

# Canadian BROADCASTER

10 YEARS IN OUR 22nd YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS



Photo by Gilbert Milne

**THE ACA GOLD MEDAL** Award Jury, representing all fields of advertising, met in Toronto last month to choose the winner of the award, emblematic of outstanding service in advertising, to be presented at the Gold Medal Award luncheon Tuesday April 29. Seated, left to right are Jurors John R. Malloy, CBC; P. J. McGinnis, Bell Telephone Co. of Canada, ACA president; K. J. Farthing, Canadian Westinghouse Co. Ltd., chairman of the jury; John Gould, Gould-Leslie Ltd., president of the Poster Association of Canada. Standing, from left to right, are Chas. H. Nolan, "The Stouffville Tribune", 1st vice-president Canadian Weekly Newspapers Association; W. E. Trevett, Cooper & Beatty Ltd., vice-president, Graphic Arts Industries Association; B. E. Legate, ACA general manager; T. L. Wilson, "The Oshawa Times", director Canadian Daily Newspaper Publishers Association; Stuart MacKay, All-Canada Radio & Television Ltd., representing Canadian Association of Broadcasters; K. G. Anderson, Walsh Advertising Co. Ltd., first vice-president Canadian Association of Advertising Agencies. Unable to attend was J. A. Daly, Southam Maclean Publications Ltd., representing the Periodical Press.

VOLUME 5, NUMBER 1

TORONTO

Monday, April 29, 1963

## Advertising Code — Major Achievement

THE CANADIAN Code of Advertising Standards, "the first formal, unified statement of standards adopted as a common safeguard by advertisers, agencies and all media" was a major achievement of ACA, working jointly with CAAA and in collaboration with all media, during the past year, ACA president Phil McGinnis told a pre-convention press gathering last week.

"The code," he said, "deals with false and misleading advertising, public decency, superstitions and fears, price claims, disparaging claims, advertising to children and plagiarism."

It is now on the press and will be distributed in a very short time.

Speaking of broadcast research and the Bureau of Broadcast Measurement, the tri-partite audience measurement service operated by the ACA jointly with the agencies and the broadcasters, Mr. McGinnis spoke highly of the tri-partite system, because, as he put it, "we (advertisers) have more confidence in a research project operating in this way." After BBM being "in trouble" a year ago, he felt it was back on the track and forecast great progress under the newly-appointed executive vice-president, Bill Byram.

Other projects which have been completed during the association's year are the "CARF-CDNPA In-Home Media Study"

and the "Daily Newspaper Reader Characteristic Study".

"Reports on these studies will be made by CARF in the very near future," he said.

Mr. McGinnis also reported on the activities of an ACA-CAAA joint committee which had been successful in obtaining several revisions in the Ontario retail sales tax regulations, by means of meetings with department officials.

"This represented a major accomplishment on the part of the committee," he said, "and will be of benefit to our members to the tune of some hundreds of thousands of dollars."

## Canada Needs Advertising

In presenting this, our fifth annual triad of CONVENTION DAILIES we feel as though we were attending a reunion with a group of old friends. We hope you may have comparably warm feeling toward us, because the success of this venture can only be measured in terms of the extent to which it is useful to the members of the Association of Canadian Advertisers and those who should be members.

While the publication of this miniature newspaper is not without its problems, we regard it a privilege to be afforded the opportunity each year to try, in our small way, to make a contribution to the success of this convention, which is of such great importance, not just to the ACA, the advertising agencies and the advertising media, but to the people of Canada who, quite unknown to themselves, derive all manner of benefit from the activities of this hard-working association.

We are sure that the members of the broadcasting industry, whose advertising in THE DAILY makes our project financially possible, experience the same feelings of gratification if these combined efforts are of some service.

• • •

The importance of the Association of Canadian Advertisers is something which, in our opinion, should be made known more widely and more frequently to the general public for a number of reasons.

Due to the fantastic development of this country, which is perceptible almost from month to month, we are faced with the need to develop industry in keeping with this growth. But production is not enough in itself.

Development of industry is only achieved by the production of more and more goods. This makes for an increase in the number of people who are employed and also of the amount they earn and have available to spend.

It is not sufficient to *manufacture* the merchandise. It has to be *sold* too. Sound, honest advertising is the only means to attain this end, so the efforts of ACA to evolve more effective means of advertising constitute a real public service.

## ACA AGENDA - Monday, April 29

- 8.30 a.m. Registration — Hall "A"
- 9.00 a.m. ACA Business Meeting (Members only)
- 9.45 a.m. ACA Special General Meeting (Members only)  
Chairman: P. J. McGinnis, ACA president.
- 10.30 a.m. Tea and Coffee Time (CFRB, Toronto and CJAD, Montreal)
- 10.45 a.m. FIFTEEN MINUTE PRESENTATIONS
- (1) Bureau of Broadcast Measurement  
by J. F. Glasier, BBM president.
  - (2) ACA-CAAA Joint Committee on Radio and Television  
by William Inch and Hugh Horler, committee co-chairmen.
  - (3) Canadian Advertising Research Foundation  
by J. N. Milne, CARF chairman.
  - (4) Canadian Advertising Advisory Board  
by Allan B. Yeates, vice-president CARF.
- 12.30 p.m. LUNCHEON (Members only)  
Speaker: Ralph E. Sewell, president Coca-Cola Limited, Toronto.  
Subject: "The Dual Role In Advertising."  
(Afternoon sessions are open to members only. The first two will be held concurrently.)
- 2.15 p.m. Territories Room — chairman, R. E. Canney, Remington Rand Ltd.  
"The Don'ts and Dos of Economy in Advertising Production"  
by P. D. Break, Copy Chief, J. Walter Thompson Co. Ltd., Toronto.  
Howard Pain, Art Director, J. Walter Thompson Co. Ltd., Toronto.  
(This session will be repeated at 3.00 p.m.)
- 2.15 p.m. Algonquin Room — chairman, Hugh J. Anderson, Salada Foods Ltd.  
"How to Cut Corners — Increase Efficiency — and Have More Time to be an Advertising Manager"  
by Andrew Kershaw, managing director, Ogilvy, Benson & Mather (Canada) Ltd., Toronto.  
(This session will be repeated at 3.00 p.m.)
- 3.45 p.m. Tea and Coffee Time (CFRB, Toronto and CJAD, Montreal)
- 4.00 p.m. Ballroom — chairman, A. F. M. Biggs, director ACA  
"Presenting the Advertising Program to Management"  
by J. W. Kirkconnell, account supervisor, Vickers & Benson Ltd., Toronto.  
T. W. Kober, Director of Marketing, Vickers & Benson Ltd., Toronto.  
(This is a special closed circuit program, demonstrating an Advertising Management Presentation in progress — courtesy CTV Television Network, Robert Lawrence Productions (Canada) Ltd. and TelePrompter of Canada Ltd.)
- ACA MEMBERS' DINNER AND COCKTAILS  
(Personnel of member companies and their ladies only)
- 6.00 p.m. Cocktails, Room B — a la carte
- 7.00 p.m. ACA MEMBERS' BUFFET DINNER Ballroom.

There is another point too.

Perhaps more than any other type of communication, advertising is subject to distortion and misrepresentation by unscrupulous people. Overly-credulous buyers fall prey to such disreputable advertising, not only to their own detriment but with ill effects to the economy of the whole country.

As a result of ACA's efforts to establish and maintain truth and honesty in advertis-

ing, and in its continuing efforts to enforce these standards, cases of this sort are fast diminishing with the result that the Canadian public is deriving enormous benefits, on which it should be more fully informed.

May we then wish ACA President Phil McGinnis and his Board of Directors, Ernie Legate and his staff and the membership of the ACA success with their 48th annual convention in terms of the betterment of advertising for the good of everyone.



We'll admit it, we have been in embarrassing positions at times . . .

. . . because we're quite human and don't know all the answers. But it doesn't happen very often . . . for we make it a practice not to promise things we can't deliver. Which is a golden rule in successful selling . . . and one good reason we keep on serving all the stations we do, as well as we do, for as long as we have.

television representatives  
limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

# DEATH CLAIMS ACA PIONEER

ONLY A FEW DAYS BEFORE the opening of the 48th Annual Convention of the Association of Canadian Advertisers, Athol McQuarrie, who, as ACA general manager for fourteen years, organized and ran the conventions, died in Wellesley Hospital, Toronto after a short illness. He was 74.



Athol McQuarrie, as executive head of the association, saw it grow in membership and influence. Athol McQuarrie, as a man, saw his own circle of friends ripen and grow with each new member.

