

THE CANADIAN

roadcastcaster

CA DAILY

MAY 1, 1968



Meet ACA's 1968 President!
J.W. (Jim) Baldwin
Market Development Manager
Imperial Tobacco Sales Co. of Canada Ltd.

Study finds some ads almost lost in space

Television stations may be pressed to change their rate structure for grouped commercials following a study by Baker Advertising Ltd.

The study, conducted with station CFPL in London, Ont., this summer, showed a marked falloff in viewer recall for the third commercial in a group.

pay for a first in the group or an isolated commercial," Caesar Ruscone, research manager at Baker, said.

This does not mean the end of grouped commercials, Dr. Ruscone said.

As a viewer, he preferred them. However, it does mean that agencies should pay less for third and fourth commercials.

the nine-month ended Sept. 30 was \$7.1-million or 83 cents a combined common share. Class A share, compared with \$9,120,000 or \$1.19 a year earlier.

Robert G. Rogers, president, said lower sales and profit resulted from continued curtailment of newsprint production and rising costs of materials and labor.

"Expanded newsprint capacity in the United States and Canada, coupled with lower import requirements in the United States, forced cur-

Is three a crowd

I guess we all agree that if commercials there are, we would prefer to have them in groups instead of at a time because this means fewer interruptions. Now, the trade thinks so: bunched commercials are the trend and, as researcher Dr. Cesare G. Ruscone admitted the other day in the peculiar language of advertising, "only a successful trend can find such a wide and firm following."

Ruscone is worried about bunched commercials. He has just completed a survey of advertising agencies that rate interruptions together. He puts it qualified of lost in fairly concluded re-in a group, the one to the fee viewer. We er survey, a differ- le conclu- open every world of.



One at a time

But I think we can assume that Ruscone's findings will form the basis of group-versus-isolated agencies and the sponsors. That bunching weakens commercials as a move back to the bad old interruptions. But it all depends on the return to Dr. Ruscone. "It is that the longer interrupt more time for people to leave in, the dog out. To get some of these objections come and me. For us, the long in- come of efficiency (especially e who thinks he has to come s).

leave the room for various in so without risking a hernia before the commercial comes. commercials make this possible. If re, are eminently in the view

what benefits and pleases the profit and enrich the sponsor's impact of plugs one, two and business; even some of Dr. Ruscone. What the survey should simply, "How do you like bunched a lot of s

Media/scope

An SRDS Publication

750 THIRD AVENUE, NEW YORK, NEW YORK 10017

Area Code 212 TN 7-0300

February 16, 1968

Baker Advertising Limited
20 Toronto Street
Toronto 1, Canada

Attention: Dr. C. G. Ruscone, Research Director

Dear Dr. Ruscone:

We are happy to inform you that the judges for the Media Research classification of the Annual Media Awards have awarded Baker Advertising a Certificate of Merit for your study of the effect of clustering television commercials.

It is especially gratifying to me that one of the Annual Media Awards is given to a Canadian advertising agency.

Congratulations upon this achievement.

Sincerely,

Carroll Swan

(Carroll J. Swan
Editor, Media/scope)

1967

(left)
ewple-
bruary
ear in
York

Baker survey shows 'clustered' commercials not as effective

Television commercials DO decrease in effectiveness when "clustered" to cut down interruptions, according to a survey carried out by a Canadian advertising agency. A number of stations have opted the clustering technique to help eliminate viewer resentment against commercials. But how is clustering affect the ads?

Dr. Cesare G. Ruscone, research manager of Baker Advertising, Toronto, sought the answer in a week survey which, he says, is the first of its kind ever made in Canada. This week he gave his findings to the Broadcast Research Council.

It is rather unfortunate that the reason for group commercials has been taken and put into effect without any serious attempt being made to measure beforehand how it would affect the efficiency of advertising," Dr. Ruscone told.

Subtly started arising only when the new trend went into effect.

The survey was carried out by station CFPL-TV, London, Ont., in June and August because the station had not yet started the clustering technique, which allowed for a first reading to be taken.

Viewers had been willing to co-operate and switch to the technical period long enough to take measurements to be taken.

It was decided that day-after-recall would be measured. Nine commercials were selected — and nine advertising agencies co-operated in order to rotate the commercials according to requirements.

After six weeks three commercials were studied in detail, being alternated in first, second and third positions during the groupings.

"As far as the summer audience situation is concerned, we contacted 2,652 people in the first wave, 2,519 in the second, 2,482 in the third and 2,566 in the fourth," said Dr. Ruscone.

"The percentage of people not watching television between 7 p.m. and 8 p.m. was 79.9% in the first wave, 80% in the second, 76.2% in the third and 72.3% in the fourth.

"The rating of the program chosen—"Lost in Space"—for four measured weeks was 5.9, 5.1, 6.1 and 5.6—surprising, isn't it."

Was this due to the fact that the episodes were re-runs, or that fewer people watched television in the summertime?

"I do not have the answer, but I certainly hope that somebody will continue from here and survey the summer audience, its habits and preferences," said Dr. Ruscone.

