Meet ACA's 1968 President!
J.W. (Jim) Baldwin
Market Development Manager
Imperial Tobacco Sales Co. of Canada Ltd.
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 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 nine commercials selected for the Annual Media Awards is given to a Canadian advertising agency.

Congratulations upon this achievement.

Sincerely,

Carroll Swan
(What you like about the above survey)

(See Survey, p. 38)

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

Toronto, Nov. 7—Canadian television stations will 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.

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

The study was financed by Baker, in cooperation with CFPL-TV and seven advertising agencies, using nine commercials. The study showed that when commercials are presented in groups, fewer people watch any one commercial in the group.

Mr. Ruscone said he was unable to give any explanation for the drop, but he did not believe the idea of advertising that was less effective than those that were presented individually.
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 on 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 frontline action for ACA. "Advertisers can't afford to hide their heads in sand and ignore criticism of this $480 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


B.E. Legate is managing director and secretary.

(continued on page 12)
Light up with us at our first convention.

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.

We never stop starting things.

NTV Marketing
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 in May, "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 appearing in 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 one 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 was dismissed, 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)
"Raid" raids bug-killer market... makes a killing

RAIDING THE MARKETPLACE with a new product, and proving its acceptance by retail 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 stop, 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."

"The increase 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 undertake independent research; to share the results with you and with the universities—wherever that research is undertaken; to provide information about 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.

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radio - television representatives limited

Proudly sell...

CHQMR

THE selling sound to Calgary & South Central Alberta

*Toronto and Montreal effective immediately

Winnipeg and Vancouver effective May 16, 1968

May 1, 1968
New product policy:
$50 million for research
and product development

BASING 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 brasserie 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 ‘there are always a few of us who 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)
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

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PRINCE ALBERT, SASKATCHEWAN

See your All-Canada man for details

May 1, 1968
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 Prime Minister's political relationship which brought it into being."

He traced the details: In the late summer of 1964, Prime Minister Pearson invited President Johnson to go out to British Columbia to mark the Columbia River Treaty between the two countries. Since this was just at the start of the American Presidential election campaign of that year, he said, Johnson felt it fitted in neatly with his campaign theme of the statesman president in action. "He not only went out west with Mr. Pearson, but took the Prime Minister to some of what were labelled non-political meetings in the U.S. Pacific Northwest," he said.

"After the election, in January 1965, President Johnson was chatting in his office with Washington Senator Warren Magnuson, chairman of the Senate Commerce Committee about various things and he asked Magnuson whether or not he should personally sign and add Presidential weight to the auto agreement with Canada, making it easier to get through a wary Congress.

"He was doubtful that he should because he knew it would engender some heavy protectionist opposition and he did not want to get caught in a cross-fire.

"But Senator Magnuson reminded him that Mr. Pearson had helped him out politically by inviting him to the west coast, and producing much favorable publicity at the start of the past campaign.

"The President slapped his forehead, Nash recounted, and said: "That's right, by God," and decided then and there to sign and personally push through the Agreement. If he had not, it might very well have not been approved by Congress," he added.

He also mentioned that despite a great deal of academic discussion about the possibility of extending the limited free trade principles enunciated in the automobile agreement between Canada and the U.S., "that is just not going to happen in the near future."

Nash said "the reason is the more inward-looking attitude that now prevails in this Congress and is going to prevail in the next Congress."

He sketched President Johnson's entanglement in the Viet Nam situation, the race riots in the U.S. and the current crop of presidential candidates, and said it is God's will that his country make up its mind as to which are the best of the United States. But a lot of people do, and who that next President is, is vitally important to Canada."

Importance to Canada

"What happens in the U.S. election is of utmost importance to me, and you as Canadians, for the man in the White House and people sitting in the U.S. Congress set policies in international and bilateral relationships," he said.

"It is the President's administration, for instance, that decides whether or not Canada is exempt from the interest equalization tax. That exemption allows us to borrow about one billion dollars a year in the United States.

"It is the President's administration which lets Canadian defence plants bid on Pentagon contracts in almost the same manner as American firms, a privilege no other country has and which, in turn, brings Canada about $300-million a year in defence orders from the United States."