Writing about him at the time of his retirement, which took place in December 1955, Burton Lewis, editor of CANADIAN MARKETS said:

"Over the years, it is probable that 'usefulness' was the key word in Mr. McQuarrie's program. 'Usefulness' among other things, meant getting more members for ACA. More members meant more strength for ACA, and the ability to add still further to its usefulness."

Ernie Legate, who has been ACA's general manager since January 1957, said:

"Athol McQuarrie helped greatly to develop ACA into the strong force it is today. He was among the pioneers who worked intensely to give advertising the status it now enjoys."

Phil McGinnis, president of ACA and Advertising Manager of the Bell Telephone Company of Canada, Montreal, referred to him as a "stalwart in the early days of ACA."

"I knew him when he was our general manager, and I was a new member coming to our annual conferences from Montreal," he said. "I remember the warmth of the welcome he always gave out of town members. I also remember him for the thoroughness with which he kept members from out of Toronto informed. He instituted various systems of keeping his membership aware of what was going on, and many of the bulletins and news letters he inaugurated are going out to members to this day."

In the early days of THE BROADCASTER, I found him a constant friend on whom I could always try out an idea. His knowledge of printing — he often said proudly he started out as a printer's devil — his familiarity with every phase of advertising, and perhaps more than anything else, his fondness for and understanding of people made him an invaluable counsellor, always eager to listen and willing to impart.

Athol McQuarrie leaves his wife, Fern; a daughter Margaret (Mrs. J. Crook); and a son, Donald, with MacLaren Advertising Co. Ltd. He was buried, privately, April 23. Instead of flowers, donations were accepted for the Heart Foundation.

R. G. L.

## Welcome Advertisers

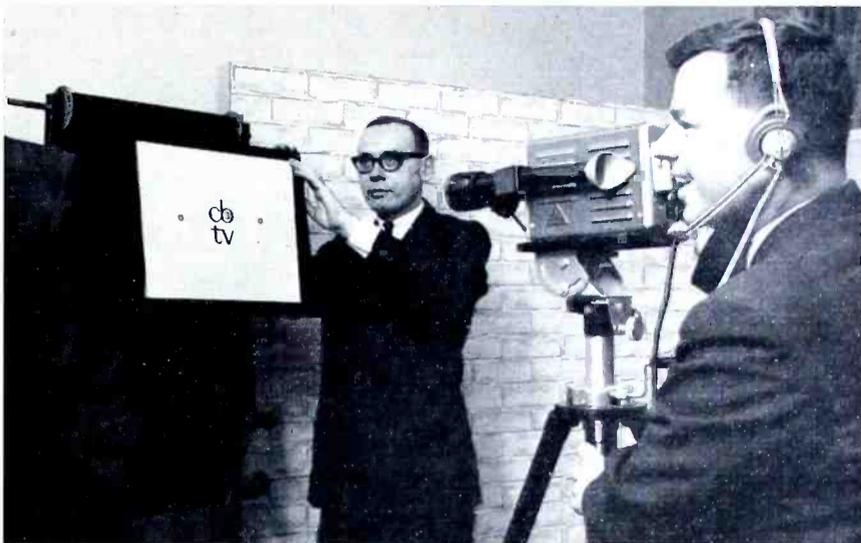
ADVERTISER and agency people will be cordially welcomed at the annual dinner of the Canadian Association of Broadcasters' Convention the evening of May 1, in the Royal York Hotel.

They are also invited to sit in on an important open session Friday morning when Dr. Andrew Stuart, chairman of the BBG and Don Jamieson, president of the CAB will delve into the future of the broadcasting business in the light of the wide feeling that some sort of reappraisal is overdue.

Also open to them is the annual meeting of the Bureau of Broadcast Measurement scheduled for 2.30 to 4 p.m. on Thursday May 2.

## New Toronto Station

# ACA Men Will View CB-TV



VISITORS TO the Cockfield-Brown suite in the Royal York Hotel during the ACA and CAB Conventions will witness the first operational hours of a new Toronto television station.

The station is CB-TV, Channel 3. It will be broadcasting by microwave to the hotel from CB's brand new television station, in the Cockfield-Brown Building, 185 Bloor Street East.

The station includes a studio, vidicon camera, complete telecine unit and control room facilities.

CB-TV, Channel 3 will be on the air each day of the convention from 5.30 until about 9.30 p.m.

The program schedule will include prize-winning commercials from the International Advertising Film Festival, award-winning Cockfield-Brown commercials, informal interviews with personalities in the advertising world and news briefs provided by CANADIAN BROADCASTER, whose reporters will be covering the conventions for the ACA DAILIES and the regular May 9 edition.

## CKTB ST. CATHARINES

- Complete coverage of Rich Niagara Peninsula
- Huge bonus audience in Toronto, Hamilton, S. Ontario
- 32 years of honest service and proven results

Reps:

Paul Mulvihill & Co. Ltd.  
Toronto Montreal

Dial 610

**CKTB**  
ST. CATHARINES



"The Sound of Service in Montreal"

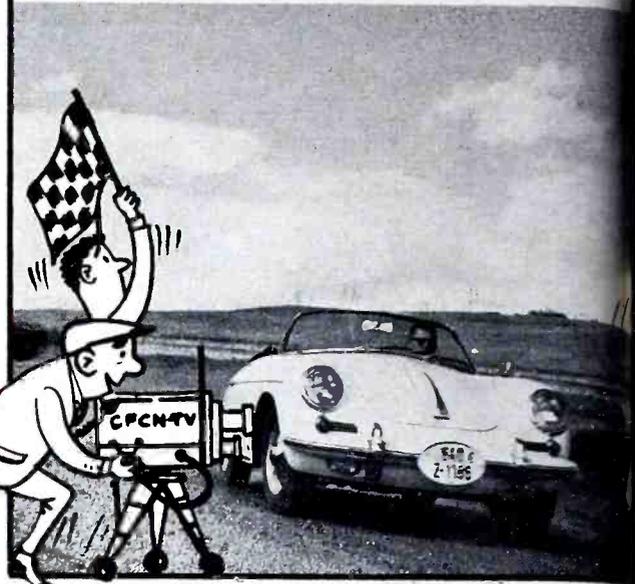
## COMMUNITY SERVICE

One of the most successful station community service projects recently carried on by CKGM Montreal was the Foster Parents project in which each air personality of CKGM adopted an orphan, providing for their monthly keep, and encouraged listeners also to provide the funds to adopt additional orphans. Monthly reports of the orphans' progress and pictures of the orphan involved are then sent to all listeners who contributed. For full details of this Foster Parents' plan on CKGM write:—

Don Wall,  
General Manager,  
CKGM Radio,  
1455 Drummond Street,  
MONTREAL 25, Que.

# ACTION STATIONS!

**ZOOM!** Sports cars from all over Alberta zoomed up the hill to Broadview House at the "top of the town" competing in CFCN's ROTMAN HILLCLIMB - one of the West's first big meets. And all over the country cash registers for Rothman Cigarettes!



## WELCOME DAWN PATROL!

The Breakfast Bell (Bob, that is) dishes up happy talk and happy-type music for CFCN's early risers. And for brides-to-be, Breakfast With Bell is on the house at one of Calgary's leading restaurants.



## BRIGHT IDEA!

It's the TALLEST CFCN strings its 500 half a mile of lights and a "How Many of General Electric national average.



## AUCTION ACTION!

On the edge of his seat, each kid clutches his Old Dutch Potato Chip bag-fronts. On the sidelines, a tempting array of prizes. At the mike, an honest-to-gosh auctioneer says "All right kids, let's go!", and KIDS' BIDS - first tried and proven on CFCN-TV - is underway. Each bag-front means bidding points to the kids - and cash receipts to the sponsor!



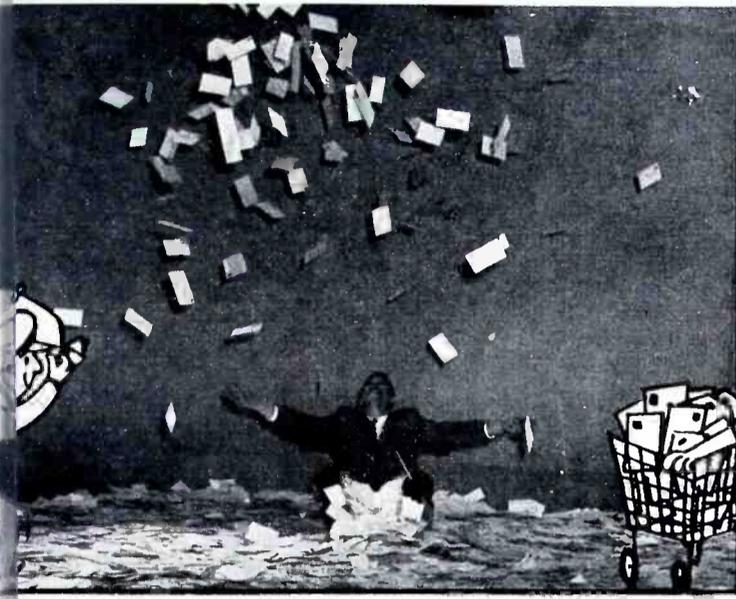
## HEADS UP!