The average unaided recall for the nine commercials when shown

(See Survey, p. 38)

SKOKIE, ILL.

LOS ANGELES

Canada Agencies Study Grouped TV Spot Plans as Survey Shows Declining Recall

TORONTO, Nov. 7—Canadian television stations will likely be pressed to consider changes in their rate structure for grouped commercials following publication of a study by Baker Advertising Ltd.

A number of Canadian agencies are already re-examining booking plans following the study, which shows a marked decline in viewer recall for the third commercial in a group.

Baker carried out a three-month study this summer with CFPL (tv), London, Ont. Four surveys were made of "Lost in Space" viewers in the 7-8 p.m. time slot.

The Baker study showed that for every 100 viewers who recalled, unaided, an isolated commercial, 89 recalled the first commercial in a grouping, 67.9 re-

of commercials dropped significantly over the three-month period. For every 100 viewers who could recall a commercial in the first survey, only 41.8 could recall the commercial in the final survey.

Mr. Ruscone said he was unable to give any explanation for the drop, but he did reject the idea of wear-out of the commercials. "It seems to have been proven a long time ago that advertising has a cumulative effect," he said.

The study was conducted in four phases. The first involved a survey of the recall of the commercials in isolated positions. The others compared recall when the commercials were grouped.

The study was financed by Baker, with cooperation from CFPL-TV and nine advertising agencies, using nine commercials

Quotes from
Marketing, October 27, 1967
The Globe and Mail, October 28 & 30, 1967
Advertising Age, November 13, 1967

Baldwin succeeds Ross as ACA president

JAMES WILLIAM BALDWIN, 40-year-old marketing co-ordinator for Imperial Tobacco Co. Ltd., Montreal, is the newly-elected president of the Association of Canadian Advertisers. He succeeds Allan E. Ross, advertising manager, The Goodyear Tire & Rubber Co. Ltd.

Baldwin has been in advertising and marketing for half of his 40 years. He received an arts degree from the University of Saskatchewan in 1948; took post-graduate work in industrial relations at Queen's University, Kingston, and was employed briefly with Canadian General Electric Co. Ltd. before joining Imperial Tobacco's advertising division in Montreal.

At Imperial, Baldwin was product manager and market development manager, before taking over his present responsibilities as marketing co-ordinator.

Married, he and his wife Norma, and four children, reside in suburban Beaconsfield, just outside of Montreal.

His statements following his election indicate he is ready for front-line action for ACA. "Advertisers can't afford to hide their heads in sand and ignore criticism of this \$490 million industry," he said.

"We must meet criticism head on—and work with critics—to find equitable solutions. ACA is prepared to open the door to critics—invite them to meet us in direct discussions of any basic problems and work out solutions that are mutually acceptable.

"After all, the advertising business is no different from any other in Canada, when it comes to attracting attention from government and consumer groups," he added.

He announced that ACA plans to increase its services to industrial advertisers, many of which are numbered among its 191 member companies. "An innovation will be a one-day industrial advertising conference in Toronto, October 24, the first of its kind ever held in Canada. A similar conference will be held in Montreal, and both will be jointly sponsored by ACA and the Association of Industrial Advertisers."

The new slate

Other ACA officers and directors elected for the 1968-69 term are: executive vice-president, J.K. Davy, advertising and sales promotion, The Steel Company of Canada Limited, Hamilton; vice-president and treasurer, D.W. Kelly, vice-president, marketing, Quaker Oats Company of Canada Ltd., Peterborough; vice-presidents—Maurice Brizard, vice-president, marketing services, Catelli-Habitant Ltd., Montreal; A.Z. Pengelly, manager, corporate marketing and community services, Warner-Lambert Canada Ltd., Toronto; T.A. Yellowlees, manager, public relations, Canadian General Electric Company Ltd., Toronto.

B.E. Legate is managing director and secretary.

(continued on page 12)

planning radio for your next campaign

?

Your best radio
buys are the
stations with the
facilities and
know-how to
effectively
merchandise
and promote sales
for your client.
... After all, the
purpose of the
campaign is
to REACH
PEOPLE and
MOVE
PRODUCT!

... Some stations
do that particularly
well.

... And we've
got them!

THE CANADIAN broadcaster

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Assistant Publisher
IAN M. GRANT

Advertising Manager
J. DOUGLAS BLUE

Traffic & Circulation Manager
JOAN EMBURY

MAY 1, 1968
VOLUME 10, NUMBER 2

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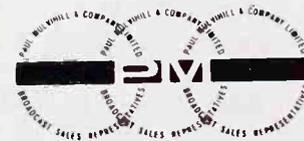
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mail by the Post Office Department,
Ottawa and for payment of
postage in cash.



**PAUL MULVIHILL
& CO. LIMITED**
TORONTO MONTREAL

Light up with us at our first convention.



SOME FREELY SMOKING
NTV MARKETING CIGAR SMOKERS.