"It is the President who exempts Canada from the U.S. oil import quotas applying to other countries; from many balance of payment restrictions; and from a host of other restrictions."

Nash emphasized that "because of the mood of the United States today, Canadians have a good deal at stake in this forthcoming American election. Given the mood of the United States, the next Congress almost certainly is"
going to be even more insular and protectionist than the present one, which, in turn, is much more protectionist than any in recent years. This is not just an aberration of the Congress, but a reflection of the attitude of the American voter today."

This, he declared, could "weaken our hold on many of the special relationships we have with the United States, unless there is a strong Administration highly sensitive to the needs of Canada."

"And all the special exemptions we now enjoy from general U.S. trade restrictions could be reduced, ended or diluted by Congressional pressures. Canada always has a more frightening time with the Congress than with the administration largely because we have so few ways in which to effectively lobby or educate the Congress."

"Only through the Canada-U. S. Parliamentary Group can we bring much pressure or education to the Congressmen."

"For this reason, Canada needs a U.S. President and administration fully aware of the reality of Canadian economic dependence on the United States. It's not entirely comforting to have about 50 per cent of our trade with only one country and with that country owning such a large part of our industry as well."

Price of benefits

"To achieve these tangible economic benefits, however, there is no question we have had to give up at least a portion of our national sovereignty. But in so doing, we must remember that we have been able to provide thousands more jobs, and a much higher standard of living than we would have otherwise."

"In a way," he said, "I suppose in our economic relations with the United States, Canadians act as a kind of mixture of fools and angels: we rush in and fear to tread at the same time."

"Eventually, perhaps it's inevitable that the Canadian and U.S. economies will be drawn closer together in what may be the ultimate economic logic of a single North American market," he said.

"In a way, to charge, as some of our more nationalistic Canadians do, that we are being driven against our will into the arms of the Americans, is like saying you would have to bribe Don Juan to have a date with Venus."

Due to space limitations we were compelled to omit reports of the Tuesday afternoon sessions in this issue. Along with the Wednesday sessions, these will be reported in The Canadian Broadcaster for May 9.

U.S.-Canada pact sparks 11th hour solution to time-change problem

AN 11TH HOUR AGREEMENT between Canadian authorities and the U.S. Federal Communications Commission, last Wednesday, averted what could have been a minor crisis, this past weekend, for about 1,600 U.S. radio stations. The problem arose over the application of a new daylight time law to radio stations, and many broadcasters were uncertain about the hour at which they could begin their broadcast day on the last three days of this month, since DST went into effect here and in many U.S. and Canadian communities on Sunday.

The FCC-Canadian agreement resulted in a temporary waiver of commission rules to allow dawn-to-dusk broadcasters to begin operating at their regular hour of 6:00 am local time.

Behind all the confusion was a complicated set of circumstances involving propagation of radio waves, the Uniform Time Act of 1967, new FCC rules, and negotiations with Canada.

About 2,300 U.S. radio stations are restricted to broadcasting only during daylight hours, and some 1,600 of these have special authority under FCC rules to start broadcasting at 6:00 am, which during late autumn, winter and spring is before sunrise.

The immediate problem arose because an agreement with Canada provides that the 6:00 am sign-on time is officially local standard time, and, under daylight time this is different from the prevailing local time. The FCC has yet to amend its rules to change them permanently to prevailing local time, which would eliminate the problem.

This requires an exchange of formal diplomatic notes with Canada, a process which takes months.

To eliminate the problem, just for this year, an informal agreement was negotiated with Canada to take care of the final three days of April.

FCC regulations provide that a radio station must sign on at the same time for an entire month. Without the FCC-Canadian agreement those stations which had been starting their broadcast day at 6:00 am local standard time would, after the start of daylight time, have had to sign on at 7:00 am for the final three days of April...and would have lost three valuable hours of early morning broadcasting during that period.
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Nash emphasized that "because of the mood of the United States today, Canadians have a good deal at stake in this forthcoming American election. Given the mood of the United States, the next Congress almost certainly is
going to be even more insular and protectionist than the present one, which, in turn, is much more protectionist than any in recent years. This is not just an aberration of the Congress, but a reflection of the attitude of the American voter today."