When membership is accepted, and you members see all the hot dogs and drink of CFCN Radio and



# FIESTA!

A slick T.V. interview format with an off-beat approach to material keeps labels pouring in – about 4000 a day. Entrants must identify the mystery object . . . and it's no mystery why they keep coming. Jackpots go as high as \$1,500.00.

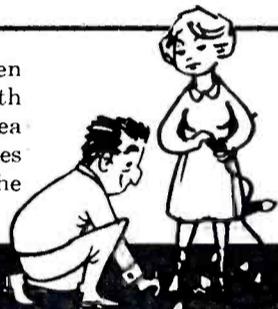


# FAST FOOTWORK!

Football's what they want – and GOOD football's what they get! To supply the network with top-calibre coverage, CFCN's mobile TV unit travelled to Edmonton and Regina to feed the CTV net. Shooting crews followed in CFCN's private plane.

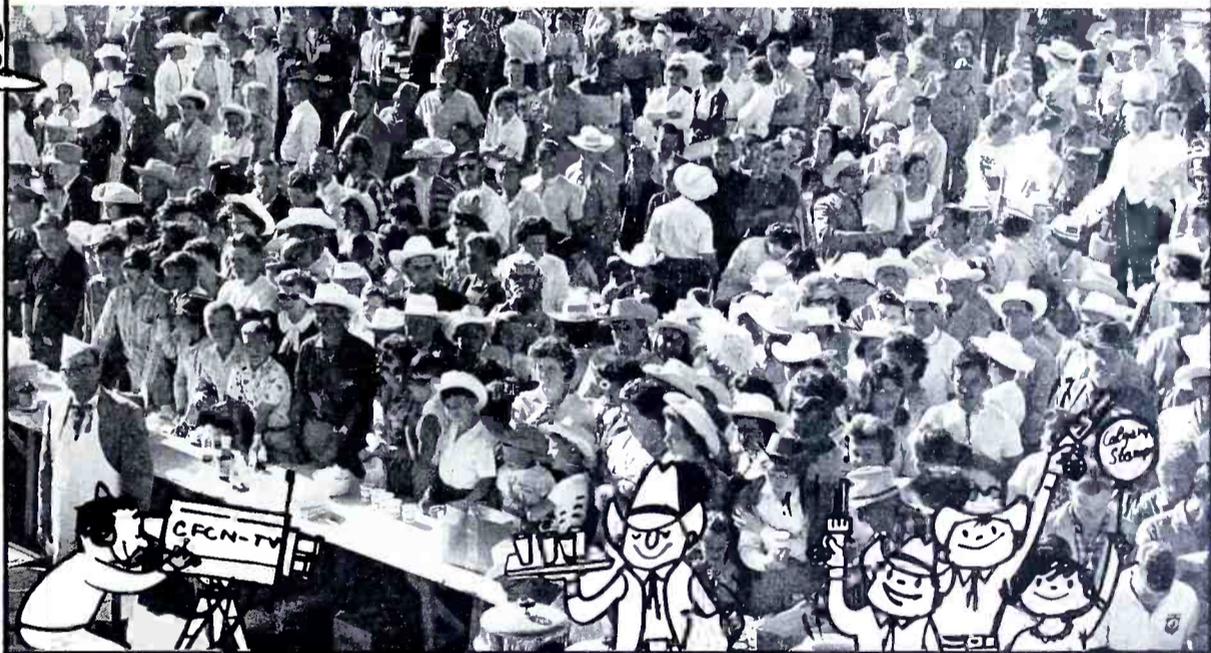


...in the world – when  
...a 500 foot hill with  
...to this bright idea  
...option, Calgary sales  
...as bulbs topped the



# COME AND GET IT!

With national sponsors participating – dozens of CFCN staffers toiling – and twelve to fifteen thousand Calgarians eating – CFCN serves a free flapjack breakfast to all comers at Chinook Shopping Centre to kick off Calgary's big Stampede Week each July.



...or Quarterback Club  
...only the first 1200 are  
...ed in the rush. JQC  
...football games for a  
...sion where they eat  
...the players, as guests  
...mam.

**GET IN THE ACTION! SELL WITH**

# CFCN

**RADIO/TV  
CALGARY**

# WHO'S WHO at the ACA

● **Allan B. Yeates**, age 37, is Senior Vice-President with Spitzer Mills & Bates Ltd. Immediately before taking this position he was Public Relations and Advertising Director for the Prudential Insurance Company of America. Prior to this he was a financial writer with "The Toronto Daily Star" and "The Financial Post". He is a past president of the ACA, is vice-president of the Canadian Advertising Advisory Board, a director of the Bureau of Broadcast Measurement and vice-president for public relations of the United Community Fund of Greater Toronto.

● **J. N. Milne**, Director of Research, McLaren Advertising Co. Ltd., is a B.Sc., Electrical Engineering, Queen's University (1935). He joined the Canadian General Electric test course in Peterborough in 1935 and rose through 17 positions in twenty years, becoming manager of marketing research in 1952. He moved to McLaren's in 1955 as assistant director of research and last year was made director of research.

He is a member of the American Marketing Association, a past-president of the Toronto chapter; the Professional Marketing Research Society; the European Society for Opinion and Market Research.

In his capacity as chairman of the Canadian Advertising Research Foundation he will make a presentation to ACA Members this morning.

● **Ralph E. Sewell**, President, Coca-Cola Ltd., is a familiar figure at these conventions, having been an ACA member for many years. Between 1948 and 1957 he served as ACA director, executive vice-president and treasurer. His service as a director of the Canadian Advertising Research Foundation was rewarded with an ACA Silver Medal in 1953.

A graduate of the University of Toronto, he started with Coca-Cola in 1934 and was advertising manager from 1946 to 1950. His address to the Members' luncheon today is entitled "The Dual Role in Advertising" and concerns the advertising manager himself.

● **Paul D. Break**, Copy Chief, J. Walter Thompson Co. Ltd., Toronto, began his career in advertising on graduation from university, joining the Robert Simpson Co. Ltd. as a copywriter and progressing to copy chief. After some time abroad he returned to Toronto and joined F. H. Hayhurst Co. Ltd. as a copywriter, later moving to McLaren Advertising Co. Ltd. in the same capacity. He was copy chief at Vickers & Benson Ltd., then rejoined McLaren's as a group creative director on a wide range of national accounts. He has been with JWT for two years.

He will discuss "The Don'ts and Dos of Economy in Advertising Production" during this afternoon's sessions.

● **Howard Pain**, Art Director, J. Walter Thompson Co. Ltd., Toronto, entered advertising in 1950 in the art studio of Rapid Grip & Batten Ltd. He moved to Saturday Night Press as a designer of sales promotion and direct mail, and then to Dominion Broadcasting Ltd. as art director. For several years he was a free-lance designer and consultant, before joining Cockfield, Brown & Co. Ltd. as art director. A year and a half ago he joined JWT as art director on the Ford Motor Co. of Canada Ltd. account and is now in charge of the art department.

He will discuss "The Don'ts and Dos of Economy in Advertising Production" during this afternoon's sessions.

● **Andrew G. Kershaw**, Managing Director, Ogilvy, Benson & Mather (Canada) Ltd., was born and educated in England and is an honors graduate in Commerce of the University of London. During the war he served as a Captain in the Commandos. He was deputy director-general of the British Travel Association, London, and as such appointed the new Ogilvy agency to handle its account in 1950. While with BTA he wrote books and articles on the economic and social effects of travel.

In 1956 he joined McLaren Advertising Co. Ltd. and was an account supervisor and director of client service. He was made managing director of OBM in 1960 and was appointed a director of the parent company last year.

"Forms and Procedures for Effective Administration of the Advertising Budget" is the topic of his address this afternoon.

● **James W. Kirkconnell**, Account Supervisor, Vickers & Benson Ltd., Toronto, has had wide experience in many phases of advertising in Canada and the United States. Canadian-born, he is an honors graduate of the Academy of Radio Arts and also studied drama at the Royal Toronto Conservatory.

Having worked as an announcer, copywriter and program director in radio stations here and in the U.S., he entered the agency field in 1953 and was radio-TV director, media director and creative director with leading agencies in Philadelphia. He returned to Canada in 1960, joining V & B.

