident:*

Broadcast station sales personnel and station representatives maintain constant and consistent selling contact with advertising agencies and their clients. They interpret changing market conditions, current program trends, and relate the audience positions of the various stations.

Most broadcasting stations are not automatic "buys". But, all broadcasting stations deliver potential purchasers of goods and services; a loyal buying audience. These potential consumers are the advertisers' target. The interpretation of a station's market position and its audience to the national advertiser by a competent station representative is frequently the determining factor in "making the list".

Fast and efficient servicing of accounts and rapid accommodation of spot radio and television placements through advertising agencies are part of our basic sales philosophy. It retains and builds national dollar volume for the stations we represent.

Our sales philosophy, too, is a sustained, vigorous and determined selling effort for all the broadcasting stations we represent, not just when campaigns are being booked, but on a fifty-two week basis.

*Ask the stations we represent!*



*radio-television representatives limited*

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Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER

## Two shares in CTV will mar CFCN-TV sale to Maclean-Hunter

A recommendation by the Board of Broadcast Governors for denial of the application of Maclean-Hunter for the purchase of control of CFCN-TV Calgary, seems certain at this writing and will have been announced by the time this issue appears.

The fly in the ointment is that Maclean-Hunter already have effective control of CJCH-TV Halifax, through which they own one share in the CTV Television Network. The purchase of control of the Calgary station would give them a second share in CTV, and, under the BBG's statement of policy of March 4, affiliates of CTV shall each own one, and only one share.

While the BBG may (or may not) recommend approval for the transfer of CFCN-Radio, it does not seem likely that Maclean-Hunter would be interested in acquiring the radio property without the TV station.

Maclean-Hunter based their case before the BBG on a claim that negotiations with the CFCN people had started before March 4, the date the BBG issued its statement of policy, and that therefore the ruling was not applicable in their case.

The story is that the solution of selling their interest in CJCH-TV, and buying CFCN in its place, thereby conforming with BBG policy, was discarded by Maclean-Hunter because they would be in the position of making what amounted to a forced sale of the Halifax property.

As in the case of applications for new licences, the BBG is only empowered to make recommendations to the minister, who is in a position to ratify or negate the board's recommendation.

### ACA IN REVIEW

This issue of *The Broadcaster* contains reports of all the meetings held at the ACA Convention May 2-4. The Monday and Tuesday sessions were first reported in our *ACA Dailies*, published and distributed to delegates on the Tuesday and Wednesday mornings. The Wednesday sessions were covered also and reports appear in this issue too.

### AVAILABLE

Graduate engineer. (University of Toronto)—10 years' practical station experience, willing to relocate with any good station (radio preferred) offering permanent job with a future.

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## GENTLEMEN — YOUR PRESIDENT!

Jack Glasier succeeds Alex Biggs

"We intend to ride herd on major and minor problems as they develop, and they always develop, but we don't intend to tilt at windmills," says J.F. "Jack" Glasier, elected president of the ACA at their business meeting.

"With the good representation we have on our board from both Toronto and Montreal in the consumer and industrial fields, we are able to stay alert to any situation that may develop."

Glasier was pacing back and forth across his conservative fifth floor office where he directs advertising for Ford of Canada Ltd.

Glasier's career to date includes 4 years as director of the Industrial Advertising Association; past president of the Montreal chapter of IAA; past president of the Bureau of Broadcast Measurement, which he rescued from near-fatal illness four years ago by rallying stronger tri-partite support from ACA, CAB and ICA; five years as a director of the Audit Bureau of Circulations.

Like his predecessor, Alex Biggs, he is very keen on "a long term project for the establishment of university courses in advertising." Some excellent courses are available through the University of Western Ontario, the Ad and Sales Club, Sir George William College, and others, "But they are few and far between and there is no nationwide standard," Glasier said

Regarding ratings and broadcast measurement, Glasier said, "The firmer establishment of BBM as a tri-partite body forced other research groups to improve their methods."

On the social significance of advertising, Glasier laments that the public does not fully realize that advertising is communication, not marketing. "I feel that people have tended to confuse merchandising methods with advertising, with the result that we are often the scapegoat.

Regarding commissions or fees, he feels most clients and agencies have working relationships for covering services rendered and are resolved to a long period of understanding.

The full-page advertisements of two competitors are prominently on view on a notice board in Glasier's office, and he studies them keenly. Regarding the current trend to mention other people's products for comparison in company ads, he says: "In any hard goods advertising, where a product can be measured by nuts and bolts, you are going to find this in copy today." He explained that for some years auto manufacturers have put out performance data on their cars and competitive models A, B or C. "But no one could guess correctly whose car A was, or B, so rather than hide behind code names, we put all our cards on the table and named names."

His current campaign is to solicit testimonials from celebrated "European car buffs", who agree after taking a ride in a Ford that it "is quieter than my custom job". He sees nothing wrong in this type of advertising if it is done in good taste.

Glasier, 46 years of age, commutes daily to Oakville from his home in north Toronto, about 25 miles each way. He is married and has a daughter, 13, who attends private school. The Glasiers like the theatre, football and hockey. Although he lost a leg in the Air Force, Glasier still plays a good game of badminton.

He is so completely immersed in his work that he doesn't belong to any clubs, except the Ad and Sales, and he hasn't been there more than once in three years. He enjoys his annual vacation at a friend's cottage and may usually be found paddling a canoe, a hobby from his younger days when he was a member of the Winnipeg Canoe Club.



# Innovation is the key tool of modern business

"Let others refuse to innovate. Let them refuse to control change. Let them fear the responsibility of directing the future the way you want it to go. . . Keep those words in your programs: the new, the future, tomorrow, creativity. Let the men who use words like alienation, despair and death go their way. Let them hide from the future because their way is not the way of reality. That way belongs to you."

These words, coming at the end of a straight-from-the-shoulder talk to the ACA Conference Tuesday morning, summed up the down-to-reality address of Reverend Father C. P. Crowley, dean of graduate studies and head of English at the University of Windsor, Ontario, a speech which, for some reason best known to himself, he titled "The Psychoto-Mimetic Hideaway."

Speaking of advertising, Father Crowley said: "The whole complex of business is now a process, a structure, a world of instantaneous feedback and information flow on all levels," which is why, in the last 15 years, "the whole structure of business has changed."

"The challenge now is to design larger, more flexible structures for business," he said.

"In these businesses there will be a much greater number of skilled individual contributors; machines or automated systems will be used as productive forces, and the intelligence of men will have to be designed into jobs, not out of jobs. . ."

The reason why all this has happened is: "Because we have learned a great deal about the design of integrated, multi-cellular structures, the design of communications networks and so on."

"The next step in business," he went on, "is to learn about the organization of human knowledge, and we have a word for that today — we call it the knowledge explosion."

"You'll hear that phrase more and more in the next ten years. And the structures of business organization will change, the dynamics will change and your roles within them will be different."

"Your management books will all be rewritten and the symbol of management structure will not be the old fashioned pyramid but diagrams like the ones that nuclear scientists make when they describe curved space or the human nervous system," he said.

## End of individualism

"What is happening in business merely reflects our world," the speaker said. "We're coming to the end of the age of individualism. We've had four centuries of it. We've had it in our Christian ethic, our industrial assembly lines, our specialized approaches to education, our economics. The individual, the man who could make his money all by himself, the robber baron type, is on his way out. We're all getting the burden of responsibility thrown on us. And the whole move to a total structure of human kinship and responsibility is the result of the coming of electronic technology—with its built-in feedback of information."

Moving to the effect of this revolution on business, Father Crowley said:

"We no longer look at business as inevitably progressing. We now practice innovation, purposeful, directed, organized change. We leap into the unknown. We use scientific tools to try out our new powers of vision, our imagination."

"This new drive for innovation is converting old conservative institutions — the government, the armed forces, the school — into organs of innovation. We even have new institutions expressly designed for innovation, such as business enterprise and research organizations."

"This purposeful innovation is more than a method. It is a new view of the universe, not of chance nor of certainty, but of responsible risk. It explains the research explosion."

"In the U.S.A. in 1940, a total of \$280 million was spent in research and development. In 1961, \$16 billion was expended by industry, government and universi-

ties. Estimates for 1970 are in the \$30-\$50 billion range. Think of the technology and products that we can begin to expect in future decades as a result of such effort."

## New attitude to change

"Throughout most of history," Father Crowley said, "most men have feared change and persecuted the innovators. . . Family, church, army and state were built to be walls of security against the threat of change. When evolution came into the picture, man thought of change as determined forces in biological evolution. But today we see change as order itself, the only order we can comprehend, as a dynamic and moving order."

"Innovation is not new. It is as old as man. But what is new is the view of man as the order maker, working consistently through the anticipation, control, the direction of change. We do not see change as something that happens to us. We see innovation—that is what we do to change."

"As a result of this emphasis on innovation," Father Crowley warned, "we are all going to be involved in a lifetime process of re-education."

"Education won't be one injection given us in our youth. It will be something that is part of our everyday lives, or every week."

"We are beginning to realize now that if we teach a child only certain specific skills, a specific bit of knowledge about certain areas or jobs, we are hurting him, because these areas and jobs are going to change very rapidly and we are wasting our time."

"The emphasis in the future will shift from the material of learning to teaching *how to learn*. We will have to learn to learn."

**Rx FOR LOW SALES**

**186 DRUG STORES**

**whose customers  
listen to**

*The*  
**ONTARIO Five**



CKWS RADIO • KINGSTON  
CHEX RADIO • PETERBOROUGH  
CFCH RADIO • NORTH BAY  
CJKL RADIO • KIRKLAND LAKE  
CKGB RADIO • TIMMINS

**WHAT A MARKET!**

## Professor J. N. Fry

### *Test marketing reduces uncertainty*

"There are several key factors to consider in planning a market test for new products," said Professor J.N. Fry, University of Western Ontario, School of Business Administration, in his address to the ACA Tuesday. He elaborated on each of them.

1. Test marketing is a strategy in which a firm delays full commitment to a product for the purpose of gathering additional information. "The form this strategy takes is usually a scaled introduction of the product in one or more market areas," said Professor Fry. He cautioned that testing was not necessarily desirable in all product development circumstances. He said three interrelated factors were involved in test planning. They were objectives, methodology and economic justification.

2. The information objectives of a test were to reduce uncertainty, and could be classified as logistics and predictive information.

3. The methodology of the test program should then be tailored to the information objectives. Careful attention to the methodology could improve the validity of the test results, but in the last analysis, the interpretation of the test data is a "matter of skillful judgment."

4. On economic justification, a thorough consideration of the costs of the test relative to the potential value of the test information is necessary, to avoid gross errors in planning.

5. In planning the test there should be a careful balancing and specification of the objectives, methodology and economic justification.

# B

## Only self-regulation can beat bureaucrats

CANADIAN BROADCASTER

Editor and Publisher

More and more Canada is living and growing on production in industry, agriculture and natural resources. Production creates employment; goods and commodities have to be sold to justify more production; advertising produces the sales needed to keep the wheels turning and the men working.

But advertising produces far more than the sale of products over the counter. Actually it is playing a tremendous part in building a bulwark of defence and unemotion-

Advertisers know that a controlled press would undermine public acceptance of the papers and therefore diminish the effectiveness of the advertising they contain. State control, however, comes pretty close to party politics. Without fears of lost revenue, the only curb would be the integrity of the individual government officials and civil servants charged with the administration of a State-controlled press.

Broadcasting is different.

There is State-broadcasting - The Canadian Broadcasting Corporation - and there is private enterprise broadcasting - the privately-owned stations - but there is no kind of broadcasting which operates by regulation-by-the-law-of-the-land-and-the-will-of-the-people-as the publishing business.

State broadcasting is financed by government grants, implemented with the advertising it sells in competition with tax-paying private enterprise broadcasting stations.

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As this paper has frequently said, everyone is not guilty of exaggerated, meaningless or just plain fraudulent advertising. Some are, and these few contaminate the whole industry.

Every branch of the advertising business must, right now, start seeing to it that advertising used to represent products on the market place is not only legal, but is of actual value to those on the receiving end of it, in terms of information delivered honestly, sincerely and without recourse to meaningless blasts.

Such organizations as ACA, ICA, CDNPA, PPA, CWNA and CAB should summarily expel offenders from their memberships, and studiously decline below-standard advertising from agencies and advertisers.

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Keep your eye on

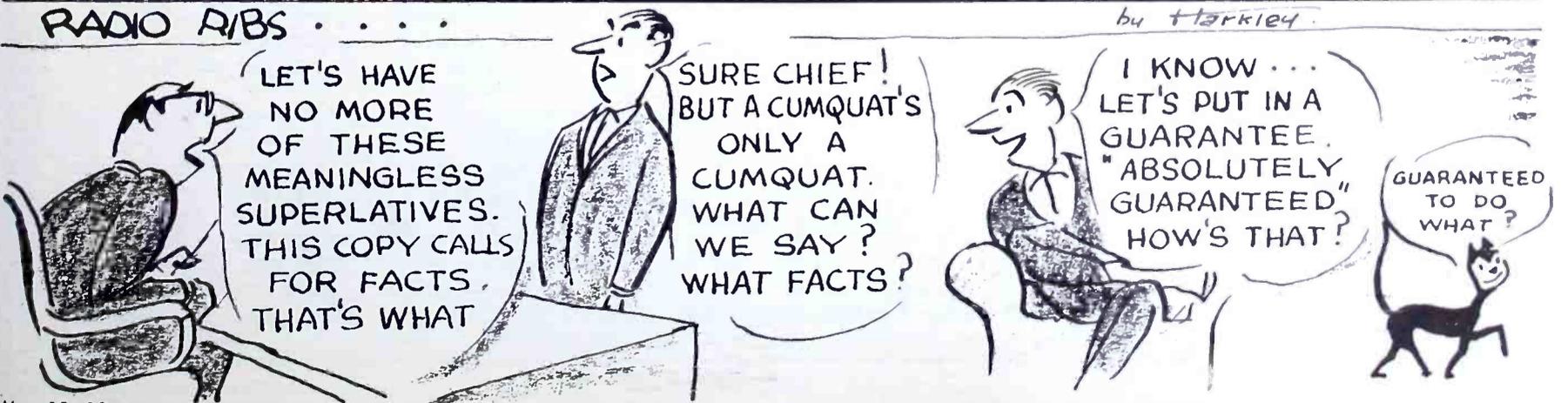


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Typography and Make-up by Canadian Broadcaster

### RADIO RIBS . . . .



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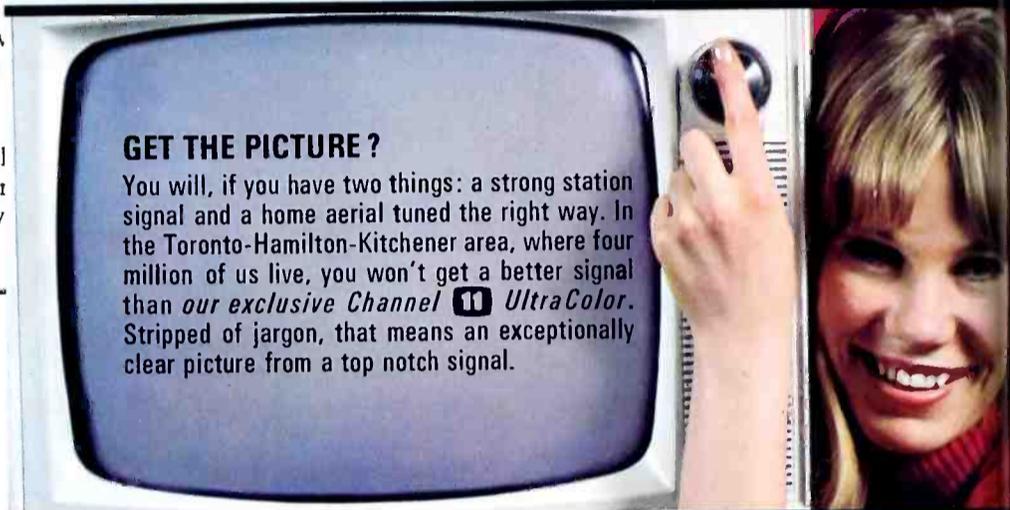
We've been working with color for two years at Channel 11. Remember the CNE last year when we ran a closed-circuit TV network in color sixteen hours a day? If you've seen Canadian color television, that was us.