Although you may see a lot of familiar faces wearing our name tag, this is actually the first time we've attended an ACA Convention as members of NTV Marketing.

But the ACA Convention isn't the only thing we've been first at.

We were first to introduce you to The Orbit Plan. Prime Time Equivalents. Superspots. A realistic rate for 30-second spots. And we were also the first to give you Seconds. Television messages that can be bought at a per second rate.

And May 9 will be another first, when we attend the CAB Convention.

During the ACA or CAB Convention come by. Say hello. And light up one of our cigars.

After all, we'll be celebrating our first.

SOME NTV MARKETING CIGARS.



NTV Marketing

We never stop starting things.



The people who market CHCH-TV,
Toronto/Hamilton and CHLT-TV, Sherbrooke.

Advertising awareness campaign is based on traditional tri-partite pattern

MOTIVATED BY A DESIRE to increase public awareness of advertising's community role and community contributions, ten years ago, the Association of Canadian Advertisers and what is now ICA, the advertising agency association, founded the Canadian Advertising Advisory Board.

"However," said Allan Yeates, CAAB president, and executive vice-president, Spitzer, Mills & Bates Ltd., in a report to the ACA convention Tuesday morning, "every major project of the Board revealed the need for a close partnership with another major segment of the industry—the media—and so, last year, a new charter of incorporation was obtained.

"The Board now includes four representatives from ACA, four from ICA, and one from each national media organization, bringing together the resources and talents of the Canadian communications industry, insofar as advertising is concerned."

Yeates pointed out that the CAAB has also simplified and re-stated its objectives:

(1) To serve the common interests of the Canadian advertising industry by improving public awareness of the contribution of advertising to Canada's economic and social well-being;

(2) To develop, promote and encourage adherence to approved national advertising standards and practices, including the "Canadian Code of Advertising Standards."

"The Code, one of the early projects of CAAB, was first introduced in Canada in 1963, and has become the accepted standard for judging the acceptability of national advertising," he said.

The public is being made aware of the Code and the protection it affords them, through a new series of advertisements to be run by many of our newspapers and magazines across Canada, he said, and it also will be promoted vigorously by the broadcast media."

More of a profit menace than a vigorous competitor

Yeates stressed that "as national advertisers with a large investment in product development and in related plant and equipment, and as companies that depend heavily on repeat

sales, you are well aware of the need for honesty and integrity in advertising.

"So disappointed customers, or ones who feel they have been misled by an advertisement or a price listing, are often more of a profit menace than a vigorous competitor.

"For a national advertiser in particular, confidence in the marketplace is a priceless asset. Customer goodwill remains the best advertising you can buy."

The CAAB has worked out procedures with the Better Business Bureaus which will continue to "take primary responsibility for handling complaints in the retail field, and we will continue to handle those related to national advertising," he said.

"We have been very pleased with the quick co-operation received from advertisers, agencies and media when complaints come in. For example, even though the Code advertisements have not been generally released, we have received nine complaints.

"Four dealt with false and misleading advertising, one with a price claim, two with exploitation of human misery, and two with bait-and-switch copy.

In the case of the "price claim", the agency agreed to a copy change; in the "exploitation of human misery", the advertisements were withdrawn at once, even though one was being run by a distribution house in England. Two of the "false and misleading" complaints were corrected, one remains outstanding; and in the other case, upon investigation, the advertising claims were found to be not misleading, but quite justified, Yeates reported.

"The copy was corrected on one bait-and-switch complaint, the other case is outstanding, but we are gradually getting down to the nitty-gritty on this one," he said.

Led by the advertisers

"To deal with unresolved issues, we have established two Advertising Standards Councils—one English (which he chairs) and one French, under the chairmanship of Henri Joly, past president of the Canadian Manufacturers' Association. They will study all outstanding complaints and

initiate appropriate action."

He told the ACA that "the real strength of CAAB in the implementation area lies in the involvement of all segments of the industry. On the evidence so far, it would appear that we can often move more quickly and at less cost to the community than a government department acting through the processes of law."

He again stressed that ACA helped to found the Better Business Bureau, "because you were interested in protecting the good name of the honest businessman; you accepted integrity as essential to sound business operations.

"You helped found the BBM Bureau

(continued on page 6)

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

CJBQ HAS RECEIVED 27 AWARDS
AND CITATIONS FROM
NATIONAL, REGIONAL AND
LOCAL ORGANIZATIONS.

TRULY THE VOICE
OF THE
BAY OF QUINTE
BELLEVILLE AND
TRENTON, ONT.

ask Major Market Broadcasters

Your Identification In Print

Printing is your silent salesman—it identifies your company, introduces your services and products, provides recall to your services and products, and its appearance helps to form an image of your organization.

Whether it be your sales brochure, rate card, station listings, letterhead, contract form or any one of the multitude of printed pieces you use each day, the audience that view your printing will form a picture of your company.

Your printing should at all times be of good quality. It need not be elaborate and in many colors however, if you want this, it only takes a little more time to produce.

We would welcome the opportunity to help your silent salesmen do a better selling job for you.