He is the commentator in this afternoon's closed circuit television production, "Presenting the Advertising Program to Management."

● **T. W. (Ted) Kober**, Director of Marketing, Vickers & Benson Ltd., Toronto, was born and educated in Germany and came to Canada in 1937, working for his first six years here as technical research assistant at the University of Toronto. He joined the Canadian Army in 1943 and on his discharge in 1946 became director of radio at V & B, progressing to director of research and then to director of marketing. He was made a director of the company in 1953.

He has served as vice-chairman of the Canadian Advertising Research Foundation, and as chairman of the publications policy and review board of the American Marketing Association in the U.S., the first and only Canadian in this post. He is an editorial advisor of the JOURNAL OF MARKETING, and represented North American marketing men at the International Marketing Federation assemblies in Rome in 1961 and in Evian last year.

He acted as consultant on this afternoon's closed circuit TV production, "Presenting the Advertising Program to Management."

● **Roger H. Bolin**, Director of Advertising, Westinghouse Electric Corporation, Pittsburgh, controls one of the largest ad budgets in North America, one segment covering consumer products and the other, an industrial advertising budget which includes space in a hundred trade and technical publications.

He joined Westinghouse on his graduation from Rose Polytechnic Engineering School in 1925, and handled advertising for several divisions of the company before taking the overall reins in 1954.

He was chairman of the Association of National Advertisers (the U.S. counterpart of the ACA) in 1961 and was chairman of the committee which published the book "Defining Advertising Goals for Measured Advertising Results", which is the title of his address to the ACA tomorrow. He is a past president of the Pittsburgh Advertising Club, a member of that city's Chamber of Commerce, and is on the advertising advisory committee of the American Cancer Society.

● **Charles S. Carter**, Chief Statistician, Bell Telephone Co. of Canada, Montreal, joined that company in 1929 upon his graduation from the Massachusetts Institute of Technology. He has been engaged in the statistical field with Bell ever since, except for a 14 month period during World War II when his services were loaned to the government and he worked in the Department of Labor.

In 1946 he was put in charge of statistical work. He is a member of the Canadian Political Science Association, the American Statistical Association, the Montreal Economics Association, of which he is president, and the National Agency Review Committee of the Canadian Welfare Council.

"Measuring Advertising Effectiveness" is the topic of his address to the ACA tomorrow.

● **W. J. Heisey**, Manager of Advertising Productions Division, Procter & Gamble Co. of Canada Ltd., is Toronto-born. A B.A. in Economics of Trinity College, University of Toronto, he went on to Harvard and a second B.A. in Economics. He joined Procter & Gamble in Toronto on graduation and has been with the company ever since in areas of brand promotion.

He will give one of three case histories on "Measuring Advertising Results" in tomorrow morning's program.

● **J. F. Glasier**, Passenger Car Advertising Manager, Ford Motor Co. of Canada Ltd., Oakville, entered advertising via a circuitous route through survey and inspection of airport construction for the Department of Transport, four years in the RCAF, Canadian Pacific Airlines, and sales engineering at Canadian Allis-Chalmers Ltd. During his seven years with Allis-Chalmers he switched to advertising, becoming advertising manager in 1950. He joined Ford in 1955.

He has been active in the Industrial Advertisers Associations and was president of the Montreal chapter of NIAA in 1954-55 and a director on its national board for three years. He has served on the BBM research and development committee and the ACA-CAAA joint committee. He is now president of BBM, in which capacity he will make a presentation to ACA members this morning, and also vice-president of ACA and a director of the Audit Bureau of Circulations.

He will give one of three case histories on "Measuring Advertising Results" in tomorrow morning's program.

● **Cecil Baber**, Advertising Research Supervisor, Du Pont of Canada Ltd., Montreal, has, in addition to his knowledge of advertising, a wide background in the field of social science. He studied psychology and economics at the University of British Columbia and worked with the B.C. Department of Social Welfare and also with disturbed children at the Ryther Child Centre in Seattle.

Free-lance newspaper and magazine work in Europe and the Middle East led to advertising and public relations work in Montreal prior to his joining Du Pont last year.



Allan B. Yeates



Ralph E. Sewell



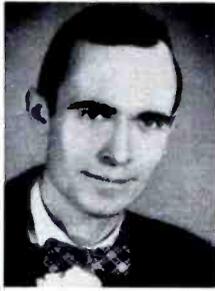
Paul D. Break



Howard Pain



Andrew G. Kershaw



James W. Kirkconnell



Roger H. Bolin



Charles S. Carter



W. J. Heisey



J. F. Glasier



Cecil Baber



Walt Kelly



E. B. Weiss



James O. Peckham



C. Warren Reynolds



Donald J. Martin



Harry Wayne McMahan



Robert Pliskin



Max Freedman



Ted Earl

He will give one of three case histories on "Measuring Advertising Results" in tomorrow morning's program.

● **Walt Kelly**, Cartoonist and Creator of the Comic Strip Character "Pogo", is internationally renowned for the spontaneity with which he can delineate the topics of the day. Since the appearance of "Pogo Possum" in a comic book feature in 1943 and the syndication of the comic strip in 1949, the little characters from the animal kingdom have delighted the public with their commentaries on life and its big and little problems. Over 400 newspapers carry the comic strip and over 1,500,000 copies of the Pogo books have been sold.

Those attending the Gold Medal Award luncheon tomorrow will be treated to a humorous and entertaining talk, "As Pogo Sees It".

● **E. B. Weiss**, Vice-President, Director of Special Merchandising Service, Doyle Dane Bernbach Inc., New York, has been described by the National Retail Merchants Association in the U.S. as "an advisor as well as a prophet", and he may well be credited with having helped to create what is now called the "retail revolution". (He) has predicted about every change, little or big, that has taken place in retail marketing over the past quarter century.

He writes a controversial weekly column for ADVERTISING AGE and is the author of "Merchandising for Tomorrow", "The Vanishing Salesman", and "1010 Tested Ideas that Move Merchandise", all published by McGraw-Hill. For several years he has been conducting studies in depth on various aspects of merchandising for DDB, currently completing one to be titled "The Rising Tide of Individual Taste".

He will address tomorrow's meeting on "The New Role of the Salesman in our Changing Pattern of Distribution".

● **James O. Peckham**, Executive Vice-President and Director, A. C. Nielsen Company, New York, has spent almost his entire business life in sales and merchandising work. He has a degree in Electrical Engineering from the Illinois Institute of Technology and did graduate work in commerce and business at Northwestern University. He has lectured to several graduate schools, including the Harvard School of Business Administration and the Graduate School of Commerce at New York University.

He joined Nielsen in 1926 and for the past 25 years has been in charge of its eastern operations, which make up more than half the company's total U.S. business.

Tomorrow afternoon his topic will be "Enter the New Product" and he will present case histories on a number of successful new food and drug products.

● **C. Warren Reynolds**, President and General Manager, Ronalds-Reynolds & Co., Toronto, is a well-known public speaker, a tireless campaigner for ethical, believable advertising. He received his early training on the advertising copy desk of MacLEAN's and CHATELAINE magazines and later moved to the advertising sales department of the Maclean Publishing Co.

In 1946 he joined his father's advertising agency, E. W. Reynolds Ltd., and in the ten years following his election as president in 1950 the agency more than quadrupled billings. At the merger with Ronalds Advertising Agency Ltd. in 1960 he was elected president.

He is active in professional associations, a past-president of the CAAA, was for many

years liaison director of the ACA-CAA joint committee on Radio and TV, was director and secretary-treasurer of the Ad and Sales Club of Toronto. He is a director of both the Audit Bureau of Circulations and the Radio and Television Executives Club.

Tomorrow afternoon he will forecast "The Wants, Needs and Habits of Canadians in 1975".

● Donald J. Martin, Vice-President, J. Walter Thompson Company, Chicago, is Canadian-born and educated, a graduate of the Academy of Radio Arts and the University of Toronto. During high school he worked part-time at CKPC Brantford and was a radio announcer, writer and producer, and worked with Maclean-Hunter and Canadian Engineering Publications, before joining JWT in Toronto twelve years ago.

He has seen extensive service with numerous clients in JWT's Toronto, Sao Paulo, Brazil and Chicago offices. Presently he is international co-ordinator in the Chicago office, and general overseas supervisor for Kraft Foods, which involves travel to the U.K., Denmark, Belgium, Germany, Switzerland, Italy, Venezuela, Mexico and Australia. He is a member of the International Advertising Association and has lectured on international marketing at Northwestern University and the University of Illinois.

His address, "What We can Learn from European Advertisers" opens Wednesday's meetings.