So when experimental colorcasting starts July 1 TV 11 won't look too experimental. No green men. No red grass. No blue sunsets. Just your favourite shows, the best of the new shows and more great movies - all in color from Channel 11, and October 1 is the official start date for regular color programming.



## GET THE PICTURE?

You will, if you have two things: a strong station signal and a home aerial tuned the right way. In the Toronto-Hamilton-Kitchener area, where four million of us live, you won't get a better signal than our exclusive Channel 11 UltraColor. Stripped of jargon, that means an exceptionally clear picture from a top notch signal.



## WHERE THE ACTION IS:

If you get a color set, what's to see? Well, in the Greater Toronto area you already have the greatest choice of television programming in the world. Color is just going to reinforce that fact. Everybody in town is getting into color broadcasting. As the pioneers of Canadian color, we know the important thing is still going to be program content. So we've had our program people searching world-wide and buying the best color shows in all categories for Channel 11.

LOOK TO **11** FIRST FOR COLOR



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**B**

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But advertising produces far more than the sale of products over the counter. Actually it is playing a tremendous part in building a bulwark of defence around the system called - vaguely and unemotionally by us who enjoy it - "democracy".

Media of communications - radio, television, newspapers, magazines and other publications - are an essential part of modern life. Through them and them alone, the public is kept informed, entertained and inspired. Their maintenance costs money, which can only be obtained from one of two sources.

In some countries, the media are operated by or under the close jurisdiction of a department of government, without whose sanction nothing may be printed or said. The State both pays and calls the shot.

In Canada, these media derive their revenues, not from the government, but from advertising, except for the State-owned Canadian Broadcasting Corporation. But even the CBC gets part of its revenue from advertising.

Here, every medium except broadcasting is strictly private enterprise, regulated by nothing but common sense and the laws of the land.

The publishers are aware that if they are to induce advertisers to use their advertising columns and provide them with their revenue, they must serve the advertisers usefully, which means provide them with large numbers of responsible readers who will be exposed to their advertisements.

Their publications must be a combination of decency, reliability, objectivity, honesty and variety. No need has ever been found for special legislation or regulation, because this sort of behavior is dictated, not for virtue's sake, but as a simple matter of plain economics.

For publishers lacking in scruples or common sense, there is a legal code for all spheres of life, the Criminal Code, designed to protect the public against fraud, misrepresentation, libel, slander and so forth. This has proved to be adequate restraint when and where it is required.

The outcome of all this is publishing by public approval, a system not dissimilar to the system under which our representatives in parliament are elected by public vote.

Critics see danger in the fact that, because they virtually control the papers by providing the revenue, the advertisers are in a position to pressure the publishers into suppressing news and otherwise influencing editorial content.

This is a valid comment, as valid in the danger of control by advertisers as it is under a system of state-ownership or control. But there is a difference.

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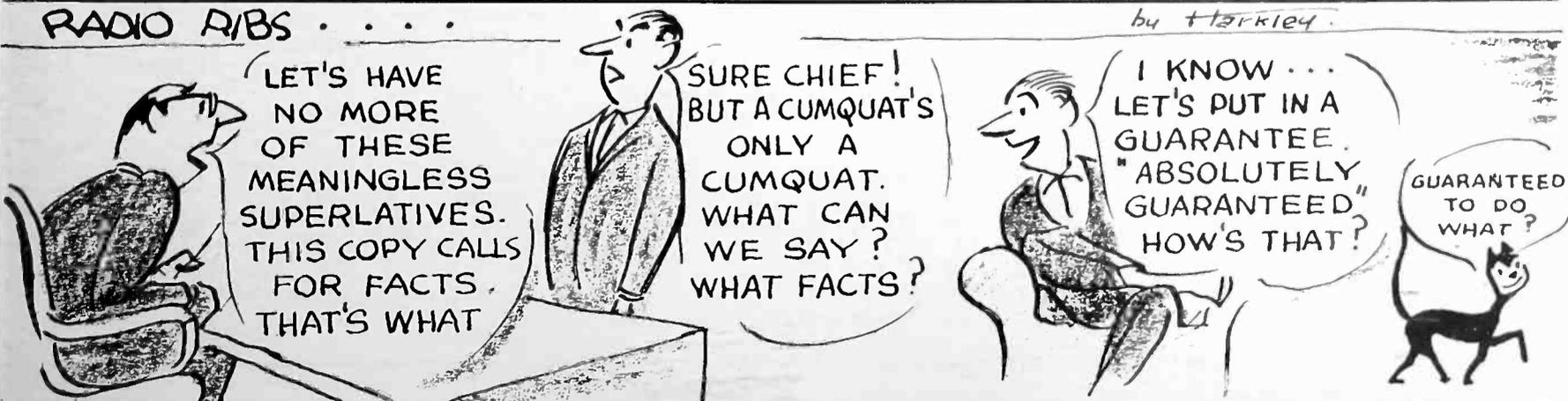
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### RADIO RIBS . . . .



## Eight advertisers show how they achieved their goals by creative advertising and sales promotion

For the third year, a session of dramatized case histories was presented at the ACA convention yesterday. The session was entitled "Advertising in Action," and each speaker told how a particular advertising or marketing problem was faced, and how creative advertising and sales promotion played a major part in achieving the goals.

The chairman was W. D. Kelly, vice-president, marketing, Quaker Oats Co., and the first speaker was Leslie Berenyi, product development manager, Clairtone Sound Corporation.

Berenyi spoke on, "How to achieve a reputation for quality on a limited budget," which illustrated how, for Clairtone, a highly creative campaign did twice the job with half the exposure.

Berenyi said, "In eight years Clairtone moved from the smallest manufacturer to the largest in the packaged hi-fi and stereo business, on a limited budget."

### David Broome

"Our research indicates that two thirds of all menthol smokers are women or young adults, apart from seasonal smokers who use menthol when they have a sore throat or bad cold," said David Broome, advertising manager, Rothmans of Pall Mall, as he described the problems of his company in introducing a new product into the small, six per cent segment of the total cigarette market, on a limited budget.

"Rothmans had concentrated for its first six years in Canada on the filter market, which we believed had the most growth potential. Then in 1964, based on U.S. trends, we decided to take menthol cigarettes out of the medicinal field, and we introduced Craven Menthol. With only one strong competitor in the field, we felt there was an excellent opportunity to move into their market," he said.

"We embarked on two campaigns aimed at women smokers of com-

parative brands, using initially radio, and sampling. We knew we had to get the product into their hands. We did away with running water, green fields, boys and girls and springtime and did a happy quality product sell jingle," he said. "To this was added a TV commercial with zing, pure entertainment but mentioning Craven Menthol eight times.

"We are now in the second stage of our campaign, concentrating on British Columbia and Ontario, our areas of greatest sales. We are now number two menthol cigarette in Canada, and sales are up 42 per cent over last year, and we have acquired about 25 per cent of the total market," he said.

### Jerry Henry

"Wouldn't a Dow go good now?" said Jerry Henry, advertising manager, Dow Brewery, Ontario Ltd., voicing the company slogan that had gained a large share of mind for his product in a field dominated by others.

Introduced in 1964, the slogan reached full impact last year and according to Henry, variations were quoted in cartoons, on TV shows, and even in the House of Commons. It was one of the creative objectives developed by Dow's agency, Breithaupt and Benson—namely a product associated phrase. Five other objectives outlined by Henry at yesterday's session were —

- 1. To create a vital awareness for the brand.
- 2. To impart a vitality to the brand.
- 3. To develop a favorable extension of the advertising at the consumer level.
- 4. To provide opportunities for sales and promotional activities.
- 5. To allow for the development of subsequent advertising.

"The creative platform dictated the media," Henry said. "Thus, we turned our full advertising weight towards television, with support

## CRÉ BASILE REACHES 637,800 HOMES\*

This is one of the shows produced by Channel 10, Montreal,  
that is carried by a number of stations in the Province of Quebec.

CFTM-TV has established that it can produce programs  
that are highly acceptable to the viewers, the stations and the advertisers.

Let us put our experience to work for you.

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230 Park Avenue  
(212) 679-6820

\* February 1966 BBM

from radio," He demonstrated with a series of Dow's *Man from U.N.C.L.E.* commercials, which end with the company slogan, "Wouldn't a Dow . . ."

Henry said a survey carried out last October indicated 72 per cent public awareness of the slogan, even though Dow's budget was small and only ran six months.

### W. F. Heaslip

"A lot of people don't give a damn about pickles," said W.F. Heaslip, product manager, Rose Brand Products, in a brief but humorous presentation.

"And if that was the case, we'd rather have more of them not giving a damn about ours than not giving a damn about somebody else's." This was by way of introduction of the company's award winning commercial for Rose Brand Pickles, created by McCann-Erickson Advertising, which had brand registration and share of mind as its main objectives.

Heaslip said that Rose Brand was amazed but delighted when the commercial won several awards, including the New York directors' show, *Graphica '65*, and a special citation from the Pickle Packers International. The commercial also helped increase awareness and sales.

"The producer, Steve Bennett, is proudest of the award presented annually by his mother!"

### Jack Burkholder

"The great grand-daddy of all low interest products is gasoline and it is matched at the bottom of the appeal league by its package, the pump," said Jack Burkholder, advertising and sales promotion manager, Imperial Oil, Ltd., in his contribution to "Advertising in Action."

As far back as 1952, Esso affiliates had used the tiger symbol in such widely separated areas as Chicago, Holland, Britain and Australia. Then, in 1964, it made the scene for Humble Oil and Esso in the United States."

Burkholder said there were tigers galore at this time; in Canada there were tigers in Tide, Plymouth, Sunbeam and Revlon. But when B-A and Shell went for contests in 1965, Imperial turned on Canadian tigers full blast, in both English and French. Aided by full-color ads, point of sale stripes and three million tiger tails, "low interest became high enthusiasm," he said.

"Sales of Esso Extra rose 28 per cent and Regular jumped 19 per cent and related lines improved at the orange and black striped stations," Burkholder told the ad men.

In 1966, with 83 per cent of the population now associating the tiger with Esso, and the company slogan to "put one in the tank," Imperial has moved into the contest field, too. He invited the advertisers to play the new Tiger-Tiger Game, with ballots distributed throughout the audience by a quartet of "tiger girls."

Burkholder concluded with a new version of the company slogan, "Always look to Imperial for the Beast!"

### Norman Riddiough

How do you humanize a huge, remote, machine-like organization like a government department that has traditionally been regarded with suspicion, hostility and outright fear? Or how do you convey a mass of detailed information to seven million nervous clients in all walks of life, in all parts of the country, so that they will "get their income tax form right?"

This was the problem of Norman Riddiough, Chief, Information Service, Taxation Division, Dept of National Revenue.

Riddiough said both problems are being tackled by his department on a long term basis. In the past, they had no information service and little money for advertising campaigns. Then, two years ago, three things happened. The department got Vickers and Benson as an agency, they got a national advertising budget, and they got an information service.

"Bluntly, we wanted a better image, so we used a judicious touch of humor to make our points. Our first 'smile campaign' was a great success last year, and we showed that we are sincere, courteous, helpful and efficient."

In the last 15 years the number of tax returns had doubled and the amount collected had tripled, yet the department had cut staff and costs by 50 per cent.

Last year, for the first time, the department mailed out personalized income tax forms. They expected a successful return of 50-60 per cent and were gratified when it reached 70 per cent. Riddiough said he felt the great wall of indifference between the people and government had been broken down and the department had come out of its ivory tower into the marketplace.

Next year, there will be another major change in the tax forms, and every change brings new possibility for error; so the department will concentrate on its media objective to inform every Canadian household how to fill out the form properly.

"It costs us about five dollars to correct each error and last year one million people made errors," he said.

### H. E. Miskiman

Another speaker, H. E. Miskiman, product manager, Quaker Oats Co., Peterborough, Ont., told how his company introduced a new cereal product designed to change a downward trend by consumers.

"Oatmeal was regarded as a big, hearty, wholesome breakfast eaten and needed by hard-working farmers and manual laborers," said Miskiman who indicated that the product did not fit into today's affluent society of physically inactive office workers and diet conscious housewives.

"Thus, our marketing department developed a new concept in

Instant Oats (just add boiling water). They also provided new packaging, including individual servings," he said.

But Quaker had already used the word, Instant, some years ago for their oats cereal, so this new preparation was called RTS (Ready to serve). TV commercials plugged its brand name and ease of preparation in 16 top markets.

"The result," he said, "was that after a few weeks, consumer demand exceeded production, and distribution was achieved almost overnight. RTS sales have improved marketing of regular oats, as well."

### J. R. Grainger

A small Canadian company, with limited budget, successfully challenged established brands in the highly competitive scouring pad market and became a national brand in five years. The company is Household Cleansers Ltd., and the president, J.R. Grainger, told how, having chosen Ronalds-Reynolds Advertising to be the company agency in 1961, a comprehensive marketing plan was drawn up for *Jets* based on market and consumer research.

"It was evident certain product advantages could be incorporated in the new *Jets* scouring pad which would substantiate the claim of product superiority," said Grainger. He said these were its unique blue color, the extra rust inhibitors and the addition of a grease-cutting detergent.

"The main problem of marketing was that the Brand A name was generic and it had high consumer loyalty. Brand B had been on the market 15 years, but only had 7 per cent of the sales; Brand C was a failure and this only helped make Brand A more invulnerable.

"Our objectives became clear. It would be necessary to get our product into consumers' hands in order to prove *Jets'* product superiority. To do this we used couponing and demonstrations to urban housewives, while featuring the package on spot television."

This was scheduled in a market-by-market introduction in the hope that each local success would aid future presentation in other markets. Southern Ontario was the first market for the campaign.

Grainger said every incentive was supplied the trade to encourage purchases, including a major sampling program for urban markets using two-pad packs and six cent coupons in each.

Within six months, *Jets* had captured ten per cent of the Ontario market, and based on this success, Grainger said the Prairie market was attacked next. This one-brand market proved to be vulnerable to a co-ordinated marketing attack, as did Quebec which was invaded next, using sampling, couponing, market charts, brochures, etc.

"We were also able to splurge on a second TV commercial, by this time," said Grainger, as *Jets* had now acquired 20 per cent of the Ontario market. The company next distributed *Jets* in three pack-

age sizes—four pads, ten pads and giant economy 18 pads.

Next came British Columbia and the Maritimes. The psychological success in other areas proved to be an important factor in gaining instant acceptance there. *Jets* rose to 30 per cent of the market within six months on the two coasts. By this time, *Jets* had gained 25 per cent of national sales.

### Solway and Ferrier

Larry Solway and Garry Ferrier, respectively copy chief and writer at CHUM Toronto, completed the afternoon session with a spoof on the entire "How to do it series."

Their presentation was entitled, "How we made a million dollars by selling saccharin-coated LSD pills to fat junkies."

Solway said the pair had acquired a low interest product, namely 200,000 storm trooper jackboots for the left foot only, left over from the conflagration in Europe, so they set out to make a marketing test survey.

He revealed they decided to call the product, *Hush Panzers*, and used the media of radio, print and TV. For TV, they composed a jingle combining the melody of a well known beer commercial with Deutschland Uber Alles. Solway and Ferrier sang the jingle;

Panzer, Panzer, buy Hush Panzer,

Put your foot into the stirrup, Comfy, cosy, with Hush Panzer, Makes you want to conquer Europe!

## BUY A WELL REPRESENTED



## STATION

Your Hardy man really represents the station you're buying, supplying the detailed, specific information you need. In turn, Hardy stations represent the kind of markets you want, wherever they are.



Toronto 363-9433

Montreal 861-5461

# Clients could help their agencies make better advertising

by JERRY GOODIS  
President, Goodis, Goldberg, Soren Limited

*"Am I permitting my present agency to do as good advertising as it is capable of doing? Am I encouraging them enough, am I demanding their best, or am I clogging their paths with the sacred cows of my own prejudices?"* — Draper Daniels, President, Draper Daniels, Inc.