Our modern facilities and the experience gained through serving Canada's business community for over 53 years can provide you top quality and service.

The next time you need printing, call us —
368-3481.

Northern Miner Press Limited

Printing Sales Department
77 River Street
Toronto 2, Ontario

S.C. Johnson & Son Ltd

"Raid" raids bug-killer market... makes a killing

RAIDING THE MARKETPLACE with a new product, and proving its acceptance by a growth in consumer purchases of about \$2 million a year to just short of \$10 million in 12 years, was described to the ACA convention Tuesday as "Steps to a Successful Innovation" for introducing aerosol insecticides as a brand new product category for Johnson's Wax.

F.F. Wiley, marketing director for S.C. Johnson & Son Ltd., Brantford, Ont. gave a graphic presentation of the introduction of *Raid*, "a highly successful achievement in new product marketing."

He described how it was "BR" — that's Before Raid — when getting rid of bugs was a terribly confused and rather messy chore and the per cent of homes buying insecticides was fairly high, but actual consumption was low."

In 1956, Johnson introduced the first big, new idea, Raid House & Garden Bug Killer, and the repetitive message in every Raid commercial, *Raid kills bugs dead*, became well-known. "This all-purpose product... quickly became the biggest-selling insecticide on the market — then set a pace for building the market."

The household insecticide and repellent market jumped to about two and a half times the old 1955 market in five years, when it averaged about \$2 million annually, and Raid was the prime mover behind the increase, he said.

Other special purpose products began to be introduced by Johnson, "under the Raid brand umbrella" or as extensions of the line. The total market moved up another step, so that by 1965 consumer purchases were almost four times the Before Raid level. "During this second five-year period, the annual increase averaged well over half a million dollars," Wiley added.

"Now, with two-thirds of the market, the Raid line, more than ever, had to set challenging objectives, in terms of total market growth, in order to maintain its own rate of increase.

Looking ahead from 1965, the future new product contribution was vitally important. New products to be introduced during the next five years would largely determine just how

high that total market objective could be."

He said in 1967 "consumer purchases were just short of \$10 million and the Raid line took a healthy increase. The market growth is now running close to \$1 million a year — with better than half of that increase in new products — and early indications for 1968 show that this year will be right on target."

CAAB ...

(continued from page 5)

of Measurement and the Canadian Circulations Audit Board because, as consumers of time and space, you wanted to know what you were getting when you made a purchase.

"You established the Canadian Advertising Research Foundation because you wanted surveys that would provide dependable information; and the advertising agency and media organizations have shared in these undertakings because they, too, wanted to be in a position to buy with confidence and to have adequate information with which to make a rational choice."

Yeates said "the Board will use some of the funds invested by advertisers, media and agencies...funds to which many of you (in this audience) have contributed...to underwrite independent research probably under university sponsorship, into various phases of advertising's impact and influence."

Speaking of a third major phase of CAAB activities—to provide information on the advertising function, the Board has produced a fact book, *Advertising Today*, which discusses many of the questions raised regarding the role of advertising, and also serves as an introductory guide to those who might be interested in advertising as a career.

"In addition," he said, "the whole industry has combined, donating space, time, talent, creative and production services and facilities, to an all-media campaign presenting the story of advertising in everyday terms. This is perhaps the most important advertising venture undertaken by our industry. It will be underway by the middle of next month."

Don't ask consumers what they want but what they don't want

A WARNING TO ADVERTISERS and manufacturers against innovation and change for the sake of it was the message from Dr. George Brown to the Tuesday morning delegates at the ACA Conference.

Brown, who heads the marketing research department of the Ford Motor Company in Dearborn, Michigan, said that often the situation arises where the marketer realizes that his product hasn't changed for 10-15 years and having said everything about it that can be said he decides to change it. This course of action may not be the best. Indeed, he said, it may be better to consider a reduction in production costs or a price cut, if a move must be made.

It is just as foolish to demand innovation when no possibility of it exists, as to ignore it if it does exist.

In attempting to innovate or bring about change, Dr. Brown said too much emphasis is put on trying to

determine what the market wants. It is his belief that you cannot organize a survey and ask the consumers what they want and arrive at meaningful results which can be used to create a new product.

Consumers, he said, are not equipped to know what is wanted, what is feasible. When you do this you credit more capability to the average person than to your own technical people.

Rather you should talk to people to get their thoughts — ask them what they don't like about what they now have.

Very often, he said, a general complaint can be a hint that there is a business opportunity. If you can satisfy that complaint, there could be a market.

Another area worthy of close attention is what Dr. Brown called the "fringe market," a limited action which can be the first indication of

potential market.

As an example he cited the case of the few people who many years ago bought pick-up trucks and constructed shelters on the back to protect them from the elements while fishing, or hunting or travelling. Today selling pick-up trucks with campers on the back is big business.