● Harry Wayne McMahan, Analytical Consultant on Television Commercials, New York, has been a student of communications for more than 30 years. He was a newspaper city editor at 16, began writing and producing for radio at 20, and at 24 went into advertising. At 30 he was head of his own film company in Hollywood and for 15 years he wrote and produced motion picture short subjects, sales training films, institutional films and pioneered more than 200 accounts in TV.

Following five years on the plans boards of McCann-Erickson and Leo Burnett, he established a private consultancy and now has more than 60 U.S. agencies and advertisers among his clients and also serves international clients in England, France, Germany, Japan and Australia.

He stages more than a hundred seminars a year and has recently completed a round-the-world tour in which he conducted seminars in nine countries and added to his "History of TV Advertising" film library.

Author of the book, "The Television Commercial", his topic on Wednesday is "TV Advertising Today".

● Robert Pliskin, Vice-President, Benton & Bowles Inc., New York, is a graduate of the Pratt Institute and began his career in advertising after four years with the Air Force. He was with Anderson & Cairns for six years, then moved to McCann-Erickson where he became an art supervisor and a member of the creative plans board. Four years ago he joined B & B as vice-president in charge of art, and continues to study art at night. He also teaches at the School of Visual Arts, is a member of the Creative Review Committee, and writes articles for PRINTER'S INK.

Speaking on "How an Art Director conceives an idea" tomorrow, he will evaluate advertisements he considers to be the most creative.

● Max Freedman, Washington Correspondent and Columnist, CHICAGO DAILY NEWS, is "one of Canada's most illustrious journalistic sons". He is best known here for his work as Washington correspondent for the WINNI-

PEG FREE PRESS and his frequent appearances on the CBC. He is also Washington correspondent for THE GUARDIAN (Manchester). A specialist in the field of international affairs, he has undertaken extensive assignments for the Canadian Institute of International Affairs and the Council of Foreign Relations.

A gifted public speaker, he will address the Key Executives' Luncheon on Wednesday on "This Competitive World", discussing the Common Market, Canada, and the Communist challenge.

● Ted Earl, Editor of "MARKETING" which he first joined in 1926, probably knows more advertising executives than anyone else in Canada. He will preside over his paper's Annual Exhibit on Wednesday afternoon as he has for the past four years. Prior to going with "MARKETING", he was with CJCH, North Bay and the McConnell, Eastman agency. He is married, has two daughters and two sons, and indulges in rose-growing, bridge and painting. As a competitor in the trade paper field he is helpfully co-operative and generous with information.

## HARDY RADIO SELLS

- { CKCL — Truro
- { CKDH — Amherst
- CKMR — Newcastle
- CKNB — Campbellton
- CHNC — New Carlisle
- CKBL — Moiane
- { CJFP — Rivière-Du-Loup
- { CJAF — Cabano
- CKRS — Jonquière
- CHRL — Roberval
- CHRC — Quebec
- CHRC-FM — Quebec
- CKSM — Shawinigan
- CKJL — St. Jerome
- CKRN — Rouyn
- { CKVD — Val d'Or
- { CHAD — Amos
- { CKLS — LaSorre
- { CJSO — Sorel
- { CJLM — Joliette
- CKBS — St. Hyacinthe
- CHEF — Granby
- CKLD — Thetford Mines
- CFJR — Brockville
- CKLY — Lindsay
- CFTJ — Galt
- CJME — Regina
- CHFM-FM — Calgary
- CJAV — Port Alberni

## HARDY MEN KNOW THEIR MARKETS

# They're Tearing the Heart out of SASKATOON!

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



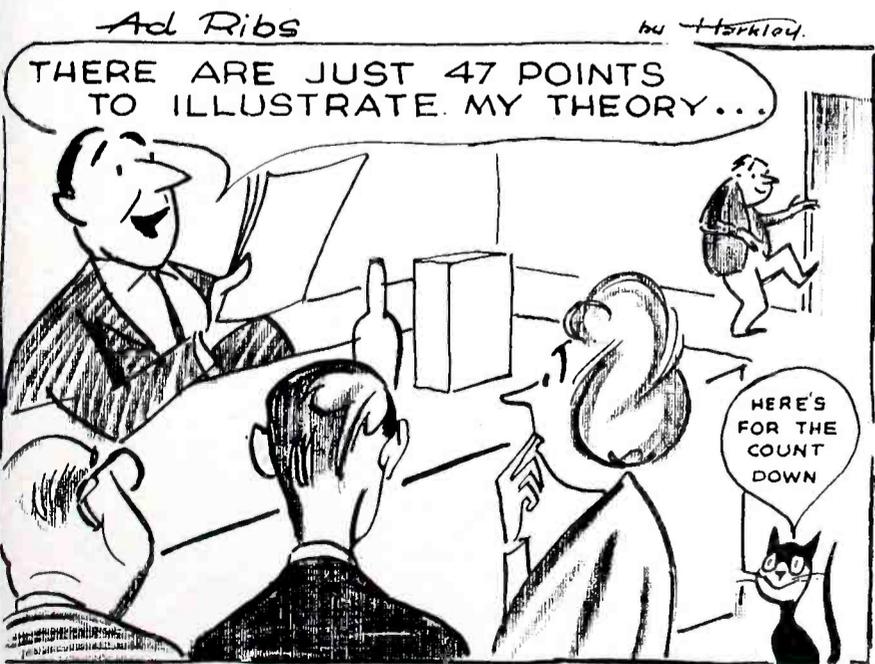
## THE LITTLEST HOBO



NEW HALF-HOUR ADULT-ACTION SERIES

Produced in Canada for International Distribution





COME AND SIT IN THE CLIENT'S CHAIR . . . at CTV convention headquarters and take a look at the many pilot-prints available now for the expanded fall schedule on the network that means business.



# SPARKS FROM THE GAVEL

by PHIL MCGINNIS

THE OTHER DAY I saw a dedicated man at work.

He was directing the production of a television commercial.

This man saw the idea that the commercial was to communicate, more clearly focused in his mind, than it was in the minds of those who had prepared the story board.

When we went to lunch, he stayed behind. This was no act. He eats when he has completed his job. He wanted to think for a while about the afternoon session.

He was positive in his demands. He was appreciative of others' ideas. He knew how he wanted to reach the audience and he knew if he got the result he sought, when he watched his TV monitor.

Camera men, boom and light technicians, even the performers, understood that he knew his business and did just a little better.

I was happy because I had to OK the bill. Even though I didn't remain to see the commercial completed. I left the studio in high spirits. It is a warming experience to see one on fire with a great desire to really excel.

Now I have no idea what sets people on fire. We are all different

and our desires respond to totally different stimuli. But I do believe that the incentives that goad us to excel, must be combined with a great inner desire. One must, of oneself, want to attain the goal. The external influences can trigger our internal drive. The pity is, that so few even partially exert themselves, to the point that they make use of their full capabilities.

The spark — what is it?

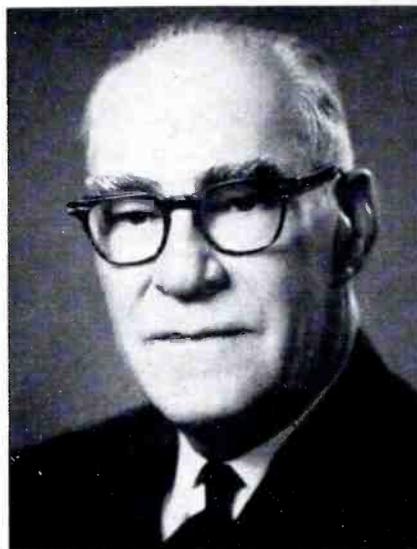
### SPARK THAT REKINDLES

To many of us, this conference could be the same old stuff. To others, it will indeed be a spark that will rekindle our desire to make a more valuable contribution to the enterprise we serve.

Had you been assigned the task to select a conference speaker, you would have chosen a man who would above all inspire his listeners. He would, so you would hope, leave each one in the audience with a desire to examine what each of us could do better, if we only wanted to.

This inspiration could become a reality if we would see that this conference is merely a device that helps us to withdraw from our daily pursuits. And during this retreat, we

have the opportunity to critically examine what makes us run and if



we are really running at all or merely crawling at a snail's pace.

Even the leisure informal hours of a conference can help us recharge our batteries or merely put a further drain upon them.

Our business, the advertising business, needs people just as alert, just as intelligent and with as much drive, as any other facet of the enterprise we serve.