A proper relationship between an advertiser and an advertising agency is just as tricky and as sensitive as the one between a man and his wife. It can be amicable, positive and very rewarding, or it can be tense, bitter, cynical and unproductive. Where the latter is true, of course, a rupture of the relationship is only a matter of time. As in marriage, it takes two

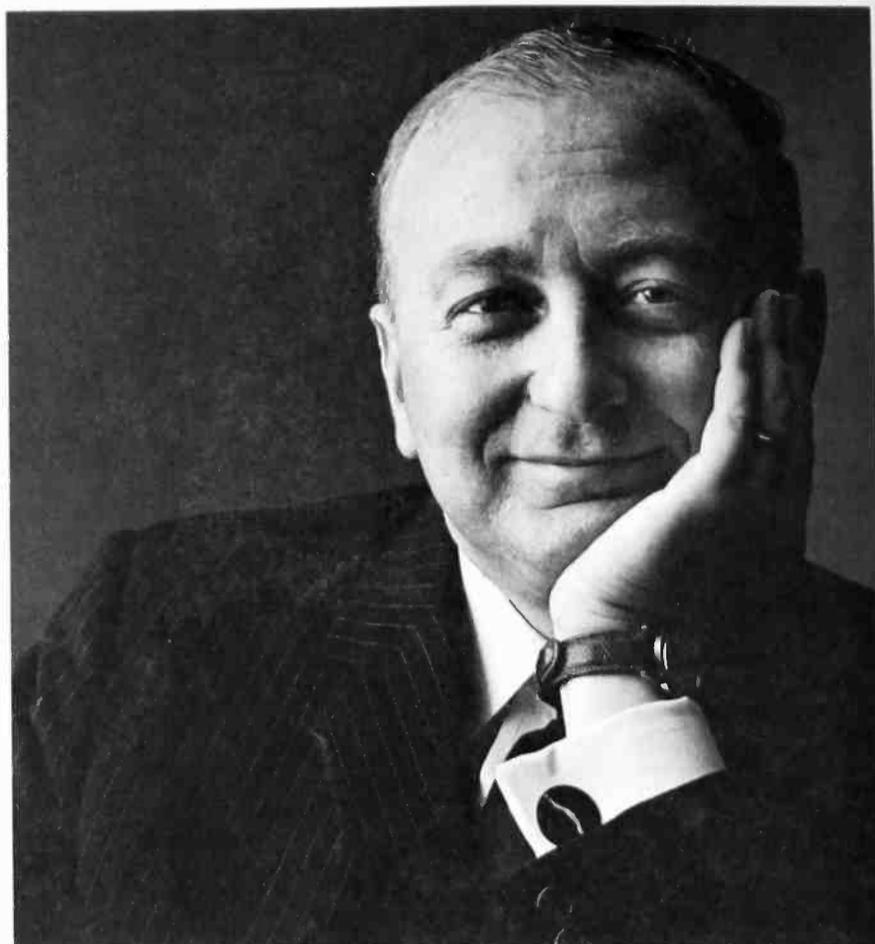
to build a healthy business relationship.

No matter how good the agency is—and there aren't that many good ones around—it cannot make effective advertising without the help and encouragement of the advertiser. And this co-operative attitude has to be there from the president of the company, down through the sales manager, marketing manager, brand manager and advertising manager.

The quality of the advertising produced is directly tied in with the extent to which any and all of these people contribute to the agency's efforts.

#### Mutual and meshed hard work

The agency which claims it does-



n't need the advertiser's support and assistance is kidding itself. No agency can be expected to make on-target advertising — achieving advertising and sales objectives—if the client in any way holds back or distorts pertinent information. Effective advertising comes about as the result of mutual and meshed hard work by advertiser and agency. It cannot be any other way.

I am not suggesting that the agency get mixed up with the solution of client manufacturing, marketing or sales problems, although it must be aware and informed of these. Equally, I do not suggest that the client should pick away at the agency's copy or meddle in the creative work of the agency. Each organization should have its pea-patches clearly defined.

But the client must pour into the agency hopper everything he knows about his product: its attributes, its failings, its competition, its position in the market-place, the ingredients which make it up and the manufacturing processes. Then he can leave the agency alone to digest, to experiment, and to use its collective brain-power to come up with advertising that has bite, memorability, drama and sales pull.

#### Adult attitude both ways

Just as there are few perfect marriages, there are surely very few Utopian agency-client relationships. We have more than most in our shop. I know of a couple at other shops. But all too frequently where these relationships are less than ideal, it's because of poor communication and lack of an adult attitude on one side or both.

The adult way of solving problems is to talk them over and have both organizations make an honest effort to improve the situation. It's all too easy—and childish—for an agency to say: "We quit"—or a client to say: "You're fired."

Does a man divorce his wife when she burns the toast?

In this matter of who does what to whom, it must be said that client turnover, for which our industry is notorious, is as much the fault of advertisers as agencies.

Here's a handy-dandy check list for advertisers who want better advertising. If you're the president, hang it in your private wash-room. If you're at a level below the president, slip it under the glass on your desk. Just to the right of the crack.

1. When you've finally made your decision to hire the new agency, demand an advertising campaign from them in two and a half weeks, because you would really like to show the campaign at your sales meeting in Banff — and what the hell, might as well get them off to a running start.
2. Whenever the agency comes to visit you, keep them waiting in the foyer for 20 or 30 minutes. When they finally get into the meeting, don't let them finish a sentence. Treat them like you treat your supplier of paper clips and wash-room supplies. Dignity is death — where the agency is concerned.
3. Have your people hold back as much information as possible, to see if the decision you made to hire the agency in the first place was really correct. See how bright they are. See how much digging they are prepared to do on their own without your co-operation. Do they really have the stuff they claimed they had at the original presentation?
4. A further test of the agency's alertness is to have you, the president, tell them one thing about any given problem, and have the ad manager tell them quite the opposite.

## Talk about scandals!

It's scandalous the way we have kept this information to ourselves.

CKBI TV and Radio's Metro county area has —

1. The largest concentration of farms and farmers in Saskatchewan.\*
2. Largest concentration of farm cars, trucks, tractors, combines, etc. (\$63,000,000. worth).
3. This prosperous group divide up about 75 million each year.
4. This area represents less than 50% of our total farm market.

Get further details from your All-Canada Man.

(\* Second Largest in Canada)



Television & Radio  
Prince Albert, Saskatchewan

5. Don't encourage them too much. A good way to keep them in their place is to have your vice-president, at the next meeting the agency attends, say that he has never seen an agency smart enough to be able to solve this company's unique problems.
6. Demand day-to-day service. Have the account supervisor send his account executives over to your advertising department at least once a day, whether they have any business to transact or not. This will make your advertising manager and his people feel very loved and secured.
7. Warn them - OR, better still, DON'T - about a disgruntled executive high up in your company who is hiding in the weeds, with a shotgun, waiting for the agency to make its first mistake. He voted against selecting this agency, and he still has some very good friends in the previous agency.
8. Hire an advertising manager who will look at the agency's campaign and approve it, until you (the president) say you don't like it.
9. Insist that the agency present at least three different approaches to the solution of every problem, instead of one approach it believes is the best. That way, the agency is sure to lose money on your account, and work all the harder for you to try and retrieve the losses. Sort of the carrot-greyhound method.
10. Tell the agency that as professionals they are to ignore your personal prejudices; for example, you're against Garamond bold type, red-haired foreign-looking models, the color green, *Time Magazine*, and full-page bleed ads. Then when they present a campaign using Danny Kaye holding your product in the middle of a meadow with the headlines set in 72-point Garamond bold on a full-page bleed format for *Time* - kapow - spear them in the presence of all your executives. Judge their work on the basis of these prejudices you hold so dear. Right?
11. Have the accounting department send back all invoices with the scribble - "way out of line." Keep hammering at them about how you used to get such terrific ads and commercials for so little in the old days. You never paid for layouts, storyboards, p. r., research, travel and long-distance 'phone calls. The profit motive drives you. That's perfectly alright. But God forbid - the agency should make a profit! They're liable to get fat and lazy.
12. Be a trend setter. Instruct your ad manager to tell the agency to make DDB-type ads, even though you never heard of DDB, and you privately don't quite get the significance of it.
13. Remind the agency at every opportunity that if they don't work out you'll have to fire them. But you'll do right by them; they'll be the first to know.
14. Plant the rumor in the trade that you are very unhappy with the agency. Within 24 hours some space rep will report it to your shop. That should sharpen them up pretty good and keep them on their toes.
15. Tell them that at the end of every fiscal year you reserve the right to look at other agencies. Only diamonds are forever.
16. After finally giving approval to an advertising campaign, have second thoughts the next day; make them sweat, make them change a block of copy here, a photograph there. Tell them you really did not want to spend *that* amount of money, so you can only use two out of the ten commercials you had them devise. When you have settled on the two commercials, send your ad manager, your secretary, your sales manager, his secretary, the marketing director and his secretary, and a nephew from Winnipeg, who wants to break into advertising, to the studio during the shooting. That'll really rattle up the talent and the TV director. At about four o'clock in the afternoon, you drop in too.
17. When you finally see the commercial, the first thing you should say, as coldly as possible, is: "I've seen better".
18. If you have a lousy sales year, no matter what the reasons - crummy product, poor sales force, outspent by competition, terrible package - fire the agency. It'll be the best thing that ever happened to them.

**Better calm down a minute**

Mr. Client, if you have read this far, you are likely livid with rage, because *your* company wouldn't treat its agency like I have just described.

Well, maybe you had better calm down for a minute and look at yourself square in the corporate mirror. You're innocent? Congratulations!

But if you hear the distant cacophony of knees banging and teeth chattering emanating from your agency - you are guilty! Guilty of wasting your company's money, because you're making your agency nervous and nervous agencies make lousy advertising.

Leave them alone. Say something nice to them once in a while. And if you can find it in your heart, encourage them.

If you want to show the world how tough you are, go home and yell at your wife. She'll yell back? Good! Maybe agencies should start yelling back too. It'll serve you right. And you may even get better advertising out of them for it.

There now! That didn't hurt, did it?

**PACKAGE PLANS**

The following examples of CTV Package Plans have been devised to supply adequate reach, frequency and efficiency to meet advertisers' particular marketing requirements. Other packages and rates are available from CTV Sales Department.

WEEKLY ANNOUNCEMENT COMBINATION	TOTAL HOMES (000'S)	CPMH
AA/C	871	\$3.18
AA/B	847	\$3.52
AA/C/C	1,200	\$2.78
AA/B/B/C	1,538	\$2.96
B/C/C	963	\$2.18
B/B/C	996	\$2.40
B/B/B/B	1,334	\$2.67
C/C/C/C	1,316	\$1.84

Total homes based on average 1/4 hour delivery - NTI/Nov./65  
 AA-542 M, B(News) 305 M, B(WWOS) BBM-362 M, C(Daytime) 329 M



*This week talk CTV*

# Lack of creativity wastes English bucks

"French-Canadian women, from 13 to 70, expect their under-garments to give them sex-appeal, while their English-Canadian sisters will want them to be comfortable," said Jacques Bouchard, president, BCP Advertising, Montreal, once again exposing his well-known notion about the basic differences between ladies of Canada's two language groups.

He told the Wednesday session of the ACA how "The Latin Sense of Creativity" applies to the French-Canadian consumer market, and as one of the youngest agency presidents in Canada, paid tribute to David Ogilvy of New York, a later speaker that afternoon, saying he always kept his photo in the living room, beside one of Jerry Goodis and himself. He said the three photos were inscribed with the caption, "Always be creative, always be convinced that you are

creative, always let others know you are creative."

Bouchard defined creativity as a selling tool or an aspect of advertising as a selling tool. "Creativity is selling," he said. He conceded that Latin people had always displayed a certain amount of creativity, from ancient times, and he cited Velasquez, Da Vinci, Lautrec and Rodin as some examples. He said, "Today Latin creativity is running loose and its form, ideas and color have not yet been harnessed by the American school of advertising." Using posters and cinema art as current examples, he said the French depend on "the idea", and then look for the "eye appeal".

### Our boy in Montreal

In describing a brief history of French-Canadian advertising, Bouchard said, "The Stone Age was when every agency had a translator

known as *our boy in Montreal*, who made verbatim translations in French of English ads." Bouchard said he survived this period that ended in 1955.

"The Middle Ages followed and the translators were burned, and replaced by Grands-Prêtres, or adaptors. Agencies began to staff with French secretaries and a new bird appeared, the French account executive." Bouchard noted this period was characterized "by folk song commercials and fleur-de-lis in the upper left corner of every ad."

"The Golden Age or modern times began five years ago in French Canada, when French creative people and marketing men were hired by the agencies. Today, the top English agencies are paying our *boy in Montreal* as much as \$25,000 a year," and the state of creativity is very healthy," he said.

"But creativity is not worth much if its execution and communication are not done creatively," he went on, estimating that lack of creativity and imagination in media selection had wasted up to 25 million English bucks a year in French Canada.

### Understanding the mentality

Bouchard said it was vitally important in French Canada to understand the mentality and motivating factors of the prospective viewers and readers, and that French admen were "the most research conscious in Canada."

He said a friend had asked Quebec women of all ages, "Mesdames, if we advertise to you, what kind of approach, mood and color should we use to make you receptive?" The ladies were queried on homes, hair-styles, colors, travel, clothes, nightgowns, etc., and Bouchard said the results showed Quebec women liked things they could identify themselves with. "It was quite evident the U. S. has lost Quebec as a zone of influence," he said.

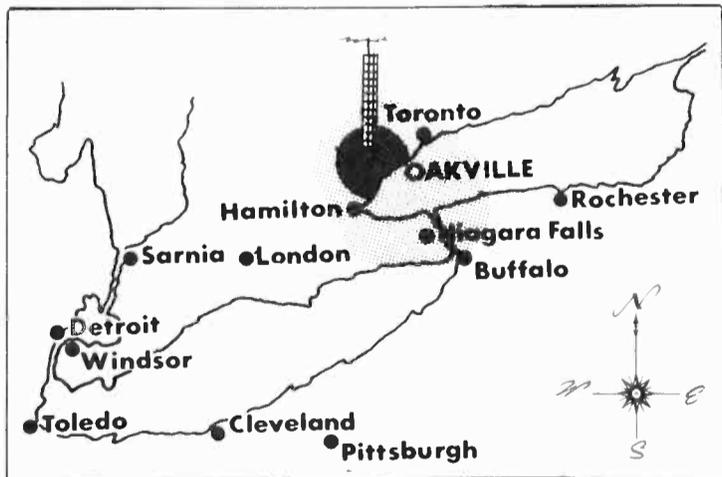
Speaking of "twin-bed advertising", which he described as a system now prevalent where a national advertiser uses two separate agencies for the French and English markets, Bouchard said his agency was offering this "new twin-bed tool" to advertisers and it was working out well for all concerned. He said last year, BCP handled the French share of Labatt's account with J. Walter Thompson, which amounted to \$750,000. "All aspects of the Quebec campaign, including research, media, strategy and service were handled by BCP, in French," he said.

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

# CHWO

RADIO The Whiteoaks Station

serves . . .



. . . the New INDUSTRIAL HEART of Canada and its 150,000 residents

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366-7182  
Montreal: Radio & TV Sales Inc. 866-2749  
Winnipeg: Broadcast Representatives Ltd. 943-6115  
Vancouver: Radio-Television Representatives Ltd. 733-1171



THE WINNER!

Mrs. Dorothy Iler, Media Manager of Kenyon & Eckhardt is seen accepting her 10-day holiday in North Carolina, as a guest of CHWO Radio, from Mayor Maclean Anderson of Oakville. Pictured from the left are Vic Tipple, General Sales Manager of CHWO Radio, Mrs. Iler, Mayor Anderson and Norm Hickey, CHWO's National Sales Manager.

Mrs. Iler's entry - suggesting "Jalna" as the name of Oakville's new Industrial Park was chosen from all the entries received in CHWO's "Know Oakville Contest" conducted among Media buyers in Canada's advertising agencies.