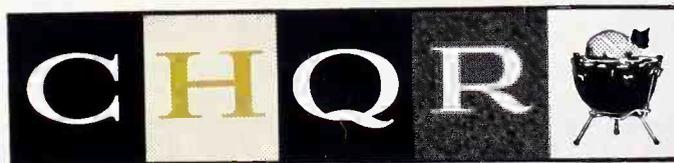
Dr. Brown closed his remarks with the thought that it is smart to plan for innovation, to invest time and money exploring both at the research and development level and among consumers.

It is equally smart to plan for competitive reaction. No matter how good you think you are, plan to meet innovation from other areas.

For very large companies in the dominant position, it is probably smart to wait for innovation then adopt it, thereby allowing somebody else to do all the ground work, he said.

radio - television representatives limited

Proudly sell...*



THE selling sound to Calgary
& South Central Alberta

*Toronto and Montreal effective immediately

Winnipeg and Vancouver effective
May 16, 1968

New product policy: \$50 million for research and product development

BASED ON RESEARCH, the "Family Tree" of 3M products began to grow from a solid trunk, rooted in the experience and knowledge gained from early ventures in "coating things", until its diversified line of products branched out from sales of \$3 million to well over a billion dollars a year.

This 35-year growth pattern was traced by Roy W. Keeley, executive vice-president and general manager, Minnesota Mining & Manufacturing of Canada Ltd., London, Ont. in a Tuesday morning talk at the ACA convention. He said "New products have been a prime ingredient in whatever success we have had.

"Not all products from our research have been successful," he said, "but it is rather interesting to know that through a research project, a by-product may be produced that does in fact have marvellous market potential."

Keeley told how "a great deal of research, time and dollars went into the development of a non-woven fabric. One of our ideas for using the material was in... a brassiere cup. For many reasons, the manufacturers of ladies' undergarments were less impressed with our idea. Finally, a decision had to be made: Do we continue with this project, or write it off as unsuccessful?

"We elected to keep young and today, a first cousin of that ill-fated brassiere cup can be seen on the faces of many doctors in operating rooms, as the 3M aseptic, disposable face mask. One might say that no research project is a perfect bust!"

Keeley said: "Our 3M policy is much like that of the turtle: he knows he can't make any progress unless he sticks his neck out. Our growth comes from our ability to generate new products. Last year, alone, 25 per cent of our revenue came from products which were unknown just five years earlier."

This gave rise to the feeling at 3M, that no product is ever good enough but can always be made just a little bit better. To this end, he said: "We spent more than \$50 million on research and product development last year."

Marketing plus technical minds

Enumerating the many daily uses of 3M products in and around the home, and in industry, Keeley said: "We ask ourselves many questions about potential new products. The most important point is that these questions cannot be answered by the marketing man alone. Only when the technical and the marketing minds are geared together can we develop these answers in time to serve existing needs.

"The best products in the world will gather dust in the factory unless they are forcefully and effectively marketed," and, at 3M "we recruit and train the best men we can find to represent us... and then back them with a strong support program.

"Certainly the day of the individual supersalesman who carried the marketing effort all alone is dying... if not entirely dead.

"Under today's conditions of shortening product life cycles and

relentless consumer demand for that which is new and better," he said, "only the well co-ordinated program, marshalling technical, marketing, product, service and informational strengths, can do the job required in the marketplace."

Corporate package design

"Because anyone's best prospect is the customer already satisfied with another of your products, we feel it is most important to establish our diversified product lines in a meaningful way, so that they can be recognized and understood as a part of our operations."

To do this, he said, "our first step was to distil the cumbersome name, Minnesota Mining and Manufacturing Company, into a quickly recognizable 3M logotype. This same lettering is employed to identify our products."

Due to lack of "family ties linking all the products together", since 3M "operating divisions had almost complete freedom to design their own product packages," Keeley said they "developed a corporate package design theme that could be adapted to any product to indicate its identity as a 3M item.

"We have also launched a program of corporate advertising to build general awareness of 3M and the various products we make. As you know, in North America this has taken the shape of a series of documentary treatments of important questions carried over national network TV."

(continued on page 12)

GROUP ONE ATLANTIC BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

| | GROUP ONE ATLANTIC | % OF PROV. | HALIFAX & COUNTY | % OF PROV. | SYDNEY GLACE BAY | % OF PROV. | BALANCE OF PROVINCE | % OF PROV. |
|-----|--------------------|------------|------------------|------------|------------------|------------|---------------------|------------|
| POP | 367,700 | 49 | 246,900 | 33 | 55,300 | 7 | 88,100 | 11 |
| HH | 89,000 | 49 | 57,300 | 31 | 12,400 | 8 | 22,600 | 12 |
| RS | 301,212,000 | 40 | 288,426,000 | 39 | 77,535,000 | 10 | 81,617,000 | 11 |
| EBI | 503,470,000 | 45 | 402,138,000 | 36 | 91,484,000 | 8 | 124,374,000 | 11 |
| FS | 72,976,000 | 38 | 74,151,000 | 38 | 21,881,000 | 11 | 24,713,000 | 13 |

GROUP ONE RADIO LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

932-8357

923-0919

942-1892

682-6391

CARF serves media more than advertisers

VALIDATORS OF MEDIA RESEARCH is what we have come to be, largely through the influence of media purchasers who believe such is important, said J.M. Philp, chairman, in a status report of the Canadian Advertising Research Foundation at the ACA convention Monday morning.