This, he declared, could weaken our hold on many of the special relationships we have with the United States, unless there is a strong Administration highly sensitive to the needs of Canada.

"And all the special exemptions we now enjoy from general U.S. trade restrictions could be reduced, ended or diluted by congressional pressures. Canada always has a more frightening time with the Congress than with the administration largely because we have so few ways in which to effectively lobby or educate the Congress.

"Only through the Canada-U.S. Parliamentary Group can we bring much pressure or education to the Congressmen."

"For this reason, Canada needs a U.S. President and administration fully aware of the reality of Canadian economic dependence on the United States. It's not entirely comforting to have about 60 per cent of our trade with only one country and with that country owning such a large part of our industry as well."

**Price of benefits**

"To achieve these tangible economic benefits, however, there is no question we have had to give up at least a portion of our national sovereignty. But in so doing, we must remember that we have been able to provide thousands more jobs, and a much higher standard of living than we would have otherwise."

"In a way," he said, "I suppose in our economic relations with the United States, Canadians act as a kind of mixture of fools and angels: we rush in and fear to tread at the same time.

"Eventually, perhaps it's inevitable that the Canadian and U.S. economies will be drawn closer together in what may be the ultimate economic logic of a single North American market," he said.

"In a way, to charge, as some of our more nationalistic Canadians do, that we are being driven against our will into the arms of the Americans, is like saying you would have to bribe Don Juan to have a date with Venus."

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**U.S.-Canada pact sparks 11th hour solution to time-change problem**

AN 11TH HOUR AGREEMENT between Canadian authorities and the U.S. Federal Communications Commission, last Wednesday, averted what could have been a minor crisis, this past weekend, for about 1,600 U.S. radio stations. The problem arose over the application of a new daylight time law to radio stations, and many broadcasters were uncertain about the hour at which they could begin their broadcast day on the last three days of this month, since DST went into effect here and in many U.S. and Canadian communities on Sunday.

The FCC-Canadian agreement resulted in a temporary waiver of commission rules to allow dawn-to-dusk broadcasters to begin operating at their regular hour of 6:00 am local time.

Behind all the confusion was a complicated set of circumstances involving propagation of radio waves, the Uniform Time Act of 1967, new FCC rules, and negotiations with Canada.

About 2,300 U.S. radio stations are restricted to broadcasting only during daylight hours, and some 1,600 of these have special authority under FCC rules to start broadcasting at 6:00 am, which during late autumn, winter and spring is before sunrise.

The immediate problem arose because an agreement with Canada provides that the 6:00 am sign-on time is officially local standard time, and, under daylight time this is different from the prevailing local time. The FCC has yet to amend its rules to change them permanently to prevailing local time, which would eliminate the problem.

This requires an exchange of formal diplomatic notes with Canada, a process which takes months.

To eliminate the problem, just for this year, an informal agreement was negotiated with Canada to take care of the final three days of April.

FCC regulations provide that a radio station must sign on at the same time for an entire month. Without the FCC-Canadian agreement those stations which had been starting their broadcast day at 6:00 am local standard time would, after the start of daylight time, have had to sign on at 7:00 am for the final three days of April... and would have lost three valuable hours of early morning broadcasting during that period.

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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 relationship which brought it into being."

He traced the details: In the late summer of 1964, Prime Minister Pearson invited President Johnson to go out to British Columbia to mark the Columbia River Treaty between the two countries. Since this was just at the start of the American Presidential election campaign of that year, he said, Johnson felt it fitted in neatly with his campaign theme of the statesman president in action. He not only went west with Mr. Pearson, but took the Prime Minister to some of what were labelled non-political meetings in the U.S. Pacific Northwest," he said.

"After the election, in January 1965, Mr. Johnson was chatting in his office with Washington Senator Warren Magnuson, chairman of the Senate Commerce Committee about various things and asked Magnuson whether or not he should personally sign and add Presidential weight to the auto agreement with Canada, making it easier to get through a wary Congress."