Mrs. Iler's winning entry was, of course, inspired by Mazo de la Roche's world-famous books "The Whiteoaks of Jalna" which were written from, and inspired by, Miss de la Roche's lovely home in the Oakville area.

The "Know Oakville Contest" was one of many attempts to find a suitable name for Oakville's brand new 50-acre industrial site situated on the Queen Elizabeth Highway at Trafalgar Road (the Oakville Cloverleaf). The name finally chosen was Iroquois Shores Industrial Park - linking the future with history - since the site once formed the shoreline of ancient Lake Iroquois, now Lake Ontario.

# ACA hears finance minister's major manifesto

The first duty of the new president of the ACA, J. F. "Jack" Glasier, on receiving his symbol of office, at the Key Executives' luncheon, on the final day of the convention, was to introduce the guest speaker, Hon. Mitchell Sharp, Minister of Finance.

Noting the Canadian Room of the Royal York Hotel was filled almost to overflowing and over 100 top Canadian advertisers were at the head table alone, Glasier said ACA had established a new record for attendance.

In what was described as a "major statement" on strengthen-

ing Canada's independence, Sharp outlined a six point economic manifesto in his first policy address since the recent federal election. He urged that Canada should:-

1. Reduce her dependence on massive imports of foreign capital by generating more of her capital requirements at home.

2. Give top priority to channeling Canadian savings into more productive enterprises, as mentioned in the budget speech.

3. Require more disclosure of financial and business information by Canadian subsidiary companies, and for this purpose the government

had set forth guidelines for good corporate citizenship.

4. Encourage growth of Canadian-owned international companies, establishing more head offices in Canada and doing away with a branch-office economy.

5. Use the tax laws to encourage Canadians to invest more in domestic enterprises. Like his predecessor, Walter Gordon, Sharp placed emphasis on the establishment of the Canadian Development Corporation for enlarging Canadian control of industry.

6. Exclude foreigners from control of financial institutions, rail-

ways, airlines, newspapers, radio and TV stations.

Speaking of the proposed Canada Development Corp., Sharp said, "I intend to bring in legislation to establish it as soon as the parliamentary time table permits."

He said his manifesto was predicated on three key factors, against which Canadian independence must be developed. They were, world dominance of the United States and Russia, as "Super-powers"; the place of French Canada within confederation and the growing interdependence of nations and regions.

## THE BEST OF BOTH WORLDS

*RADIO or TV  
or BOTH*

*Whatever your Electronic Ad Plans  
REMEMBER*

ALL-CANADA  
Reps the Markets that Count



# Computers compute but writers must write

"Man's response to machines, down through time, has been a curious mix of fear and fascination," said Robert Ross, vice-president and creative director, Leo Burnett Co., Chicago, at the ACA.

He traced a history of computers from the time primitive man used a pile of pebbles to count fish down to today's sophisticated data processing electronic equipment.

Using sub-headings borrowed from Dickens' *Christmas Carol* he

divided his address into three parts: the Ghosts of Computers Past, Present and Future.

"Since Pascal invented the first calculating machine back in the 1600's, its been copied, modified, adapted, refined, adjusted and proliferated," he said, speaking of things past.

"Today's data processing equipment turns out to be a hell of a good way to count fish," he continued, and Computers Present will also run factories, solve crimes,

diagnose illnesses, handle pay-rolls, inventories and billings."

Ross saved the major part of his address time for predicting the future, confiding that he had been "programmed to disintegrate before your eyes if I speak beyond my time limit."

### U. S. agencies use computers

He said about 12 agencies now use computers in the U. S., and this would increase in the research, marketing and accounting fields. "But suppose I were to tell you that, by stimulation, computer techniques already exist to help us determine consumer demand effects of basic product appeals.

"To put it another way, we will be able to say how much more product we will sell if we associate a particular appeal with our product. Another technique is known, but not yet developed, which will finally measure the effectiveness of one advertising campaign against another," he said.

"This would be done with the invention of a computer that could handle all the variables in advertising, pricing, display, distribution, frequency, continuity, dupli-

cation, even the weather," he said, predicting that computers would then be able to influence the creative process.

He defined the word "idea" as a connection formed in someone's mind, created out of two or more pieces of existing information, and said computers could help creative people decide upon what appeal to work on, or stimulate them to get more and better ideas.

Ross said computers will not write copy or come up with ideas, but will collect information and arrange it in guidelines for the creative strategy, "and mix or blend the assortment of appeals, benefits and rewards in so many combinations that no human being could evoke them all."

He said computers are an extension of the human brain, that will serve man in business, science, the arts and other fields. "Machines may depress us, but they have lifted Western Man from ignorance and starvation to fabulous heights of culture, wealth and power. But machines will not give us happiness. To be happy, we must pursue growth and excellence. And the creative process is such a pursuit."

**THE FRENCH VOICE  
OF THE OTTAWA VALLEY**

**RADIO**

**CKCH**

**HULL OTTAWA**

**Representatives:**  
STANDARD BROADCAST SALES, TORONTO, MONTREAL  
WEED & CO., New York



**WHERE THERE'S**

*Sales*  
**ACTION**

**IN CALGARY**

**... THERE'S**

**CFAC**

**RADIO**

Advertisers selling Calgary know CFAC Radio is their best Salesman.

represented by 

# THIS IS EARL OF MARKETING!



*The Earl of Marketing!!! Wha... Good afternoon your wor... your high... your grace... you're kidding... aren't you?*

**Hold it Tom... don't panic... it's Ted Earl of Marketing! Our Sales Department is bogged down and they asked me to call about the copy for your full page ad.**

*Can't understand it Ted! We shipped out the material a week and a half ago. The carrier pigeon must have gotten mixed up with one of those UFOs.*

**I assume you're going to announce CFPL-TV's Logo Design Contest?**

*Right!! Here are the guidelines...*

*(Your three minutes are up... would you like to try for six?)*

*Get off the line Alice, I'm talking to the city!! Here are the guidelines Ted!*

- 1 Color logo contest is open to anyone wishing to submit.
- 2 The following should be considered when designing the CFPL-TV color logo:
  - (a) The color logo should be adaptable for on air use, print media, letterhead, sales literature, etc. Consideration could be given to the possibility of animation.
  - (b) Since the station promotes on the national level as CFPL-TV and on the local level as Channel 10... both should be considered.

3 Closing date for entries will be midnight, May 27, 1966.

4 Unused entries **don't** become the property of CFPL-TV. Entrants may sell them to anybody!!

5 Send entries, along with your name and address to:

Tom Daley, Promotion Manager,  
CFPL-TV, Box 2880,  
Commissioner's Road,  
London, Ontario.

**That it Tom?**

*Maybe we should mention that if anyone has any questions they can phone me or drop me a line. Or they can see us at our usual hospitality suite at the ACA. Almost anyone at the ACA will be able to tell them where to find CFPL-TV's Back Room.*

**I suppose you have a colorful prize in mind Tom!!**

*We had a long list Ted! Let me try some on you...*

- A TWENTY-FIVE INCH DELUXE COLOR TV
- a color radio
- a color newspaper
- a one hour lecture by Bob Elsdon on "The Effect of CFPL-TV Color on the Billion Dollar London and Western Ontario Market."
- a one-half hour monologue by Cliff Wingrove on "CFPL-TV Color and Canada's Number One Test Market."

- a fifteen minute chat with Bob Reinhart on "The Dominance of CFPL-TV in the London and Western Ontario Market... Black and White or Color."
- dinner with Warren Blahout at the expense of the winner of the color newspaper
- FREE tickets to "Nightcap."
- a hearty handshake from Murray Brown.
- a congratulatory letter from Dick Lewis.

*What do you think Ted?*

**Well, I'm a little doubtful if...**

*Right! So we cut out everything except the most colorful thing we could think of...*

*the big, DELUXE TWENTY-FIVE INCH COLOR TV!*

**That's a winner Tom!!**

*Goodbye Ted!*

**Goodbye Tom!!**



# Young rebels speak . . . management listens

by ROBERT E. JONES

The job of agencies and media men is to lead the way and lighten the load of management, says Robert E. Jones, A C A past president, former advertising manager of General Foods and Colgate Palmolive, now an advisor to management.

Young revolutionists like Jerry Goodis and Chris Yaneff are stealing the headlines these days. They're winning international acclaim by speaking out forcefully. Their first-generation agencies are forging ahead . . . while on the side-lines, treading water, are many older, more experienced "diplomats" who raise their eyebrows at the audacity of these young rebels, while losing management's vote of confidence!

Ad men like Jerry and Chris refuse to be cramped by precedent and old rules. They respond eagerly to challenge. By taking a stand they stir up controversy, serve as catalysts, force others to identify their views. (And from the broadened variety of views expressed, management can judge and decide.)

## Managing Can be Frustrating

We, who have the privilege of working intimately with management on broad principles and basic policies, know how frustrating and lonely the job of managing can become. All around are cautious "yes" men . . . soft-soapers who hedge and try to

observe the boss' reaction before expressing an opinion. Instead of giving crisp, decisive answers, they hesitate, confuse and complicate by introducing too much detail.

## Marketing is Complex Today

It is virtually impossible for management to keep on top of the rapid developments in our industry. (Colored TV, breath-taking multi-color press realism, the miniature transistor and car radio revolution that is extending radio's reach, rear-lighted plastic subway cards, technimation and spectacular outdoor motion displays.) Agencies and media men simply *have* to keep expressing their frank opinions based on their broad background of study and effective service to a wide variety of different types of clients.

## Flexibility and Change Inevitable

Today's management is caught up in a world that is moving so fast that decisions must be made quickly. Flexibility and change are inevitable. Sharing opinions with decisive knowledgeable people before making

decisions, is a "safety valve" for management. This "reaching out" for the thoughtful opinions of others is evident in church, in state and every walk of life.

Church leaders are brushing aside tradition, discussing revolutionary policy revisions with a wide variety of knowledgeable people. Out of this are coming momentous decisions: involving hundreds of millions of people. Government leaders are being forced to take definite stands on integration, biculturalism, automated education, birth control, care of the aged and under privileged, atomic energy, outer space research, even deep sea gardening as a means of reducing starvation in poorer nations.

On the lighter side, we've seen a radical musical revolution sparked by a group of long-maned guitar-playing English boys, who have created a tremendous market for new types of electronic music equipment, teenage clothing, records, radio and TV programming. In the auto business, the impregnable "big three" have at last acknowledged that compact cars *do* have a place in today's way of life.

## You must have an opinion — and express it.

There just is no place today for doddling. When management sends up a "trial balloon" to test our opinion, we'd better have one and express it forcefully, along with our reasons for doing so. Our only justification for existence is to stimulate and guide management, to inspire forceful decision that will keep sales and profits rolling.

## Don't fear criticism and mistakes

Some of the hesitant "diplomats" in business today got that way because they once-upon-a-time made a bad decision and were criticized. So what! That's part of the game. Like Harry "Red" Foster, that rugged old



ROBERT E. JONES

footballer who has spearheaded so many revolutions in advertising, and built one of Canada's largest agencies, you have to pick yourself up, shake yourself, reconnoitre . . . and try again!

People respect you when you have opinions and keep trying. . . particularly managements who have to *make decisions* and *push on*. They want, and have to keep around them, forceful, decisive innovators!

There will always be room for the Jerry Goodis', Chris Yaneff's and Red Foster's . . . the rebels who challenge others to stand up and declare themselves.

**Number 1**

1960

1961

1962

1963

1964

1965

1966

**and gaining.**

**Why not climb**

**with us?**

**C-JAY TV**

**WINNIPEG**

Stovin-Byles in Canada

Sumner in U. S. A.





**T**elephone

**A**nswering

**S**ervice

**Answers your phone**  
**whenever you are away**  
**from your office or**  
**residence.**

*Phone for Booklet in*

<b>Toronto</b>	<b>Montreal</b>
<b>924-4471</b>	<b>UN. 6-6921</b>

*We don't play the Beach Boys, Barbra Streisand or Leonard Bernstein — not yet! But the way things are going, we may be playing them soon.*

*We are playing Nat King Cole, Pete Fountain, Bing Crosby, the Boston Pops, Dean Martin, Brenda Lee, Paul Anka, Perry Como, Henry Jerome, Kay Starr, Clebenoff Strings, Connie Francis, Lester Lannin and others who have recently recorded Country Music tunes. Of course we still play Johnny Cash,*

*Roger Miller, Jim Reeves, Buck Owens, Hank Williams and Marty Robbins (to mention just a few of the well known Country artists).*

*CFGM (at 1310) is Toronto's only full-time, all-time Country Music radio station. We've noticed other stations in the market playing Country Music (yes, Marsha, even CFRB) and why not! Country Music is becoming the most popular music form in North America. CFGM plays Country Music 24 hours daily.*

**CFGM ~1310**

**RADIO HOUSE LTD. ~TORONTO/MONTREAL**

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# AMERICAN RADIO HISTORY.COM

WWW.AMERICANRADIOHISTORY.COM

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MONTREAL TORONTO WINNIPEG  
1434 St. Catherine St.W. 433 Jarvis St. 171 McDermott

Call your All Canada Man

# Young

The job of management manager of

Young revolu Goodis and Chr the headlines winning intert speaking out f generation age head . . . whi treading water, experienced "c their eyebrows these young i management's v

Ad men like fuse to be cran old rules. The challenge. By stir up contro lysts, force otl views. (And fro iety of views ex can judge and d

### Managing Can

We, who have tl ing intimately broad principles know how frustr job of managin around are cauti soft-soapers wh

RICHMOND HILL LABORATORIES LIMITED



 **rhl natural hues with..**

**C-JAY TV WINNIPEG**

*Stovin-Byles in Canada  
Summer in U. S. A.*



Country Music tunes. Of course plays Country Music 24 hours we still play Johnny Cash, daily.

**CFGM ~1310**

**RADIO HOUSE LTD. ~TORONTO/MONTREAL**

# excellent colour sense

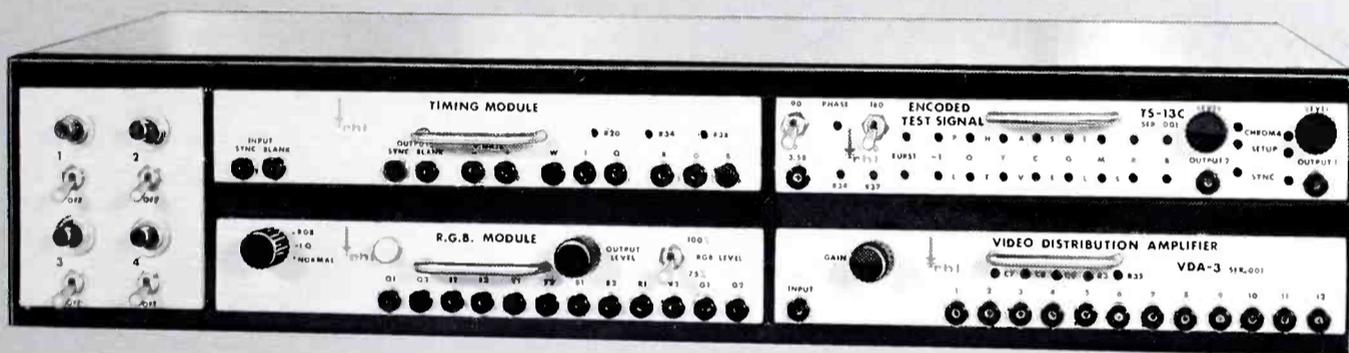


at

## NEW COLOUR BAR GENERATOR FROM RHL HAS FULL FIVE YEAR WARRANTY

The new RHL Colour Bar Generator is the sensation of the industry, not only for its unique full 5 year warranty but its many outstanding features. Available in a wide variety of configurations, the TS-13 series is extremely low priced yet quality is unsurpassed.

Meeting and surpassing EIA Standard Colour Bar Signals, the RHL Model TS-13 supplies test signals for the adjustment of colour monitors or monitor receivers — rapid checks of colour transmission systems and as a criterion for the adjustment of encoders or colourplexes.