He told the parent group, in their role of sponsor of CARF, that "important as media research is, we have to wonder if it alone is sufficient to warrant your continued support."

Philp reviewed the history of CARF, established in 1949, "as a non-profit organization operating under a Dominion charter," which was jointly conceived by ACA and ICA "to promote greater effectiveness in advertising and marketing through completely impartial and objective research."

He referred to the term "validation" in describing the work of CARF, saying "we do not initiate research since we have no clear mandate from you to do so. We do not sponsor research because we have no resources sufficient to do so."

"The fees we charge for validation are virtually our sole source of revenue. Such revenue comes in turn not from members of ACA or ICA, but from media, who initiate almost every study in which CARF involvement is requested. Indeed, one might wonder if a more descriptive name for CARF would not be the Canadian Media Research Foundation."

Philp described validation as taking six important steps: determining that the objectives are clearly understood, and that findings in relation to those objectives have

some usefulness to the sponsor and to industry, assessing whether the method is sufficiently sound, whether the work is carried out without important flaws, and whether the results are interpreted within reason. The final requirement, he said, was submitting the Foundation's letter commenting on the completed study, requiring that CARF sees any published summaries, brochures, etc. relating to the findings.

Value of CARF

"How useful it is to you, as a sponsor of CARF, is up to you to determine," Philp told the convention.

"Ten years ago, perhaps two or three projects per year was a reasonable average to anticipate," he said.

(continued on page 12)

IN SASKATCHEWAN'S 3rd MARKET

Prince Albert-the pulpmill city
is still expanding

| | 1963 | 1967 |
|-----------------|--------------|--------------|
| POPULATION | 25,000 | 28,400 |
| RETAIL SALES | \$36,235,700 | \$52,759,000 |
| BUILDING PERMIT | 3,479,948 | 16,136,422 |
| PERSONAL INCOME | 44,251,000 | 54,623,000 |

and
still covered completely by:



Radio & Television

PRINCE ALBERT, SASKATCHEWAN

See your All-Canada man for details

American politics involve Canadian Business

POLITICS IS IMPORTANT in the relationships between Canada and the U.S., C. Knowlton Nash, CBC Washington correspondent, told the ACA during their Key Executives Luncheon in the Royal York Hotel yesterday.

"We Canadians have been able to obtain many special concessions from the United States that other countries have not," he said. "It's not that the Americans are doing this solely out of the goodness of their hearts. It is basically, enlightened self-interest on their part because Canada is their biggest foreign market."

How they achieved the Canada-U.S. auto pact, Nash said, is interesting and demonstrative of the political aspects of the situation. In fact, the agreement hinged on a personal relationship between President Lyndon B. Johnson and the then Prime Minister, Lester B. Pearson.

To illustrate, he brought out a point that a lapse of memory about an old political debt on the part of President Johnson very nearly killed the laboriously-negotiated pact.

Nash said that "while officials in Washington and Ottawa spent months putting together the Canada-U.S. auto agreement—under which our car exports to the United States have increased phenomenally—it was basically a President-Prime Minister political rela-

tionship which brought it into being."

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No. 2

(We must be . . . Everyone else is Number One)

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TOTAL SAT



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WINNIPEG
CALGARY
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NEW YORK
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American politics involve Canadian Business

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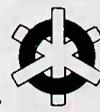
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| | | SAN FRANCISCO |

New products ...

Pointing out that in Canada, they use radio mainly to carry their corporate advertising message, he said they felt that, by using the morning news broadcasts as their vehicle, they would reach the greater majority of business executives, on their way to work. "This corporate program is augmented with advertisements in a wide assortment of trade media and also consumer publications," he said.

"For the first time, on May 5," he said, "we are spreading our wings one step further, sponsoring, in Canada, a one-hour TV special to augment our advertising mix."

"This new venture for us will in no way curtail our present programming but will enrich our present use of advertising media in Canada."

He added that the title of the special is *How Life Begins* and mentioned his interest in the fact that Dr. Mary Calderone was speaking to the convention on advertising as sex education and, he said "our TV special will deal with the prenatal development in humans and in some animals."

Keeley stressed that research, production, technical service, merchandising, sales and advertising are essentially their marketing mix.

"We have placed responsibility for primary marketing decisions as close to the customer as possible to provide the needed sensitivity to meet changing situations. We know that change is the one constant we can count on in modern marketing."

He spoke on 3M's "climate of encouragement" for its personnel, and said "we believe that a company can only make opportunities available; that basically, people must *develop* the opportunities themselves. Each man must have and apply the initiative, energy and purposefulness

required to bring out and develop his capabilities.

"That is why," he said, "you will find no junior executive training programs at 3M. Our people are trained for the job on the job."