"He was doubtful that he should because he knew it would engender some heavy protectionist opposition and he did not want to get caught in a cross-fire."

"But Senator Magnuson reminded him that Mr. Pearson had helped him out politically by inviting him to the west coast, and producing much favorable publicity at the start of the past campaign."

The President slapped his forehead. Nash recounted, and said: "That's right, Mr. President, and decided then and there to sign and personally push through the Agreement. If he had not, it might very well have not been approved by Congress," he added.

He also mentioned that despite a great deal of academic discussion about the possibility of extending the limited free trade principles enunciated in the automobile agreement between Canada and the U.S., "that is just not going to happen in the near future."

Nash said "the reason is the more inward-looking attitude that now prevails in this Congress and is going to prevail in the next Congress."

He sketched President Johnson's entanglement in the Viet Nam situation, the race riots in the U.S. and the current crop of presidential candidates, and said "God knows why anyone wants to be President of the United States. But a lot of people do, and who that next President is, is vitally important to Canada."

Importance to Canada

"What happens in the U.S. election is of utmost importance to me, and you as Canadians, for the man in the White House and people sitting in the U.S. Congress set policies in international and bilateral relationships," he said.

"It is the President's administration, for instance, that decides whether or not Canada is exempted from the interest equalization tax. That exemption allows us to borrow about one billion dollars a year in the United States."

"It is the President's administration which sets Canadian defence plants bids on Pentagon contracts in almost the same manner as American firms, a privilege no other country has and which, in turn, brings Canada about $300-million a year in defence orders from the United States."

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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 by advertisements in a wide assortment of trade media and also consumer publications,” he said. 

“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 ...

This 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 cultural 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 first two years 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 outlined 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 ...

The following are directors: A. A. Brown, president and national manager, Helena Curtis Ltd., Montreal; Willard S. Bush, advertising department manager, Du Pont of Canada Ltd., Montreal; J.V. Dampsey, general advertising and sales promotion manager, Canada Packers Ltd., Toronto; John Forrest, national manager, sales services, Canadian Canners Ltd., Hamilton; Boulton A. Hall, vice-president, consumer products division, The Canadian 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 D.O.T. AND B.B.G. SUBMISSIONS
5253 DECARIE BLVD. MONTREAL 29 QUE. 514-488-9581 CABLE: PAPPACO

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AM・FM・TV CATV・ETV
160 LAURIER AVE. WEST, OTTAWA 4, ONT TELEPHONE 613-237-1028
3110 BOUNDARY ROAD, VANCOUVER 12, B.C. TELEPHONE 604-437-1141

The Canadian Broadcaster (ACA Daily)
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
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 communica-
tions from a growing breed of prostitutes, 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 them-
theselves 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 after; it is also sug-
gesting 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 extrava-
gance, 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 dis-
figurement, removal of the better still, removing the disfig-
urement 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 stop but to
destroy completely the germs of poison and disease which
have already begun to contaminate its life-line, 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
which 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 expres-
sion of opinion. It is a fact.

One possible but unfortunate remedy would be the
complete outlawing of the whole system of buying and sell-
ing, replacing it with another method, under which the
state would be the supplier of everything including employ-
ment, 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 adver-
sising, 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 adver-
sising 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.

This involves the medium's knowledge of the advertising
trends in the field. 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,
we are buccaneers in our country's many
governments who are just busting to make them for us.

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 McGovers 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 McGovers—on CBC network.
focus on parameter

All-Canada Radio & Television Limited

CONFERENCE, NOT CONFRONTATION

Today's sophisticated research activity brings new complexities to broadcast marketing. The buy/sell interplay has moved from the arena to the conference table — demanding a mutual exploration of new data and techniques. Advertising decision-makers have accepted the "Parameter" series of booklets on Broadcast Research with such enthusiasm that All-Canada continues their publication with . . .

"PARAMETER #5 — The Station/Audience Interface"

. . . A discussion of some relationships between station content and audience characteristics. "Parameter #5" should reach you soon.

If you haven't already received the other booklets dealing with Broadcast Research Terms, Sampling, Reach/Frequency, and Brand Optimization, just contact All-Canada.