### FEATURES

- ⊙ All silicon solid state circuitry, ensuring optimum stability
- ⊙ Modular plug-in construction
- ⊙ Separate, self-contained power supplies for all modules
- ⊙ No 110/220 VAC shock hazard on extended module board
- ⊙ Standard rack mounting frame with minimum space requirements (3.5" max.)
- ⊙ Low power consumption
- ⊙ R, G, B, I, Q, Y, and composite, encoded colour bar test signals conform to EIA specifications RS-189
- ⊙ Only composite synchronizing, blanking and 3.579545 megahertz subcarrier signals are required to produce all output signals.

AMPEX OF CANADA LIMITED  
136 Skyway Avenue  
Rexdale, Ontario  
Branches: Calgary, Ottawa

**AMPEX**

Exclusive Canadian Distributors for Richmond Hill Laboratories Limited

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1434 St. Catherine St.W. 433 Jarvis St. 171 McDermott

Call your All Canada Man

# Young

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# AMERICAN RADIO HISTORY.COM

[WWW.AMERICANRADIOHISTORY.COM](http://WWW.AMERICANRADIOHISTORY.COM)



**C-JAY TV  
WINNIPEG**

*Stovin-Byles in Canada  
Sumner in U. S. A.*



Country Music tunes. Of course plays Country Music 24 hours  
we still play Johnny Cash, daily.

**CFGM ~1310**

**RADIO HOUSE LTD. ~TORONTO/MONTREAL**



J. BRYAN VAUGHAN

*Agencies and clients  
should team  
for world of tomorrow*

"Canadian advertising agencies face the future with confidence. Some years ago we set up a long range planning committee, comprised of some of our keenest minds. We have been preparing ourselves not just to keep abreast of, but to keep ahead of the waves of change.

Bryan Vaughan, first vice-president of the Institute of Canadian Advertising, told the Monday luncheon meeting at the ACA Convention:

"The Institute of Canadian Advertising is convinced that advertisers, and your ACA, feel the same way about the future.

**Broader agency services**

On the future, Vaughan said, "The specialization of skills and the broadening of agency services will lead to bigger agencies staffed by seasoned specialists. It takes more than 30 people working 300 odd man-hours to produce the average live action commercial. This opens up a host of fascinating new careers.

He said clients will look more and more to their agencies for marketing management counselling and fees will supplement commissions to a much greater extent.

"Creative people will not become any brighter, but their work will be better directed as the trend toward pre-testing creative work maintains momentum," he said.

**Communications explosion**

Speaking of the communications explosion, Vaughan said, "Advertising appeals that work in one country are going to be applicable to others, as there will be a levelling of the sophistication of the consumers."

He said that Canadian creative talent was more and more standing on its own feet, and the French market in Quebec calls for separate consideration in every step of the marketing process.

"By 1975, there will be a high percentage of creative men in the agency hierarchy. Product teams of specialists will develop, crossing the lines of agency organization as we know it today.

"The world of tomorrow will be an electronic world and scientists

say man's total knowledge will double each decade from now on. We would drown in a spate of information were it not for the computer," he said.

**Co-operation with computers**

Vaughan predicted many agencies would work together, because of the high cost of computers to gather data for media information retrieval centres.

He said to meet the challenges of the future needs for increased personnel, ICA had already set up the Canadian Advertising Personnel Bureau, with increased opportunities for both men and women in advertising, who could keep abreast of the developments by taking new courses, two of which, he said, had started in the last three weeks.

**Cockfield Brown shoot  
color commercials**

**on U.S. net  
for NHL**

The first two Canadian color commercials ever aired on a national network were shown last month during a semi-final NHL playoff game.

Cockfield Brown Advertising produced the two 60 second color spots for Imperial Oil at Robert Lawrence Productions, Toronto.

The game was beamed from Chicago, via New York, and then on tape via coaxial cable to Buffalo on the NBC network. The Canadian commercials were cut in at Buffalo for viewers with color sets in Southern Ontario and New York State.

Both commercials were shot in compatible color, but black and white copies had already been seen during the season on Canadian hockey telecasts. One featured Esso home heat service and the other Esso Unitol blue grease.

NBC showed NHL hockey play-offs for the first time in color on their entire U. S. network, in a special series of Sunday afternoon telecasts.

**1430 - CKFH**

wishes you happy times at  
the A.C.A. Convention.

**1430 - CKFH**

offers you top times through-  
out our broadcast schedule  
every day of the year.



for them!



**HAMILTON**

**... a must buy**  
**in a**  
**must market**

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Call your All Canada Man

## Fee system is coming - but not yet

To fee or not to fee. That was the question uppermost in the minds of ANA members last month at the *Advertiser-Agency Financial Relationships Workshop* in New York.

In a presentation called, "15%, fact or fiction", Maxwell Dane, vice-president, Doyle, Dane and Bernbach said, "The 15 per cent system is the worst form of compensation - except all those other forms that have been tried."

Dane indicated that there was almost unanimous agreement between client and agency that the 15 per cent income from media was not adequate. Therefore, supplementary income had to be derived from percentages added to materials and services purchased and/or fees for inside work such as layouts, story boards, research, promotion, etc.

Dane said the correct terminology for the traditional method of compensation should be "media commission-plus system", rather than "15 per cent commission system".

Another speaker, Kenneth Murison, vice-president, Edward Weiss agency, said his agency instituted

a fee system seven years ago, and that now 13 of their 28 accounts are on some form of fee compensation. Out of this system, he said, "Fees account for about 38 per cent of our total income."

He said the Weiss agency evolved its own annual hourly rate plan, which it called the "Task system of Agency compensation". Eight clients use this plan—a system of fixed hourly rates applied against estimated annual hours of service.

Murison introduced Richard C. Wright, Carling Brewing Company, who he said was a client happy with the fee system.

Wright said, "We didn't know how much we were spending for agency service. With our decentralized organization (five autonomous divisions across the country), we could make a reasonable guess based on 15 per cent of media expenditures, but could not sort out or verify all commissionable items. With Carling, the issue was not really fee vs. commission, but the presence or absence of accountability".

Murison continued, "When Dick asked us to come up with an effective fee system for Carling, we presented our Task System, which had been operating successfully with other clients for a number of years."

"First, we determine the necessary agency services and annual requirements in manpower hours. With new clients, this estimate is based on a survey of the account itself, agency involvement and experience with similar accounts. With existing accounts, such as

Carling, we have a cost accounting history, plus data knowledge of future needs."

An ANA survey of 200 companies found however that most advertisers still feel the traditional system of compensation, media commission, is most practical. Out of 228 advertiser-agency relationships only 52 had some form of fee system. Most advertisers surveyed felt that significant changes will take place in the next ten years, but that the commission system will remain the dominant factor.

### *Beat vultures with relay transmitters*

If you think you have problems, consider the plight of a British telecommunications firm which was installing wires along a highway in West Africa.

Vultures, weighing 20 pounds or more each, had a persistent habit of sitting in groups on the overhead cables and bringing them down. The alternative was to bury the cables, but engineers found

they tended to be washed out by heavy rains, or eaten by termites.

The company solved the problem by setting up relay transmitters every two or three miles to carry the telephone signals from post to post without wires. Each transmitter was powered by solar batteries and the energy so stored would operate the sets even during the rainy season and at night.

**"QUALITY SOUND" with  
QUALITY EQUIPMENT  
(By McCurdy)**



**CKX-RADIO-BRANDON**

# For the telephone industry the future is here now

Admen got a look into the future Tuesday morning, at the communications wonders that will help save the most "precious commodity of all — time."

The scene was set in the office of a "typical account executive in the year of our Lord, 19-umpty-ump" and the narrator of the fantasy was F.W. MacBeth, Bell Canada, Ltd., Montreal.

With the aid of many new electronic wonders he described as all "technically feasible and most already in use," the skit showed how the executive and his staff solved many of the day-to-day advertising problems of the future.

Some of the communications aids demonstrated were —

1. *Touch Tone telephone service* a system where it has been possible to adapt the switching system to accept new audible tones, rather than the electrical impulses of the regular dial. These new tones can activate computers, and MacBeth said the system is already being tried in the U.S. for long distance shopping and banking. "It could even be used to turn on the oven at home" he said.

2. *TWX-Dial and type tele-typewriter service:* already in use, it will be able to request and receive data from media computers. These machines now operate at 100 words per minute, but will be 10 times faster.

3. *Card dialer.* Individuals such as the copy chief and art director will all have identity punch-cards, as well as the computers. The executive can be in instant touch with any or all of them by inserting the correct cards in his dialer. The computer can answer back media queries in a "synthesized human voice."

4. *Data Phone and Conference Calling* transfers data from one business machine to another at 2000 words per minute, "across the street or across the continent."

Conference calling will enable the executive to transfer his calls

temporarily to other locations, also a number of persons can join into the conversations.

MacBeth said "as far as the telephone industry is concerned, the future is here, now! Business has a

vast array of technological servants right now waiting to be called into action. All that is lacking is a thorough understanding of them, and to find effective applications. It's a whole new philosophy of business."

He concluded by unveiling a telephone receiver which was "challenging to operate, matched the furniture and provided maximum physical involvement." It was an old fashioned magneto model.

## New Product Development

# Improve existing products and develop new

"We must be innovators," said William P. MacFarland, product marketing manager, Campbell Soup Co., Camden, N.J., Tuesday afternoon at the ACA, "for only through product improvements and innovations can we maintain our brand franchises and make our business grow and our distributors' business grow."

Speaking on "How to develop New Product Ideas", MacFarland divided his subject into two parts, the idea phase and the development phase. He suggested collecting ideas from all sorts of sources and said that at Campbell several departments were engaged in research, constantly improving existing products, developing new products and improving existing processes and equipment. He told the admen that Campbell sends experienced chefs all over the world seeking convenience foods that will fill or create a consumer need, irrespective of whether they were marketable or not.

"This is one of the best ways we can get fresh, uninhibited new product ideas," he said. "They are then turned over to our manufacturing and marketing executives to decide whether they are feasible or not."

He said only two per cent get the green light and move into the next stage—fact gathering. Every employee of Campbell is encouraged to present ideas to management, but most come from the

marketing group, and the agencies who are "trained to our business".

Regarding development, MacFarland said, "A very important early decision must be attempted on the concept or positioning of the new product, because this will affect packaging, marketing, and promotion later," and this was done by examining the consumer potential at this stage.

"We identify our prospects, and group them by sex, age, geography or whatever, and rank them in order of priority," he said. This was done by examining other company records, trade practices and market research."

He gave examples and recorded

commercials of some of Campbell's own product innovations (Spaghettios—a spoonable spaghetti for young children).

MacFarland concluded by saying good judgment by the intuitive manager was the most important step of all in "when and how to market a new product."

He defined the "intuitive manager" as a non-conforming activist, who is replacing the old fashioned organization man, and does not necessarily follow the dicta of text books, formulas and long-standing procedures, "and who is able by the sheer conviction of his beliefs, to propel forward major decisions."

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

MONTREAL	TORONTO	WINNIPEG
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott

## RADIO NEWFOUNDLAND

**VO CM · CK CM · CH CM**

**59 62 58**

**10,000 watts · 10,000 watts · 1,000 watts**

"BEST BUY IN *Eastern Canada*"  
ask the all Canada man



## How Top Talent Addresses Resumes.

Even if you're a great broadcaster, you must send the best résumé in order to get the best job.

For example, the address must be absolutely correct. Copy it from the following:

**CFQC**  
radio saskatoon

A number of people with genuine broadcast talent have already put that address on their résumés. Presumably that is why CFQC is the most popular station in Saskatoon and for hundreds of miles around.

Calgary Broadcasting Co. Limited



D. F. PENN



G. L. CRAWFORD, Q.C.

The Board of Directors of the Calgary Broadcasting Company Limited announce the election of Mr. D. F. Penn as President of the Company, which operates Radio Station CFAC. Mr. Penn will continue in his present capacity as General Manager.

Mr. George L. Crawford, Q. C. is elected as a director. Mr. Crawford is a partner in the law firm of Arnold and Crawford and a director of other Canadian companies, including Southam Press Limited.



ST. CATHARINES  
ONTARIO

SERVES THE NIAGARA PENINSULA  
WITH BETTER LISTENING

DELIVERS THE PROSPEROUS HUB  
CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:  
Paul Mulvihill & Co. Ltd.  
Toronto - Montreal

RADIO 610

Alex Biggs

# Media need advertising or subsidization by the State

"Advertising people should take some of their own advice. If they sold their function as well as they do other products and services, there would be a much greater appreciation of the value of advertising in our society."



This is the view of A.F.M. Biggs, retiring president of the Association of Canadian Advertisers.

In a statement issued at the start of the fifty-first annual conference at the Royal York Hotel, he said: "It's no coincidence that our standards of living have improved so dramatically during the time advertising has become a potent force for change. By stimulating the imagination, by communicating new ideas, by creating the desire for better things, advertising has been highly effective in helping to bring

about the sweeping evolution in western civilization."

**Accentuate the positive**

Biggs said, "It is about time we stopped regarding advertising as a necessary evil and started assessing its worth as an essential good."

He pointed out that advertising is now itself a large factor in the economy and Canadian advertisers will spend an estimated \$450 million in national advertising alone this year. About 70 per cent of this amount will come from ACA's 191 member companies. Biggs termed it an essential investment in the continuing economic growth and prosperity of the nation.

**Advertising or state subsidy**

"Although it is a very large sum in total, it amounts to only seven cents per person per day. The Canadian consumer," said Biggs, "benefits in many ways from the advertising dollar spent by national advertisers. Not only does it help to reduce the cost of goods and services by creating a larger demand which, in turn lowers the cost of production, but it pays for a large part of the cost of our newspapers, magazines, and radio and television programs. Without advertising, our media would either be heavily subsidized by the state and therefore the tax-paying public or at a much less advanced stage of development."

The greatest challenge to the advertising industry at the present time is to learn how to use the new tools and techniques for communication more effectively. "The information explosion is adding to the urgency for improved communication skills," he said.

Among recent ACA projects, Biggs cited a step-up in advertising research and auditing programs, improved advertiser-agency-media relations, and better training and higher educational standards for young people entering the industry.

ADVICE  
FROM  
OUTER  
SPACE



GOLDEN  
TRIANGLE



Good  
IMPRESSIONS  
in  
PRINT

- Printed Promotions
- Mailing Pieces
- Brochures, etc. etc

Print Division  
CANADIAN BROADCASTER

## Test Marketing

# Test marketing costs time and money

Speaking on test marketing and the national plan at the ACA, John S. Bull, vice-president and director of marketing, Colgate-Palmolive, Ltd., said, "Test markets are expensive - I have yet to see a test market run for less than \$100,000. It's time consuming, since they cannot be telescoped in time and still be projectible. They are never representative of all geographic areas, income levels and patterns. And most damning of all, test markets cannot catch up to the relativity of time."

He warned the advertisers therefore, it was absolutely essential to check out the basic elements of a product and its marketing strategy before submitting it to a test market.

Bull said that once test marketing is decided upon it should be done on the national plan, and he listed three reasons.

1. To set practical objectives against which to measure all activity and results of the test market.

2. To determine in advance the national economics and fiscal resources needed if the test market is a success and thus provide guidance to the corporate financial department.

3. To assure projectability of testing if marketing and financial objectives are met.

Bull then gave the test marketing case histories of two of his company's products, Baggies, a sandwich wrap which he said they had pioneered and gained 70 per cent of the plastic bag market, and Colgate 100, a new product in the mouth-wash category.

Bull concluded by saying that he would like to hear of any product that was successful in a test market and then failed nationally, or vice-versa.

## Radio's flexibility makes it No. 1 medium for Borden

If it's radio, will it be good? That's what the Borden Food Company aims to find out in a dramatic switch back to radio advertising after placing 90 per cent of its budget in TV for the last two years. (19 years ago this company, on its Canadian Cavalcade radio network program, broadcast the presentation of this paper's first Beaver Awards.)

Borden is using 37 radio stations in 23 Ontario and Quebec markets in an eight month trial campaign, the results of which could well shape a new policy to use radio as the company's basic medium of advertising.