### VOICE OF THE INDUSTRY

Our business speaks as the voice of the industry we serve, whether we work at a drawing board, write copy, set type, manage an agency, or manage an advertising department. The end result of our productive effort is paraded for all to scrutinize. If what we produce is judged to be extravagant, in poor taste, ill conceived, we merely pour water on the wheel of the critic who would like to grind out more evidence that our business is a drain upon the economy.

But, if, through attending this conference, we can go back to our tasks determined to build advertising that helps to inform correctly, that helps people to buy intelligently, we will add to the prosperity of the business we serve. We will help to keep our economic life healthy. We will confound those who would seek to impose restrictions upon our freedom of action.

Ours is a great and interesting challenge.

Our 48th A.C.A. conference could be the trigger that would help many of us to look more objectively at ourselves.

If it does this, it will accomplish what those who have worked hard organizing it, had in mind.

## CRASH the 'Sound Umbrella'!!

Like the Iron and Bamboo Curtains, there's an invisible umbrella covering the White Oaks — Halton and Peel! THE 56,260 HOMES OF THESE COUNTIES CREATE THIS IMPENETRABLE SHIELD BY KEEPING THEIR RADIO DIALS FIXED AT 1250 — CHWO RADIO!

**CHWO — the home station of the White Oaks — is the only single medium which keeps 218,542 suburbanites up-to-date on local and community happenings as well as world wide news. THEY LIKE THE GLORIOUS SOUND OF GREAT ALBUMS OF MUSIC TOO!**

If your commercial messages — fired from the big Metro cities of Toronto and Hamilton — are bouncing off this invisible shield, have your ad agency ask one of our Sales Representatives how YOU can crash the Sound Umbrella surrounding this rich 381 MILLION DOLLAR MARKET.\*

**CHWO**  
The WHITE OAKS Station

#### Representatives:

##### TORONTO

Gil-Ard Associates  
66 King St. West  
EM. 6-7182 — Hal Pirner

##### WINNIPEG

Broadcast Representatives Ltd.  
211 Dayton Building  
WH. 3-6115 — Jack Blick

##### MONTREAL

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

##### VANCOUVER

Radio Representatives Ltd.  
1407 West Broadway  
RE. 3-1171 — Frank Jobes

\* Buyers Income — Sales Management, 1962

# Canadian BROADCASTER

10 W IN OUR 22nd YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS



Photo by Herb Nott and Co. Ltd.

VOLUME 5, NUMBER 2

TORONTO

Tuesday, April 30th

Pre-taping the closed circuit TV program seen by the ACA, "Presenting the Advertising Program to Management," at Robert Lawrence Productions Ltd., Ron Colnett of Vickers & Benson Ltd. (standing) briefs (clockwise) M. N. Brown, vice-president of Christie, Brown & Co. Ltd.; E. T. Gater, vice-president of Sterling Drug Ltd.; Robert Bras, vice-president of Nestlé (Canada) Ltd.; E. A. Seaborn and R. Strutt, Vickers & Benson, Ltd. (Story on page 2)

## Gold Medal Pogo and Banquet Headline Second Day

CANADA'S OUTSTANDING advertising man and the world's best known swamp possum will share the limelight at today's luncheon.

The outstanding advertising man is the winner of the ACA Gold Medal Award for 1963, whose identity is kept secret until announced at the luncheon. He is chosen by the Award Jury for advertising, as the person who has done most for advertising during the past year.

The swamp possum is Pogo, the philosophical, sometimes controversial and always amusing creature who shares comic page space with a Barnum-speaking mole, assorted mice, caterpillars, an alligator etc. His creator, Walt Kelly, will speak at the

Gold Medal luncheon on "How Pogo Sees It."

This afternoon, under the chairmanship of George A. Meen, are three hard-hitting presentations on the marketing function.

First, E. B. Weiss, director of special merchandising service for Doyle Dane Bernbach of New York, who doubles as a columnist for ADVERTISING AGE, will speak on "The New Role of the Salesman in Our Changing Pattern of Distribution."

Then J. O. Peckham, executive vice-president of A. C. Nielsen, will discuss problems of bringing a new product to market — "Enter the New Product."

Finally, C. Warren Reynolds, president and general manager of Ronalds-Reynolds & Co. speaks on "The Wants, Needs and

Habits of Canadians in 1975." In this he will examine the scientific, technical and social changes which will affect the consumer, the producer and the advertiser 12 years from now.

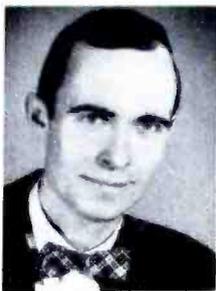
Guests of the convention are welcome to join any members who have survived last night's festivities for the biggest social event of the conference, the annual cocktail party and dinner. Cocktails are served in the Ballroom at six, followed by dinner in the Canadian Room at seven. Carmel Quinn, the Irish show stopper will be featured artist for the post-dinner entertainment, singing along with Moxey Whitney and his orchestra.

Annual dinner ticket covers cocktails, dinner and entertainment.

# SHARE OF MIND — SHARE OF MARKET

"HOW TO PRESENT the Advertising Program to Management" was dramatized for ACA members yesterday with a pre-videotaped closed circuit television production demonstrating an effective approach for advertising managers to take in presenting their case to top brass.

Crux of the presentation, said commentator J. W. Kirkconnell, account supervisor, Vickers & Benson Ltd., was the "share of mind" and "share of market" rationalization. This link was elaborated upon by T. W. Kober, director of marketing at V & B and ACA consultant on the presentation.



James W. Kirkconnell

"Case histories demonstrate that the advertising level which a company supports relative to its main competitors has a direct bearing on sales performance," he said. "What we refer to as the advertising level corresponds to establishing a specific 'share of mind' or consumer preference relative to competition. This consumer preference should relate, in turn, to the company's share of market. It is this important relationship which advertising management must interpret to business management."

To illustrate how to do this, the presentation enlisted three prominent management men "acting in an uninformed capacity only for the sake of our demonstration," said Kober; E. T. Gater, vice-president of Sterling Drug Ltd., M. N. Brown, vice-president of Christie Brown & Co. Ltd., and Robert Bras, vice-president of Nestlé (Canada) Ltd.

"Starring" as the ad manager making the presentation was R. H. Colnett, account supervisor at V & B, backed up by E. A. Seaborn, a director of V & B and an account supervisor, playing the agency account executive, and Robert Strutt, V & B account executive, playing the company's sales promotion manager.

## LONG-TERM SALES

Setting the scene, the company was described as the Canadian subsidiary of a British firm whose sales of Safer-On, a roll-on deodorant, were declining because of "lack of reality by top management in assessing the role of advertising". They, it seems, were "concerned only with immediate profit dividends for stockholders and unaware of the role advertising must play in increased long-term sales and profitability."

"Advertising management today must be concerned with advertising as an investment," said Kober. "Advertising budgeting is just as necessary as budgeting for the cost inherent in the manufacturing itself. Profit opportunity is directly related to a company's selling effort and advertising is the only way in which

a company can sell to consumers en masse to reduce its cost of selling."

The presentation presumed a high level of professional advertising management in which the advertising manager asks for approval on policy and budget only. On this basis, the ad manager opened his presentation with a review of the marketing objectives and considerations on which his plans were based, backing up his facts and recommendations with charts.

Defining his advertising goals as (1) to increase consumer preference, (2) to present a superior quality message, and (3) to create strong awareness of the company name, he emphasized the share of mind, share of market relationship.

"With our advertising we can do no more than predispose consumers to our product. We can only buy their 'share of mind'. Other factors in the marketing mix . . . can adversely affect sales in spite of achieving a specific share of mind goal. However, if we are competitive in the other areas of our marketing mix, gaining a desired share of mind will

relate to a similar increase in market share.

To back up the "share of mind, share of market" rationalization and to work up to his request for a large increase in budget, the ad manager presented charts based on past advertising budgeting and results, consumer research and market data comparing his company with the competition, with projections for 1963.

"We have been decreasing advertising expenditure while our competitors have not," he said. "When we cut back advertising investment it resulted in decreases in consumer preference with corresponding drop in market share."

## FLEXIBLE BUDGET

Requesting his ad budget, he stressed that it should be flexible, enabling strategy switches to meet competitive activity and to adjust to consumer attitude studies.

The presentation included recommended ad expenditures by month, related to industry sales by month and by market. Specific messages

and media were outlined by the agency account executive, talking costs.

The sales promotion man also took the floor, discussing merchandising problems, coming up with solutions, proffering a sales promotion activity chart.

Summing up, the ad manager presented the advertising plan costs in chart form, distributed brochures on the presentation to the management team, and asked for its authorization "by Monday".

"And so, as in all effective selling presentations, we conclude by asking for the order," said the commentator.