"We have a policy of no nepotism and a policy of promoting from within, so between the two we assure ourselves of a continuing supply of competent manpower for the middle and top level jobs. We have, as they say in football, 'a lot of depth on the bench.' The only difference is that our reserves don't have much chance to do much benchwarming."

CARF serves media ...

(continued from page 9)

"This past year, our log of sponsors for whom work has been completed or initiated includes ten projects."

He said these included two studies for MacLean-Hunter business publications, as part of a continuing series, a study of five French-language dailies, a very large project just initiated for the Magazine Advertising Bureau, and studies for the *Toronto Telegram*, *Toronto Life*, *Sept Jours*, *Echo Vedette*, *Calgary Herald*, and *Toronto Star*.

The total projects, all sponsored by media, "and reflecting a reasonable balance of our bicultural heritage... has a retail research invoice value of something like \$125,000."

He also mentioned another CARF activity, the administration of the MacLaren Advertising Research Award, a \$1,000 prize awarded annually for the best paper submitted on advertising research.

"There was no award made for this contest for the year just past," he said. "Publicity for the current year is now out and at the 1969 ACA Conference we hope to announce the winner under the new rules."

CCAB progress report

PATRICK SWEENEY, general manager of the Canadian Circulations Audit Board Inc., gave his progress report to the ACA convention Monday morning, as one of the affiliated organizations.

The CCAB is "a non-profit organization formed specifically to protect and assist advertisers, agencies and media," he said, as he outlined its purposes and its role in advertising.

Sweeney outlined the membership structure of his group, and showed how the CCAB exists as an integral part of any marketing plan.

In the fields of CCAB operations, he said, we include "industry and trade or professional publications; a growing number of consumer publications, and trade shows." The benefits of "qualified circulation" and "audited, comparable figures" to any advertiser were expressed in terms of the material issued by the CCAB.

Sweeney illustrated and explained CCAB statements and reports along with the system of "standard classification of circulation" developed to ensure the use of properly comparable terms by all member publishers.

The auditing of trade shows was examined with a showing of how the final information is presented.

Sweeney also announced a new advertising campaign for the CCAB and said a comprehensive handbook on its operations would soon be available. Offices of CCAB are located at 165 Bloor Street, East, Toronto 5, Ont.

The new state ...

(continued from page 3)

The following are directors: D. A. Brown, president and general manager, Helene Curtis Ltd., Montreal; Willard S. Bush, advertising department manager, Du Pont of Canada Ltd., Montreal; J.V. Dampsy, general advertising and sales promotion manager, Canada Packers Ltd., Toronto; John Foss, manager, marketing services, Canadian Cannery Ltd., Hamilton; Boulton A. Hall, vice-president, consumer products division, The Canada Starch Co. Ltd., Montreal; T. Ralph Hart, marketing services manager, Lever Brothers Ltd., Toronto; A. J. Hodges, vice-president, marketing services, Sterling Drug Ltd., Aurora; W. A. Irwin, advertising and sales promotion manager, Dominion Dairies Ltd., Toronto; L.L. Moore, manager, advertising and sales promotion, Nestlé (Canada) Ltd., Toronto; Daniel E. Presley, director of marketing, Avis Transport of Canada Ltd., Montreal; J.H. Rowland, vice-president, marketing, The Canadian Salt Company Ltd., Montreal.

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER
DISTRIBUTION ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS RESEARCH
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CABLE: PAPPACO

HOYLES, NIBLOCK AND ASSOCIATES BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

CATV • ETV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.

TELEPHONE 613-237-1038

3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

TELEPHONE 604-437-1141



JACK DENNETT



BETTY KENNEDY



BOB HESKETH

the **CFRB** secret



WALLY CROUTER



GORDON SINCLAIR



BILL DEEGAN



BILL McVEAN

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

CFRB  **1010**

ONTARIO'S FAMILY STATION

A message to advertisers and, more especially, the media

Public dissatisfaction with advertising, together with the government's willingness to listen to and act upon the criticism of vocal but numerically insignificant critics, unchallenged by Business, is the major problem confronting this year's Conference of the Association of Canadian Advertisers.

Definitely, most of the destructive and otherwise harmful carping is completely invalid, the by-product of the cerebral miscarriages of people whose instinct it is to write: "Isn't it time that something was done about...?" and then sit and ponder just what to attack.

There can be no quarrel with criticism, however invalid or inconsequential it may be. At the same time, some of it—perhaps even most of it—needs to be considered and answered before it is committed to the waste basket.

The first step is to sort out letters and other communications from a growing breed of presstitutes, whose only motive is to get their names on the air or into the papers.

The only possible result of answering these is to give their senders the satisfaction of hearing or seeing themselves quoted, and of encouraging them to keep on rocking the boat with more of the same.

Publicizing this kind of garbage is not only handing these people exactly what they are after; it is also suggesting to other windbags that they climb on the manure spreader and add their blasts to the stench.

Next comes the dangerous type. These are the ones who are possessed of a certain amount of knowledge, but are confused by the rantings and ravings and can only be set back on the track if they are given the true facts to counter the misconceptions. These are thinkers, though misdirected, and setting them right involves no major problems.