"Radio's flexibility is the key factor," said Peter Emerson, Borden Company's marketing manager.

"We need to advertise a multiplicity of products in markets of our choice with varying degrees of

frequency to achieve maximum impact by product, and for the corporate campaign as a whole," he said.

Emerson also commented on radio's production cost advantage, where several products were involved. He said savings could be used to increase media frequency.

Total budget was not announced, but Emerson said, "Our total spending on radio in the last 34 weeks of this year should make us one of the largest radio advertisers in the country."

The campaign will be aimed, primarily, at the mass-housewife audience, with times purchased during breakfast and mid-morning hours, but there will be some exceptions. Commercials are being recorded in both English and French, by Young and Rubicam Ltd., agency for the company's milk and dairy products.

## Radio editorials cover many fields

Federal politics, vandalism, seal hunting, senate reform, hospital financing and the Board of Broadcast Governors were all subjects of editorial comment last month on CAB member stations participating in the CAB Program Exchange.

Of the 70 editorial tapes collected in March, almost half were provided by CKWW, Windsor, Ont. The balance came from CKCW, Moncton, CHWO, Oakville, CJMS (French), Montreal and CFQC and CKOM, Saskatoon.

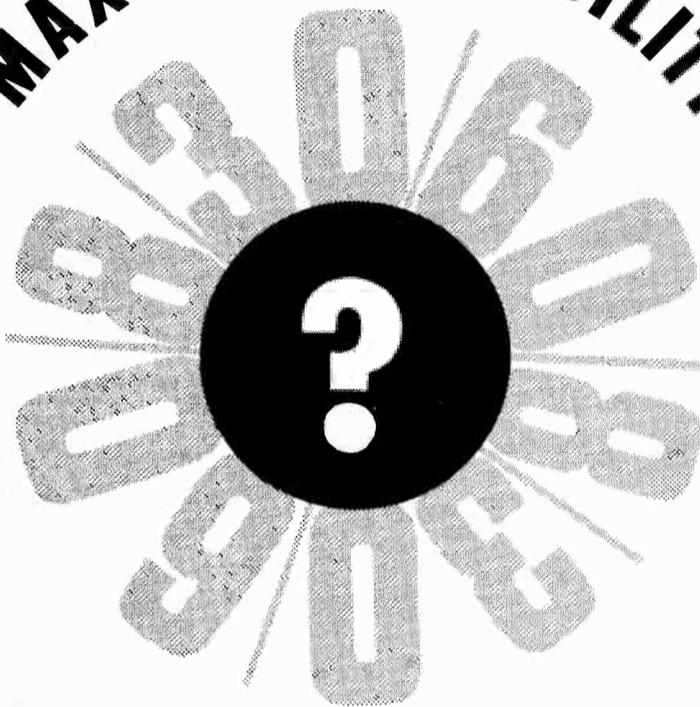
The CAB provides printed and taped highlights of editorials each month to member stations and members of Parliament.

Gerry Acton, manager of the CAB Program Exchange, says the editorials are categorized as to topics before being sent to the MP's. He would like to see far more stations submitting monthly broadcast comment, to give "a broader basis of opinion of and by the industry."



# ONLY SPOT TELEVISION PROVIDES

## MAXIMUM FLEXIBILITY



When you buy these stations selectively you can run any commercial, of any length, for any desired duration. You can purchase spots in and around programs which deliver a select audience. This way, you reach the maximum audience—and you achieve maximum sales impact. You just can't beat the flexibility of spot television.

**CKVR-TV BARRIE • CFCL-TV TIMMINS  
WKBW-TV BUFFALO • CKCW-TV  
MONCTON • CHOV-TV PEMBROKE**



PAUL MULVIHILL & CO. LIMITED • Toronto • Montréal

## Increased efficiency will overcome barriers

# 1

First...by far... in advertisers' preference in booming Edmonton, home of the fabulous Klondike Days.

# 2

In fact, the largest TV audience of any Western Canadian TV station.

# 3

...add "One" and "Two" -and you have "Three"... popularly called "3TV" in Edmonton. CFRN-TV... "where successful campaigns are launched!"

**CFRN-TV  
EDMONTON  
ALBERTA**

CFRN-TV  
BROADCAST HOUSE,  
EDMONTON, ALBERTA.

Representatives:  
Radio-Television Representatives Ltd.

"Persuasion precedes purchase or any other action. It is that one communications goal closest to the sale. The importance of persuasion as a standard of effectiveness is evident," said Dr. Paul Lyness, president of his own advertising and marketing firm in Princeton, New Jersey. He addressed the advertisers Tuesday morning on "How to increase efficiency of marketing communications."

He said his purpose was to demonstrate two new developments in communications research of the individual; the first, a test of persuasion, the second, an index of effectiveness based on measuring pupil dilation in the human eye.

His new test of persuasion is called the "communications efficiency report", and it was first offered to U.S. advertisers in 1963.

Lyness said the survey involves personal interviews with a sample of prospects and consumers for the products involved. The test combines short exposure and longer exposure to a series of four to eight ads. After three seconds, the ad is taken away and questions asked, then after a once-through reading, more questions.

"The short exposure provides an independent evaluation of the lead-in, illustration or headline,"

said Lyness, "the longer exposure permits an evaluation and diagnosis of the persuasion."

In TV commercials, the short exposure to a one-minute commercial is 15 seconds, followed by the questions and then the entire commercial. "A rear-screen projector, like an actual TV set, is used," Lyness said, and then demonstrated with a series of comparative ads on the right and left of the audience.

"The two uses of persuasion research in creative development are (1) improving an existing approach and (2) finding a better idea," said Lyness.

He told of a major new analytical project planned for this year involving the influence of predisposition on persuasion.

"A predisposition is a positive or negative attitude toward a brand," said Lyness. "In other words, what do readers bring to an ad, rather than what do they get out of it?"

He said the effect of predisposition on advertising performance is marked, especially on controversial products. He described it another way as "the extent previously held attitudes are a barrier or facilitating factor in persuasion."

The second new development was the work done by the Marplan Perception Laboratory, which works with dilation of the pupil of the eye as a non-verbal measure of response. Lyness said experimentation in this field had been carried on by Dr. Eckhard Hess, professor of psychology, University of Chicago. Hess had noted that the pupils of a cat's eye were smaller before food than after.

"The same phenomenon was observed in humans, whose eyes appeared to dilate when interesting or favorable stimuli were presented. In the laboratory, the human eyes were photographed at intervals during the tests. Lyness showed examples, showing male and female eye appeal. On the left side was a picture of a mother and child, on the right, a fold-out from Playboy, the Playmate-of-the-Month. Lyness said the experiment worked with many items, even cookies.

On TV commercials, the laboratory was able to show second-by-second interest in the commercials, through dilation of the pupils, on what he called an interest track.

Each of the new research developments complemented the other, and were useful guides for the future, he said.

### CFRB LIMITED ANNOUNCEMENT



W. J. SHUBAT

Donald H. Hartford, General Manager of CFRB Limited, announces the appointment of W. J. Shubat as Sales Manager, assistant to W. M. Brennan, Vice President, Director of Sales.

An experienced radio executive with some 20 years in all phases of broadcasting, Mr. Shubat joins CFRB Limited after serving the past three years as Vice President, Director of Sales for CJAD Limited in Montreal.

CFRB Limited owns and operates CFRB and CKFM in Toronto. CFRB has the largest radio audience in Canada. CKFM is Canada's first FM Stereo station.

**Get \$100 for every \$75  
with six-year  
Scotiabank  
Savings  
Certificates**

Buy as little as \$10 worth or as much as you like - cashable any time.

THE BANK OF NOVA SCOTIA

# Education and advertising are both big business

"Advertising and universities are both big business and have, in consequence, some of the same responsibilities," the president of York University told the ACA delegates at their Gold Medal Award Luncheon.

Relating advertising and universities statistically, Dr. Murray Ross referred to the 1965 Gross National Product figure of \$52 billion (up 9.7 per cent from the previous year). "In the same period," he said, "Canadian companies are calculated to have spent well over \$235 million on press space and station time for national advertising (up close to 15 per cent from the preceding year).

"In addressing you gentlemen," he said, "I am therefore conscious of speaking to the representatives of a growth sector of the economy. I am also conscious of speaking for a growth sector of the economy, since expenditures by universities, both capital and operating, are estimated at \$562 million for the academic fiscal year of 1964-5, up some 31 per cent from the preceding year."

Stating that admen and professors are both in the business of communications, he said: "I am not now thinking of the white knight who charges at men in grimy overalls, the Roman centurion who runs away with dirty dishes, or the

creams and sprays that, unaided, resolve all problems of inter-personal relationships.

"I do not know," he quipped, "how the canard got about that such messages are on the level of a 12-year-old mentality. That surely claims too much for the message and too little for the 12-year-old. Today we expect children of that age to master the new mathematics and to engage in open-ended scientific experiments. We cannot expect that their critical sophistication and trained intelligence will be inoperative when they are exposed to the messages of the media."

Dr. Ross pointed out that on the other hand, he does "recognize the trend to corporate advertising that, both in the interest of public relations and in the public interest, concentrates on the transmission of knowledge and ideas.

"The insurance company that publicizes life-saving medical information and the paper company that buys space to promote remedial reading render useful public service although they are not unaware, I am sure, of more than one legitimate motivation."

Admitting that the trend to such advertising increases from year to year, Dr. Ross said he was informed, however, "that last year in the United States only 1.5 per cent of the \$14.9 billion spent on

advertising was spent on this kind of communication.

"In the dissemination of useful factual information and of geminal ideas, your calling and mine can come together in serving a new kind of society."

## Wide range of research

As examples of the research being carried on at his own university and others, Dr. Ross gave some startling examples of the new worlds being explored.

He said that by means of radio and electrodes it was now possible to induce animals to move any part of the body on command and also control behavior responses such as hostility, affection, fear and desire.

"Retiring young women, upon being electrically stimulated by radio at certain brain sites, held the hands of their doctors, initiated flirtatious conversations and even hinted at marriage," said Dr. Ross.

In the field of research on nucleic acids, he said scientists are excited about the prospect of determining the molecular basis of memory, and the process of learning. With this knowledge, Ross said scientists may be able to facilitate the speed and energy of man's capacity to learn.

He told how a researcher in genetics at York is studying the

transmission of abnormal genetic material from parent to offspring. "Such research, if successful, would permit a degree of control over the character of offspring and open the door to changes in human evolution that could alter the course of history."

Dr. Ross said the time lapse between the discovery of new knowledge and its commercial application is narrowing; the principle of the transistor took only three years, and more recently, the laser beam's first commercial application followed in a mere six months.

## Everybody's business

"... in the post-Sputnik world education has become everybody's business," Dr. Ross said. "This universal involvement and concern constitute a revolution. Everyone is asking how much education of what kind will be given to whom and for what reasons..."

"When I ask you, then, to take a brief look at some new thrusts in education and research, I am by no means inviting you to view from afar the removed and remote preoccupations of the specialist in the groves of academe. On the contrary, I am inviting you to consider, in a sense, what is happening to you in terms of a basically altered human condition."

**CFQC-TV**  
**CHANNEL 8**  
SASKATOON CANADA

HAS INSTALLED

CHANNEL 3

**MARCONI**  
**MARK V**  
**SOLID-STATE CAMERAS**

CFQC-TV, Saskatoon is the first Canadian station to install the new Marconi Mark V cameras... the smallest, lightest, 4½ inch image orthicon camera in production.

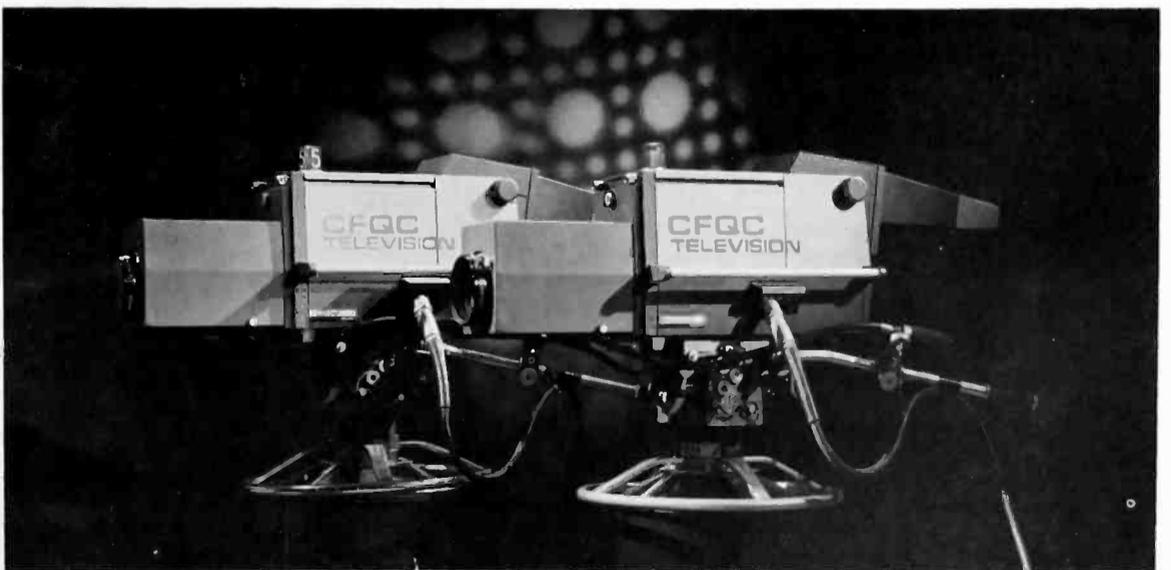
Some of the reasons for their choice of the Marconi Mark V are:

**All Solid State design** — provides outstanding stability and reliability.

**Simple Controls** — compact control panel permits mounting of 4 to a console desk, allows complete "hands off" operation.

**Integrated Zoom Lenses** — servo or manually controlled with infinitely variable focal length.

Congratulations CFQC-TV on being the first to obtain the exceptional advantages of the Marconi Mark V.



**CANADIAN MARCONI COMPANY**

MARINE & LAND COMMUNICATIONS DIVISION



ST. JOHN'S, Nfld.    HALIFAX, N.S.    QUEBEC, P.Q.    MONTREAL, P.Q.    OTTAWA, Ont.    TORONTO, Ont.  
THOROLD, Ont.    WINNIPEG, Man.    CALGARY, Alta.    EDMONTON, Alta.    VANCOUVER, B.C.

# ACA affiliated organizations table reports

Delegates to the ACA convention Monday morning heard brief annual reports of five "organizations within the framework of the association," namely ABC, BBM, CAAB, CARF and CCAB.

Jack Glasier, newly-elected president of the ACA, and a director of the Audit Bureau of Circulation, said there were now 728 members of ABC in Canada, out of a total membership of 4087 in North and South America and Europe, and that ABC encompassed 75 per cent of all print media in those areas, or about 360 million copies monthly circulation.

Glasier said there would be further development of the ABMS (Audit Bureau Marketing Service), which he described as "a new supplementary primary marketing concept."

**(BBM)**

W. L. Heisey, a BBM director, said BBM now had 477 members, including 244 radio stations, 57 TV stations, 18 representatives, 77 advertisers, 75 agencies and six miscellaneous."

He said last year BBM had concentrated all of its available extra energies on research to improve service, "to refine its tools

and keep abreast of all rating techniques in North America."

"In a test to improve response, BBM actually got 59.4 per cent of the diaries returned. This is spectacular when you realize this 60 per cent response rate came from a randomly chosen sample of names," he said.

He indicated the same devices will be used in a forthcoming survey and expects results of 40 per cent or better, in contrast to the 20 per cent historical rate.

Heisey said the most important question facing BBM this year is, "How and when should BBM move to individual diaries?" Meanwhile, he said, BBM had made important strides in the testing of individual diaries which would assist in providing an adequate measure of out-of-home tuning on multiple sets for both radio and TV.

Lastly, Heisey said the tripartite committee examining the constitution of BBM has recommended the board be increased to 23 members from 21, with two additional directors coming from the broadcast industry. This is one of the topics to be discussed at the annual meeting of BBM, at the Westbury Hotel, Toronto, May 11. He said the change would involve

re-incorporation under the name, "BBM Bureau of Measurement", and he urged all members to be present at that meeting.