Films of the closed circuit presentation can be made available on request. It was produced through the co-operation of CTV, who provided the closed circuit facilities; Robert Lawrence Productions Ltd., who videotaped the program; Canadian TelePrompter, who provided the giant screen and projection; Art Associates, who provided the art for visual aids; and Robert Simpson Co. Ltd., who provided the furniture.

## ACA AGENDA — TUESDAY, April 30

- 9.00 a.m. Registration
- 9.30 a.m. Ballroom — chairman, J. W. Cook, vice-president and treasurer, ACA.  
"Defining Advertising Goals for Measured Advertising Results"  
by ROGER H. BOLIN, director of advertising, Westinghouse Electric Corporation, Pittsburgh, Pa.
- 10.15 a.m. "Measuring Advertising Effectiveness"  
by CHARLES S. CARTER, Chief Statistician, Bell Telephone Company of Canada, Montreal.
- 10.45 a.m. Tea and Coffee Time (CFRB, Toronto and CJAD, Montreal)
- 11.00 a.m. "Three Case Histories on Measuring Advertising Results"  
(1) W. L. HEISEY, Manager of Advertising Productions Division, The Procter & Gamble Co. of Canada Limited.  
(2) J. F. GLASIER, Passenger Car Advertising Manager, Ford Motor Company of Canada Limited.  
(3) CECIL BABER, Advertising Research Supervisor, Du Pont of Canada Limited.
- 12.30 p.m. GOLD MEDAL AWARD LUNCHEON  
Speaker: WALT KELLY, creator of "Pogo".  
Subject: "As Pogo Sees It."
- 2.30 p.m. Ballroom — Chairman, George A. Meen, vice-president, ACA.  
"The New Role of the Salesman in our Changing Pattern of Distribution"  
by E. B. WEISS, Director of Special Merchandising Service, Doyle Dane Bernbach Inc., New York.
- 3.00 p.m. "Enter the New Product"  
by J. O. PECKHAM, Executive Vice-president, A. C. Nielsen Company, New York.
- 3.45 p.m. Tea and Coffee Time (CFRB, Toronto and CJAD, Montreal)
- 4.00 p.m. "The Wants, Needs and Habits of Canadians in 1975"  
by C. WARREN REYNOLDS, President and General Manager, Ronalds-Reynolds & Co., Toronto.
- ANNUAL DINNER AND COCKTAILS
- 6.00 p.m. Cocktail Party, Ballroom  
(For annual dinner guests)
- 7.00 p.m. Annual Dinner, Canadian Room  
Entertainment, in which Moxie Whitney presents "The Sparkling Carmel Quinn" of "Mick McGilligan's Ball" fame and a couple of musical clowns, Gil Miller and Arnold Archer.

# BOB OLIVER NEXT ACA PRES



companies who buy 75 per cent of the estimated \$500,000,000 expenditure on national advertising in Canada each year.

Other officers elected include: George A. Meen, advertising manager, Christie, Brown and Company Limited, executive vice-president; J. W. Cook, advertising supervisor, The Shawinigan Water and Power Company, vice-president and treasurer, and A. F. M. Biggs, advertising and public relations manager, Canadian Industries Limited; J. F. Glasier, car advertising manager, Ford Motor Company of Canada Limited; W. T. McFarlane, advertising manager, Canadian Pacific and Robert M. Sabloff, director of advertising, The House of Seagram Limited, vice-presidents.

ROBERT E. OLIVER, public relations and advertising supervisor for The Bank of Nova Scotia, was elected president of the Association of Canadian Advertisers at yesterday's business meeting.

Membership in the Association includes 165 large and small Canadian

New directors are: Leslie C. George, manager, consumer relations department, International Harvester Company of Canada, Limited; Miss Muriel McCullum, executive vice-president, Bulova Watch Company Limited; and Yves J. Menard, vice-president and general manager, Consumer Products Division, Johnson & Johnson Limited.

## Today's Admen — Tomorrow's Prexies

RALPH E. SEWELL, described as "one of our boys who made it", gave yesterday's ACA luncheon guests his reasons for believing that advertising has not only earned its spurs as a management tool in moving goods and services efficiently.

"I feel that, in the process of its evolution and its breeding of skilled, modern advertising people, advertising has . . . been providing for the business community the greatest wealth, the best equipped, best fitted and most broadly-conditioned pool of potential candidates for general management," said Mr. Sewell, president, Coca-Cola, Ltd.

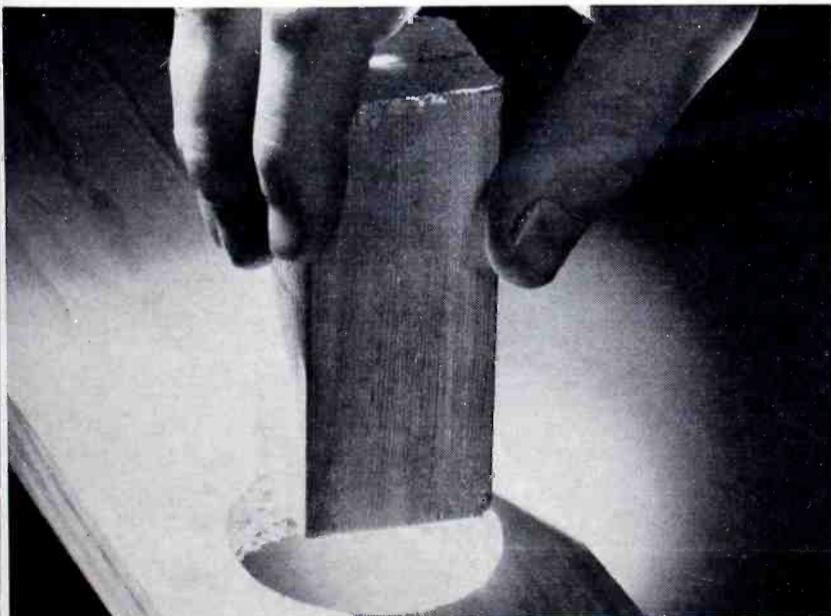


Ralph E. Sewell

"In sound modern marketing practice, the advertising manager who

skilfully applies himself can hold in his hands the key to conceptual skills . . . to most effectively communicate with consumers. It is no longer a simple function. It is not one that others can as effectively command or direct without experience . . ."

The advertising man today, Mr. Sewell stated, enjoys exposure to the entire business operation . . . more than any other department head . . . more penetrating, more preparatory for the general management function. "We are past the day when it was thought to be the rule that one must come up through sales," he said, "and I need but cite a few of the scores of men who have advanced to top management . . . even the presidency . . . 'Lew' Phenner, 'Gib' Clarke, Sandy Sanderson and Ernie Gater. And let us go on . . . Muriel McCullum . . . Bob Day . . . The opportunity is there, the time is right."



## CKTB ST. CATHARINES

- Complete coverage of Rich Niagara Peninsula
- Huge bonus audience in Toronto, Hamilton, S. Ontario
- 32 years of honest service and proven results

Reps:

Paul Mulvihill & Co. Ltd.  
Toronto Montreal

Dial 610

**CKTB**  
ST. CATHARINES

## Who put the **K** in CFQC?

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

Of course, wheat is our first money-maker, and we made more billions of dollars from agriculture in 1962 than ever before. Wheat, though . . . even Winnipeg claims wheat.

And oil production was greater in 1962 in our area than ever before. Of course, those guys in Calgary talk as though they had all the oil.

But now magic K! K's the chemical symbol for potassium, major element in POTASH. POTASH, used on eastern farms as fertilizer and in eastern industries. And it all comes from CFQC's signal area. Company towns, multi-million dollar developments, the whole bit. Production is just starting and may continue profitably for centuries.

We are happy to have new people, rich people in our audience. So are the advertisers on CFQC.

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

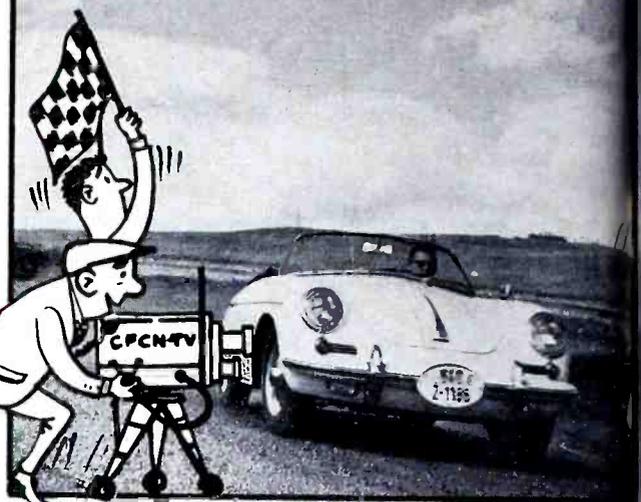
. . . even those who joined us from other walks of life. True, they did NOT have radio backgrounds . . . but they could sell. And that, to us, was far more important. Time, and our coincident increase in time sales, keeps proving us right. So do the generally healthy sales curves of the stations we represent.

radio representatives  
limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

# ACTION STATIONS!

**ZOOM!** Sports cars from all over Alberta zoomed up the hill to Broad Street at the "top of the town" competing in CFCN's ROYAL MAN HILLCLIMB - one of the West's first big meets. And all over the country cash registers ring for Rothman Cigarettes!