The third and ripest blister on advertising's heel, is the individual advertiser whose abuse of advertising, and probably business practice in general, festers in the public mind to such a degree that it honestly believes that not just this one advertiser but all advertisers are misleaders of the young, purveyors of lust, accessories to extravagance, promoters of alcoholism, ambassadors of excess and perverters of the truth.

Correcting this sort of impression is the real task that confronts business in general and advertising in particular today. And this correcting process is very simple.

First of all get rid of the cause of the unfavorable image.

An image is a simple reflection of an object. If the contours of the object are changed, the image will be altered also. If the object is marred by some sort of disfigurement, repairing or, better still, removing the disfigurement is the only way in which the favorable look of the image can be restored.

The analogy is obvious. The only way to restore a favorable image to advertising is not just to correct but to destroy completely the germs of poison and disease which have already begun to contaminate its lifeline, and to destroy them now, before they can spread over their victim's entire frame.

There are those who believe that this can only be brought about by act of parliament and restrictive government tribunals. But they are so wrong.

All government legislation and restrictive regulation can achieve to prevent alcoholic excess is to burn, or at least close down, every brewery and distillery.

In the same way, in order to protect the public against fraudulent or other harmful advertising, government can only curb or restrict all advertising, including its own, the good along with the bad, thereby undermining the country's

entire economy and labor market, and destroying the well-being of everyone who works for a living.

What is the alternative?

As long as most people make their livings—directly or indirectly—by selling something, there will be frauds, cheats, liars and other miscreants. This is not an expression of opinion. It is a realistic statement of plain fact.

One possible but unfortunate remedy would be the complete outlawing of the whole system of buying and selling, replacing it with another method, under which the state would be the supplier of everything including employment, our needs would be doled out by government depots, or those needs the authorities believed should be filled, and we would work in repayment for these benefactions wherever and how ever our masters in the East Block decided we should. The Russians have a name for it. They tried it once, but somehow or other they didn't seem to like it.

In our North American way of life, upright and decent men and women of business will always have their ranks dotted with unscrupulous schemers who will stop at nothing in their pursuit of a dollar.

Acts of Parliament can achieve nothing with these, except make them redouble their efforts not to get caught.

Codes of ethics and such devices would always be observed punctiliously by the decent majority, who would live by the standards they set even if they had never been written. The others would use all their ingenuity, with which they are well-endowed, to scout around the rules.

The one remaining accessory to the production of advertising, from the producers and sponsors of a TV spectacular to a ten second spot, from a color page in a newspaper to a show card on a garbage can, is the medium itself, without which no advertisement of any kind can ever appear.

Do enough media undertake the truly gargantuan task of screening material before it goes on the air or into their book, to make sure it is in accordance with the canons—their own canons mind you—of propriety and taste?

Media of advertising, which have no direct hand in the construction or compilation of a piece of advertising, are responsible, in the eyes of the law, for whatever goes into it. The broadcasting station or publication which airs or publishes a libelous or slanderous statement is as liable in the courts as the individual or organization which originally uttered it. Here is one reason for pre-publication screening, by a responsible person. But there is a further point.

It is quite a pill to swallow, but if undesirable advertising is to be kept from exposure, no one except the medium is in a position to tell the advertiser or his agency it is not acceptable.

This entails more than internal censorship on the part of the medium, because, in many circumstances, it will require that the medium have a working knowledge of the product or service involved.

This does not just mean the functions of the product, but, for example, its true value on the market against an alleged 25 or 50 per cent saving. In medicinal products he would have to be able to assess the claims made for a pain-killer pill or even more intimate products.

The name of the (advertising) game is sales. But as with most games, there is a book of rules. If we don't make them "house" rules, that is to say rules that are self-imposed, there are bureaucrats in our country's many governments who are just busting to make them for us, and, let's face it, this is exactly what they are doing right now.

Ted McGovern is going into town. He's never heard of your product.

Surprised?

You spent a fortune on spots covering all the 'major' markets. You extended the plan to additional primary markets across Canada to concentrate your advertising against the bulk of your potential market.

Then how did you miss Ted McGovern?

You compared average rates for a prime-time sixty. Eleven major stations for 29-hundred. Compared to CBC network's forty-three stations for 39-hundred. That's a thousand dollar difference. And that thousand will go to pick up addition markets.

But you missed Ted McGovern.

Because how many additional markets can you add for one grand? Four? Five?

Not many!

So why not go CBC network? Less than four thousand dollars covers Canada. Forty-three CBC stations that will unearth the many Ted McGovern from coast to coast.

Ted doesn't know about the intricate strategies of your media plans. The comparisons between eleven stations for 29-hundred, and forty-three CBC network stations for under 4-thousand mean nothing to him.

Ted doesn't even know that he doesn't know about your product.

When your CBC rep comes visiting, ask him to introduce your product to the McGovern—on CBC network.



CBC  **TV**



focus on parameter



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