**(CAAB)**

Jack McGill, CAAB president, said he would rather give his annual report "in about four months' time." Since re-organization of the CAAB in January, he said things had been in a state of flux, and there had not been nearly as much activity as heretofore. However, he felt the Canadian Advertising Advisory Board could be proud of its work in the formulation of *The Canadian Code of Advertising Standards*, and of getting broad major media acceptance of it. (17 media associations have now accepted the code in principle). The code covers such topics as false or misleading advertising, decency, superstition and fear, price claims, guarantees, advertising for children, imitation and bait advertising.

McGill saw four immediate objectives to enable CAAB to fulfill its full role. (1) National scope and approval of developments, (2) public relations and awareness, (3) spokesman for the industry, (4) increase new members, training and education.

Regarding education and public relations, McGill said CAAB is already discussing programs at the university level and increased assistance to worthwhile public service organizations.

He said the constitution of CAAB would be updated to raise the board to 18, and provide six new members from media organizations, "but this would need unqualified approval first".

In a few months, McGill predicted the CAAB would "update the constitution, produce a long and short budget plan and grow in significance and stature."

**(CARF)**

A progress report of the Canadian Advertising Research Foundation, was given by W.H. Poole, chairman of CARF.

Poole said CARF was formed in 1949 by ACA and ICA, and had five directors from each on its board, plus the two general managers making a total of twelve. He said their object was "to promote greater effectiveness in advertising and marketing through completely impartial and objective research."

When research is requested, Poole said a project committee is set up under one of the CARF directors who establish the definitions and objects of the research. The work is then handed over to a selected technical committee of research experts. He said in 1965, CARF had handled an increased volume of work, including surveys for the *Toronto Daily Star*, (Viewing habits by income and reading

characteristics); CFRB radio (audience evaluation); Maclean-Hunter (supervision and validation) and Southam Press, Winnipeg (newspaper advertisements).

Poole foresaw increased usefulness for CARF, based on expansion, a permanent office and staff, and less dependence on the volunteer technical committees.

The MacLaren Advertising Research Award was then presented by Jack Milne, research director, for the paper selected by CARF for the 1966 award. The winning paper was written by L. A. Goodman, I. M. Towers and H. Zeisel of the Institute of Marketing Communications of New York. (McCann-Erickson Ltd.) The three share a cheque for \$1000.

**(CCAB)**

The final report was given by V.G. Baker, a director of the Canadian Circulations Audit Board.

Baker said the constitution of CCAB was changed last year to include audits of "trade shows", and that two were carried out, and that two more are planned for this year.

He said CCAB included 265 publishing members today involved in more than 30 fields. "It was the CCAB intention to maintain the standards in each of these fields."

**ELLIOTT RESEARCH PIONEERED "PERSONAL DIARY"**

Elliott Research Corporation announced this month that as far back as seven years ago they had been using the "personal diary" approach to radio listening surveys. A spokesman for the company said, "At the risk of sounding boastful, we at Elliott Research announced these very principles back in 1959 in conjunction with our Radio Circulation Reports."

These reports, conducted by 400 personal interviews per county, obtained the last 24 hours of listening from each respondent individually and covered a pre-selected quota of respondents in each county, including teenagers and older groups of men and women in the proportion they existed in the county.

The spokesman pointed out, "By this system, ratings gave subscribers not only the total audience figures for each station by half hour periods, but also the characteristics of the audience."

Elliott discontinued the survey in 1960 because of the heavy costs involved in interviewing - about \$100,000 per survey. "It is to be hoped," he said, "that with BBM's and McDonald's plans for new individual diary research, the industry will support them fully and make this service a success this time."

**LET'S TALK TALL**

CKRN-TV is the only French Television station serving Quebec's rich Northwestern Market. Take a close look at our audience; month after month we are delivering a consistent daily audience in excess of 28,000 households.

**CKRN-TV**



DON JAMIESON

## Advertisers know they can rely on radio's unique selling capabilities

"Canadian radio has survived the advent of television and is now more entrenched than any time in its history as a major advertising medium," said Don Jamieson, at the Wednesday morning session of the ACA.

Jamieson, president of Newfoundland Broadcasting Co. Ltd., titled his address, "Radio - Now and Tomorrow," and spoke on behalf of the Radio Sales Bureau. He forecast that advertisers who will gain most from the anticipated increase in consumer demands for goods and services will be those who plan "skillfully and in detail, an important role for radio in their marketing strategies."

He said a number of advertisers now spend more than a million dollars annually in radio, and the list is continuing to grow.

Speaking for RSB, Jamieson said the most successful radio advertisers have become aware that they can place great reliance on radio's performance, particularly if they can take the time to learn of the medium's unique selling capacities and to apply the best creativity available in the preparation of commercials.

"By and large, Canadian radio has shown a much greater resilience than its U. S. counterpart," he said, and attributed this to a number of factors, among them the smaller number of outlets per capita. "There is nothing here like the fragmentation south of the border," he said.

He said current measurement indices greatly underestimate the size of radio's audience, and he hailed, as a major breakthrough, recent new approaches to radio research.

### People - not households

"It is now being recognized that it is necessary to measure people, not households," said Jamieson. He gave five examples of how radio, more than any other media, can be adapted to specific needs of advertisers:

1. The advertiser's ability to buy radio regionally, and even locally, with commercials tailored to local needs as necessary.

2. The capacity of radio to accommodate commercials of any length from five to 60 seconds, for frequent brand mention and selling points.

3. The ability of radio to reach specific audiences, at specific times, when the advertiser wishes to reach such groups.

4. Radio's low cost, insuring great impact for little expenditure. Jamieson gave an example how 100 five second spots were purchased in weekly units for under \$1000, in major metropolitan areas.

5. Radio gave an unmatched opportunity for reaching smaller markets where consumer affluence

and buying power were increasing at a dramatic rate.

Jamieson warned advertisers not to be too pre-occupied with the highly competitive markets, and miss great opportunities in smaller areas. He also cautioned against too much reliance on computers and automation in marketing decisions.

He predicted a continued resurgence of radio in the future, more specialization and catering to particular groups within the overall audience. He suggested the admen should draw on the help of their representatives, their stations and the RSB.

### Marketing's Advertising Awards

## 19 of 45 go for broadcast media

Thirteen television commercials and six radio commercials were winners in *Marketing's* Annual Advertising Awards for Outstanding and Notable Campaigns. The remaining 26 awards went to the print media—color rotogravure publications, weeklies and daily newspaper ads.

A panel of 42 independent judges selected the top 45 campaigns from 600 entries from agencies all across Canada.

To rate "outstanding", a campaign had to register with at least 50 per cent of the judges, while "notable" awards were given if 40 per cent of the judges gave approval.

Biggest single winner was Ronalds-Reynolds Advertising with seven awards. Two were for TV commercials (Timex and Labatt's), the remainder for print advertising, (Ballantine Scotch, Volkswagen, Campbell Golf Clubs, Gold Keg Beer and Reycan Aluminum.)

MacLarens and Foster Advertising won four awards each. Both MacLaren TV awards were "outstanding" (Heinz and Canadian Life Insurance). Print awards were Knoll International and Pulp and Paper Industry. Foster won mixed media awards as follows: TV—Prudential Insurance; Radio—Wildroot Formula 3; print—Jockey Club and Ontario Hydro).

Winners of three awards were: *J. Walter Thompson*—Radio—Ford, Labatt's and Bardahl Lubricants. *Doyle, Dane and Bernbach*—TV—Cadbury Cows; print—Avis and Dominion Royal. *Goodis, Goldberg and Soren*—TV—Leather Tanners Assoc.; print—Salada Tea, Domtar Building Materials. *Stanfield, Johnson and Hill*—print—Dr. Ballard's Dog Food, Honeywell Zone controls and Nivea Creme.

Five agencies won two awards each. They were:

*Cockfield Brown*—TV—Esso Home Heat Service; print—Gold Seal Seafoods.

*Hayhurst*—TV—Craven Menthol Cigarettes; print—Royale tissue.

*McKim*—TV—Instant Yuban Coffee; radio—Supertest Petroleum.

*Ogilvy and Mather*—print—Wedgwood and Sons, Metrecal Products.

*Young and Rubicam*—TV—"Awake", General Foods; radio—Charrington Toby Beer.

These agencies won one award each:

*Batten, Barton, Durstine & Osborne*—TV—Eagle Pencils.

*David Olesen and Fell*—print—C.F. Haughton Lithographers.

*Grey Advertising*—print—Terylene Cel-Cil Fibres.

*Kenyon and Eckhardt*—print—Royal York Hotel.

*McCann-Erickson*—print—Clairtone Sound Corporation.

*McConnell Eastman*—TV—Parker Brothers Games.

*MacManus, John and Adams*—print—Dow Chemical Plastics.

*Needham, Harper and Steers*—print—Phillips Appliances.

## 76 advertisers topped \$100 thousand in 1965 radio spending

Seventy-six companies spent more than \$100,000 in Canadian radio last year, according to a list of the top 100 advertisers prepared by Radio Sales Bureau, in co-operation with Elliott Research Corporation Limited.

Radio accounted for \$29 million, which was 12.3 per cent of the \$235 million all-media total advertising outlay for 1965," said Denny Whitaker, RSB president, "and we intend to make radio a measured medium by releasing figures for the top 100 radio advertisers annually."

Heading the list for 1965 was Canadian Breweries, Ltd., with spending of \$1,173,000, followed by Coca Cola, Ltd. (\$1,084,000) and General Motors Products of Canada, Ltd. (\$1,001,000) in the over-one-million category.

In fourth place was Rothmans of Pall Mall with \$905,000 for 1965, but Rothmans will have spent \$1,261,000 for the fiscal year end-

ing June 30, 1966. Another distillery, John Labatt Ltd., was in 13th place with \$351,000. The Government of Canada was 14th, spending \$345,000 on radio last year. Pepsi Cola, Ltd. was 26th, with a \$250,000 budget, while another auto dealer, Chrysler Canada Ltd. was 34th, with \$218,500.

The Liberal Federation of Canada was 66th, and spent \$115,000 while the Progressive Conservative Party was in the 95th position spending \$67,500.

All of the top 100 advertisers spent over \$60,000 in radio in 1965. The Borden Company Ltd., which recently announced a big swing to radio in 1966, spent \$79,000 last year, and was in 89th position nationally.

Whitaker said this new annual data on the growth of radio as a national medium should encourage advertisers in 1966.

# The need for researched copy to sell in a world wide market sends Ogilvy back to the kitchen

"I believe success is 95 per cent luck and five per cent ability; some very rich men who made their own fortunes were among the stupidest men I ever met," said David Ogilvy, legendary member of the Copywriters' Hall of Fame, in his address, "Confessions of an Advertising Man", at the ACA closing session.

Ogilvy admitted he had the "luck of opportunity" in building a \$6000 investment, 17 years ago, into the eighth largest advertising agency in the world, with billings of \$150 million last year and branches in seven countries. He is now chairman and creative director, Ogilvy & Mather International, New York, after merging last year with

Mather & Crowther, London.

His book, "Confessions of an Advertising Man", written during his holidays four years ago has sold 400,000 copies, and increased his billings by 75 per cent.

"I guessed it would sell about 3000 copies, so I gave the copyright to my son on his 21st birthday," lamented Ogilvy. "Since then he's been on safari in Africa, or skiing in Austria, while I've been working my fingers to the bone."

He said four subjects concern him at the present time:

1. Big international advertisers had better start making their plans on a world-wide basis, as there is mounting evidence the same cam-

paigns have the same appeal in North Dakota or Frankfurt, more often than not. He said if foreign managers of agencies disagree nine times out of ten it's just to protect their jobs.

Ogilvy predicted that ten years from today, most big international companies will be preparing world-wide advertising plans at their head offices. Ten years from today, I would not want to run an agency with an office in just one country—not even Canada, he said.

2. There is a dangerous trend today away from salesmanship, in the direction of entertainment. In my book, I said the purpose of a TV commercial is not to entertain the viewer, but to sell him. A good ad should sell without drawing attention to itself. Ad-writers forget they are salesmen and try to be performers, try to win awards. Instead of sales, they seek applause, they are subconsciously afraid to run a campaign whose only purpose is to sell.

3. Advertising should be part of Research and Development. "The R and D people spend years developing a new product which is not demonstrably different from your competitors, and you know the only hope of success is a hot ad campaign to make up for it. The result is inevitable. You lose your shirt.

You may lose your job. You certainly fire your agency."

He advanced a new theory, "Produce your advertising first, perhaps even before R and D people start working on the product. Tell your agency to start creating ideas, and testing them. Tell them not to come back until they have found a campaign which tests higher than your competitor's campaign. Then, set up a timetable for marketing the product."

4. Ogilvy's fourth subject was personal. He said he had gone back to copywriting himself, and gave up his job as an administrative big shot, because copywriting is the most important function in advertising.

He said the ambitious copywriter sees only one ladder to climb and he climbs it up to management, writing less and less copy as he goes.

"We have 100 copywriters at Ogilvy and Mather. I am not the best of them, but I am probably among the ten best. I think I owe it to our clients to do for them what I do best—copywriting, which also happens to be the one thing they want most from our agency. I am 54, and I have gone back to work in the kitchen and that is where I began," he said.

## COLOUR PROBLEMS?

Not when you  
use the house

with the

New York Editing Facilities

rlp

Robert Lawrence Productions  
38 Yorkville Ave., Toronto 5  
925-5561

145 E. 52nd St., New York,  
U. S. A.

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For FILM MUSIC that really puts life in  
your picture  
and JINGLES that sell and sell!  
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**DON WRIGHT**

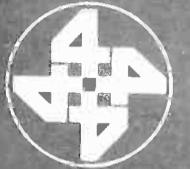
*Productions*

77 Chestnut Park Rd., WA 5-1631



# CFCM-TV

quebec city has



## 20/20 FRENCH VIEWING

we're  
ready for color-  
how about you?

### THINGS YOU NEED TO KNOW ABOUT COLOR TV.

**WHEN'S IT COMING?**  
Color comes to Canada mid-night July 1 when the first in experimental broadcasts will be allowed. *Regular programming begins October 1.*

**WHO'S GOT IT?**  
Right now, about 2% of homes in our area have color TV. Researchers say there'll be 70,000 in Canada by the end of the year, over 3 1/2 million by 1970.

### HOW GOOD ARE THE COLOR SETS?

Try. Manufacturers here have had the advantage of ten years of international search. Sets on sale here have had the bugs ironed out. Automatic Tuning. Reliable performance. Beautiful color. It's all here now.

**ARE CANADIAN TV STATIONS READY?**  
Well, we are and our competitors in the Greater Toronto area also feel they have the equipment and personnel to produce first-rate color television.

**HOW'S RECEPTION AROUND HERE?**  
Potentially very good. Your location makes a difference with color, which is sensitive stuff—and your aerial must be checked. See your serviceman and you'll be as ready as we are.

### COLOR US READY

# 11



TIME	DAY	STATION	THAT OTHER TV STATION
8:30	tuesday	CFCM	
8:30	monday	"	
9:00	monday	"	
8:30	thursday	"	
9:30	monday	"	
7:00	saturday	"	
7:30	friday	"	
6:00	wednesday	"	
6:00	friday	"	
9:00	tuesday	"	
7:00	friday	"	
6:30	sunday	"	
6:00	thursday	"	
8:30	wednesday	"	
5:30	monday	"	
5:30	wednesday	"	
6:00	monday	"	
7:30	tuesday	"	
9:00	sunday	"	
7:00	tuesday	"	

19	PERRY MASON	75,400	220,900
20	DENIS LA PETITE PESTE	75,300	213,900

QUEBEC'S ANNUAL PURCHASING POWER IS OVER 915,758,000.

### SALES REPRESENTATIVES :

Hardy Radio and Television, Montreal and Toronto  
Stephens & Towndrow, Vancouver  
A. J. Messner & Co. Ltd., Winnipeg  
Forjoe-TV, Inc., New York.

\*NIELSEN FEBRUARY 1966

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He said four subjects concerned him at the present time:

1. Big international advertisers had better start making their plans on a world-wide basis, as there is mounting evidence the same can

## COLOUR PROBLEMS?

Not when you use the house

with the

New York Editing Facilities

rlp

Robert Lawrence Productions  
38 Yorkville Ave., Toronto 5  
925-5561

145 E. 52nd St., New York,  
U. S. A.

### WHAT ABOUT THE PROGRAMS?

All the new shows and most of your current favourites will be in color this fall. And the added impact of color will make our top movies even more enjoyable too!

### WHAT'S IT COST TO WATCH COLOR?

About 35¢ to 50¢ a day, over five years. You will need to invest \$650 and up in your color set. And please don't forget the script. It will run from \$350 to a top of \$150 in a real problem area.

### HOW MUCH COLOR WILL BE ON?

At TV 11, 85% of our nighttime shows and more than 65% of our daytime programming will be in color—more than 60 hours of color a week.

### WHY CHANNEL 11?

Because we've been the leader in color in Canada, we're ready for color now with people, programs and equipment. And would you believe enthusiasm?

11

For the best in color,  
for the best in television,  
look to 11  
You'll enjoy it.

298 ELGIN STREET, OTTAWA 4, ONTARIO  
1234 MARINE DRIVE, NORTH VANCOUVER, B.C.

TELEPHONE 613-237-1038  
TELEPHONE 604-985-3136

For FILM MUSIC that really puts life in  
your picture  
and JINGLES that sell and sell!  
contact

DON WRIGHT

Productions

77 Chestnut Park Rd., WA 5-1631



# CFCM-TV

quebec city has



## 20/20 FRENCH VIEWING

THE TOP 20 SHOWS*		HOUSEHOLDS	VIEWERS	TIME	DAY	STATION	THAT OTHER TV STATION
1	CRE BASILE	108,400	370,000	8:30	tuesday	CFCM	
2	MA SORCIERE BIEN AIMEE	96,100	326,400	8:30	monday	"	
3	GRAND PRIX MUSICAL	95,700	246,700	9:00	monday	"	
4	CINEMA KRAFT	94,800	262,700	8:30	thursday	"	
5	ALORS RACONTE	89,500	232,500	9:30	monday	"	
6	JEUNESSE D'AUJOURDHUI	84,000	286,500	7:00	saturday	"	
7	EN PREMIERE	82,200	239,300	7:30	friday	"	
8	TELE-QUEBEC	81,400	238,800	6:00	wednesday	"	
9	TELE-QUEBEC	81,000	233,600	6:00	friday	"	
10	TENTEZ VOTRE CHANCE	80,400	213,900	9:00	tuesday	"	
11	LA FAMILLE STONE	79,600	228,800	7:00	friday	"	
12	JEUNES TALENTS	78,700	276,900	6:30	sunday	"	
13	TELE-QUEBEC	77,700	212,900	6:00	thursday	"	
14	SOIREE DU HOCKEY	77,000	231,000	8:30	wednesday	"	
15	FURIE	76,900	200,600	5:30	monday	"	
16	RIN TIN TIN	76,600	195,900	5:30	wednesday	"	
17	TELE-QUEBEC	76,200	229,000	6:00	monday	"	
18	SUR BOUM	75,800	217,500	7:30	tuesday	"	
19	PERRY MASON	75,400	220,900	9:00	sunday	"	
20	DENIS LA PETITE PESTE	75,300	213,900	7:00	tuesday	"	

QUEBEC'S ANNUAL PURCHASING POWER IS OVER  915,758,000.

### SALES REPRESENTATIVES :

Hardy Radio and Television, Montreal and Toronto  
 Stephens & Towndrow, Vancouver  
 A. J. Messner & Co. Ltd., Winnipeg  
 Forjoe-TV, Inc., New York.

\*NIELSEN FEBRUARY 1966

William Clendon Townsend

## Agency media manager passes

Advertising people were shocked to learn of the death, following a serious operation, of W. C. (Bill) Townsend, manager of media services, Cockfield, Brown & Co. Ltd., Toronto, on April 30.

Bill Townsend, who was 34, joined the agency in the spring of 1959. He leaves his wife, Norma, and two young children, a son, Douglas, 8, and a daughter, Laurie Ann, 6.

### CHIEF ENGINEER

wishes to relocate with an expanding, aggressive company — radio, TV or both. Experienced in more extensive operations, including high power transmitters, etc. Excellent references on request. Reply to:

Box A-813  
Canadian Broadcaster  
217 Bay Street, Toronto 1.

### WE HAVE OPENING FOR BILINGUAL ANNOUNCER

Group insurance, major medical, bonuses, etc. Please send all particulars: tape, résumé, etc.

Casimir G. Stanczykowski,  
President & General Manager  
**THE STATION OF THE YEAR**

RADIO 1410

**CFMB**

THE GOOD MUSIC STATION  
2015 Drummond Street,  
Montreal, Quebec

### TELEVISION STUDIO ENGINEER

The successful applicant must be willing to qualify as a secondary school teacher and supervise a television studio shop as well as instruct in the operation and preventive maintenance of television studio equipment at

HAMMARSKJOLD HIGH SCHOOL  
PORT ARTHUR, ONTARIO

The salary will range from \$5,700 to \$11,500 depending upon educational background and experience of the successful applicant.

This position offers an opportunity to develop a project which is the first of its kind in Canada. Experience in commercial television studios would be valuable.

Written applications may be made to:

Mr. T. R. Ide,  
Superintendent of Secondary Schools,  
Board of Education,  
Central School,  
PORT ARTHUR, Ontario.

## 4-satellite system could serve 600 stations

Four to eight million dollars a year could be saved by each network through the use of satellites, says an NBC report released in Washington. The network was presenting a six satellite plan which could beam programs to every TV and radio station in the country. The amount saved would depend on how many networks used the service.

Meanwhile, *Communications Satellite Corporation* outlined to potential users a four-satellite system it said could provide TV

programs to all 600 stations in the U.S.

Estimates of the investment and annual operating costs of the two satellite plans, NBC and COMSAT, were within 15 per cent of each other.

COMSAT Board Chairman, James McCormack said his company is the proper agency to own and operate a domestic TV satellite system — not only the space stations, but the ground stations also.

"It would be possible to tie stations in Canada and Mexico into the system as well," he added.

Dr. Joseph Charyk, president, estimated total investment cost of the COMSAT system would be about \$90 million, with annual cost to users at about \$30 million.

A spokesman for NBC said its six satellite system would cost \$103 million to establish and \$19 million a year to operate. "This compares favorably with the \$18¼ million we spend annually on leased telephone lines for our network. With up to 20 channels, the satellites could be used by numerous broadcasters at the same time."

Charyk said COMSAT proposed to build 86 earth stations initially to serve 100 major metropolitan centres. This would be increased later to 225 installations to serve 600 centres.

### FOR SALE

Auricon Super 1200 16 mm sound camera, optical S.O.F. amplifier, 2 magazines, zoom lens, T.V.T. shutter. Ideal for interviews, production or kine-recording.

J. Samuels  
636-6113  
Downsview, Ont.

### RADIO STATION WANTED

Experienced Broadcaster wants to buy station in medium or major market. Principals only.

Box A-857  
Canadian Broadcaster  
217 Bay Street, Toronto 1

### AVAILABLE

Experienced Program Director and morning personality. Over 8 years in industry. Family man who desires to re-locate permanently in medium market.

Résumé on request. Reply:  
Box A-860  
Canadian Broadcaster  
217 Bay Street, Toronto 1

### WANTED

Announcer required for evening or midnight shift. Experience necessary.

Apply:  
CJOY Radio  
Guelph, Ontario

### AVAILABLE

Radio Sales Representative  
(station or rep. house)

Seven years' experience in Broadcasting.

L. J. Salisbury  
7 Harper Road  
Brampton, Ontario  
451-7301  
or Box A-858  
Canadian Broadcaster  
217 Bay Street, Toronto 1

### OPPORTUNITY

A Radio/TV station in Ontario is looking for a news reporter/announcer. Please send complete résumé, tape, picture and requirements to:  
Box A-859

Canadian Broadcaster  
217 Bay Street, Toronto 1

### STATION OWNERS

General Manager, extensive major market experience. Successful sales background and excellent references. Presently employed with well-known station at top income. Would like a situation offering stock options, partnership, or outright sale. Prefer major or medium market.

Box A-853  
Canadian Broadcaster  
217 Bay Street, Toronto 1



### LOVE THOSE MEN

Give me the man I'd cross the street for, just to say hello; give me the man I'd cross the street for, just to avoid saying hello; but you can keep the man I wouldn't cross the street for either to say hello or to avoid saying hello.

### THE BUYERS ARE PEOPLE

You can use computers to buy the goods you need or to sell the goods you make. But it is well to remember computers don't ever buy a nickel's worth of the goods you sell.

### SOMEONE TO HATE

People come in two types — the "nice guy" you seldom see, can't remember his name, but whom you always remember as a "nice guy" — and the guy you couldn't forget to your dying day because you hate his guts. Speaking personally I'd rather be a sonovabitch than a what's-his-name.

### NOVEL APPROACH

Then there's the desperate individual who went to his banker and said: "I can't think of any reason why you should lend me five hundred dollars and I wondered if you had any ideas." (P. S. He got it.)

### ADAGE DEPT.

I'd rather be a sucker than a sonovabitch.

### THE CUSTOMER COULD BE WRONG

It does no harm to be pleasant to the guy you buy from because he may easily make more money selling to you than you make buying from him.

### PHONE MANNERS

Is the man who has his secretary ask, "Who's calling?" before he will deign to answer the phone hiding from his mother-in-law or his creditors or just trying to make like a VIP?

### FOILED!

Then there's the man who was called upon at the convention to thank the speaker, and rose only to realize he wasn't grateful.

### VALEDICTORY

I am now ready to be thanked.

**CFRB NEWS COVERAGE  
NOW GREATER THAN EVER  
WITH THE ADDITION OF**



**BROADCASTING'S LARGEST  
NEWS ORGANIZATION**



GORDON  
SINCLAIR



JACK  
DENNETT



BOB  
HESKETH



CHET  
HUNTLEY



DAVID  
BRINKLEY



FRANK  
McGEE

In its almost 40 years of broadcasting, CFRB has become "ONTARIO'S AUTHORITATIVE NEWS VOICE". You hear most of Canada's best-known radio news and opinion-forming people on CFRB. The one and only GORDON SINCLAIR; dean of Canadian radio newsmen, JACK DENNETT; the colourful BOB HESKETH; the authoritative ARTHUR HARNETT on-the-scene in Ottawa; the intelligent, articulate BETTY KENNEDY; and the controversial BERTON-TEMPLETON duo, to name but a few.

CFRB News is now associated with the NATIONAL BROADCASTING COMPANY, largest and most respected broadcast news organization in the world. Now, you hear NBC newsmen report from every corner of the globe—adding still greater international coverage to CFRB's strong local and national news.

All these professionals pool their skills, knowledge, and experience to keep Canada's largest radio audience—the CFRB listeners—on top of the news.

*LISTEN HERE:*

**CFRB 1010**

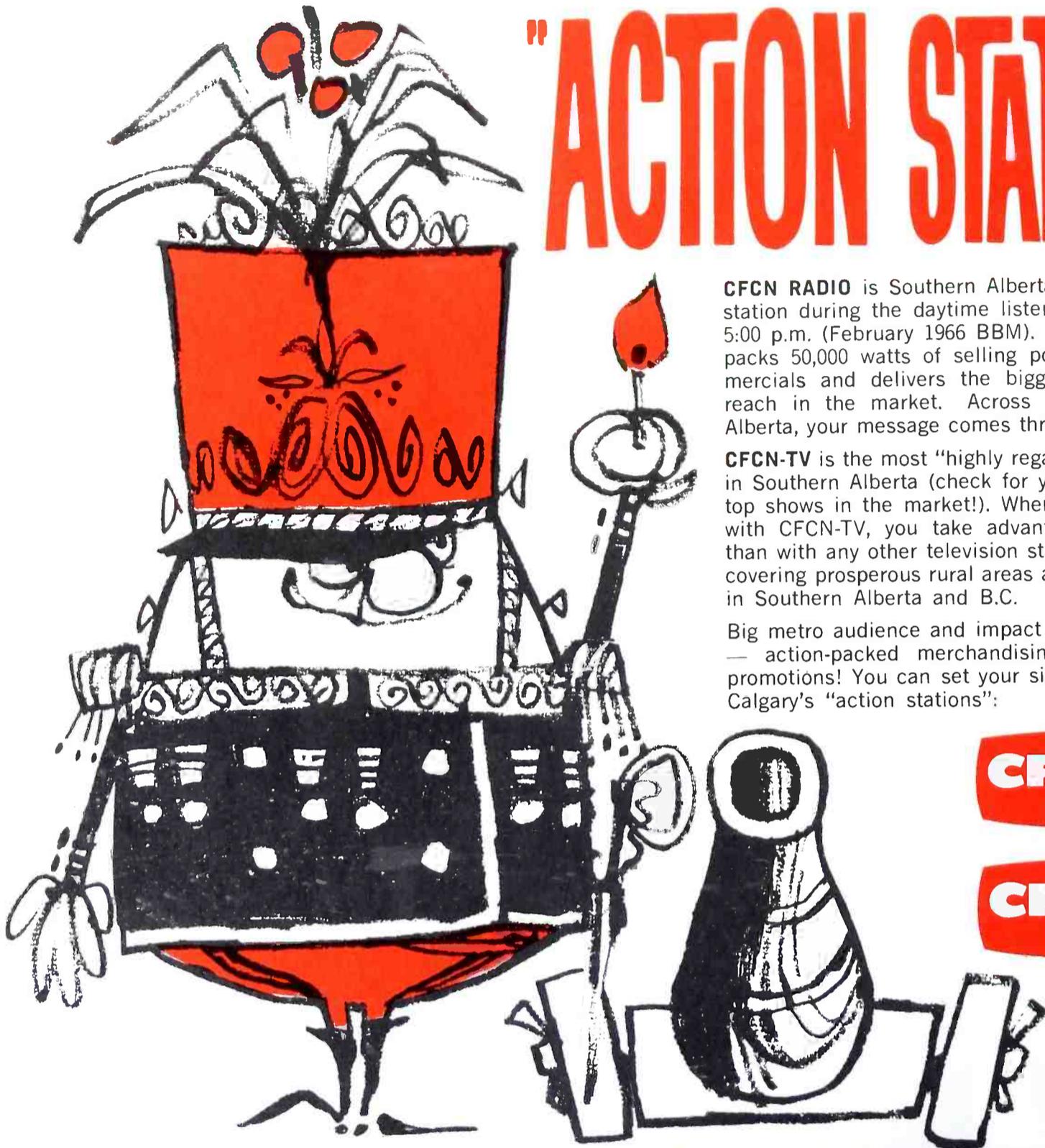
ONTARIO'S AUTHORITATIVE NEWS VOICE

Represented by STANDARD BROADCAST SALES

2 St. Clair Avenue West, Toronto 7 — Telephone 924-5721 • 1407 Mountain Street, Montreal 25 — Telephone 849-2454

Aim high... and sell "long range"... with Calgary's

# "ACTION STATIONS!"



**CFCN RADIO** is Southern Alberta's most tuned-in radio station during the daytime listening hours 8:30 a.m. to 5:00 p.m. (February 1966 BBM). This is the station that packs 50,000 watts of selling power behind your commercials and delivers the biggest weekly households reach in the market. Across free-spending Southern Alberta, your message comes through — loud and clear!

**CFCN-TV** is the most "highly regarded" television station in Southern Alberta (check for yourself who has the 16 top shows in the market!). When you sell "long range" with CFCN-TV, you take advantage of more satellites than with any other television station in the province — covering prosperous rural areas and their business cores in Southern Alberta and B.C.

Big metro audience and impact — long range coverage — action-packed merchandising and radio/TV cross promotions! You can set your sights on top results with Calgary's "action stations":