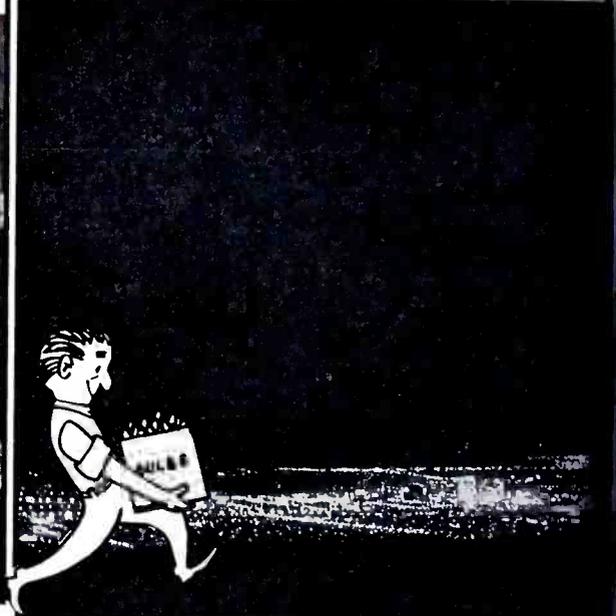
## WELCOME DAWN PATROL!

The Breakfast Bell (Bob, that is) dishes up happy talk and happy-type music for CFCN's early risers. And for brides-to-be, Breakfast With Bell is on the house at one of Calgary's leading restaurants.



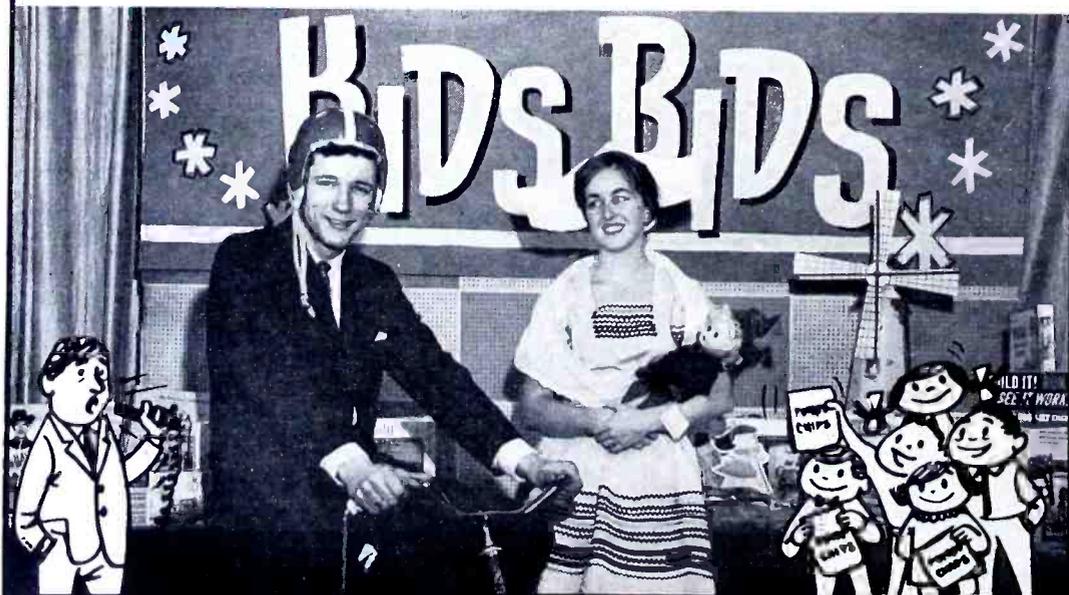
## BRIGHT IDEA!

It's the TALLEST CFCN string of its 50 half a mile of lights and a "How Many of General Electric" national average.



## AUCTION ACTION!

On the edge of his seat, each kid clutches his Old Dutch Potato Chip bag-fronts. On the sidelines, a tempting array of prizes. At the mike, an honest-to-gosh auctioneer says "All right kids, let's go!", and KIDS' BIDS - first tried and proven on CFCN-TV - is underway. Each bag-front means bidding points to the kids - and cash receipts to the sponsor!



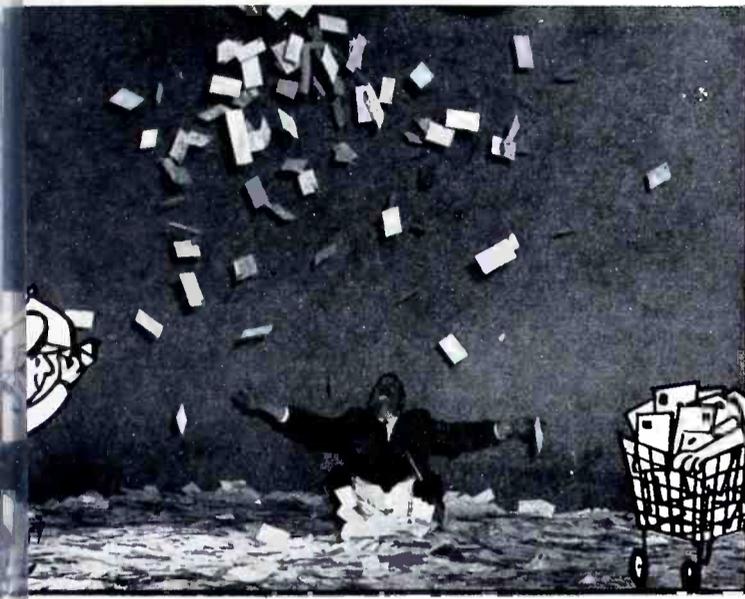
## HEADS UP!

When membership opens at CFCN, run for cash accepted, and you members see all the quarter and enjoy a hot dogs and drink of CFCN Radio and



# FIESTA!

A slick T.V. interview format with an off-beat approach to material keeps labels pouring in – about 4000 a day. Entrants must identify the mystery object . . . and it's no mystery why they keep coming. Jackpots go as high as \$1,500.00.



# FAST FOOTWORK!

Football's what they want – and GOOD football's what they get! To supply the network with top-calibre coverage, CFCN's mobile TV unit travelled to Edmonton and Regina to feed the CTV net. Shooting crews followed in CFCN's private plane.



in the world – when  
a 500 foot hill with  
to this bright idea  
ation, Calgary sales  
as bulbs topped the



# COME AND GET IT!

With national sponsors participating – dozens of CFCN staffers toiling – and twelve to fifteen thousand Calgarians eating – CFCN serves a free flapjack breakfast to all comers at Chinook Shopping Centre to kick off Calgary's big Stampede Week each July.



Major Quarterback Club  
only the first 1200 are  
needed in the rush. JQC  
football games for a  
session where they eat  
with the players, as guests  
of the team.

GET IN THE ACTION! SELL WITH

# CFCN

RADIO/TV  
CALGARY

# ACA Teams With Industry in Many Projects

CO-OPERATION WAS THE key word at yesterday's morning session, under chairman Phil. J. McGinnis.

Four presentations were made to members during the special general meeting — representing the major joint activities of the ACA with other advertising and marketing groups. The theme for the morning might well have been "How the ACA works with others."

Jack F. Glasier, Ford Motor Co. of Canada Ltd., president of the tripartite Bureau of Broadcast Measurement, reported on the revived interest shown by the industry in BBM during the past critical year. He reported that membership in the bureau is at an all-time high, and that during the past few months an additional 10 per cent in station members had been noted with particular satisfaction by the board of directors. All 21 CBC radio stations have now signed up, and, said Mr. Glasier, the bureau is hopeful that all of the corporation's TV stations would soon join as well.

The U.S. congressional inquiry into broadcast measuring services and methods has provided an ironic twist to the BBM situation in Canada, "since the now-defunct U.S. counterpart of BBM may very well be revived," said Mr. Glasier. "It gives us satisfaction to feel that our bureau, now twenty years old, may indeed, become the pattern for the industry in the U.S., since all of the reports we receive from ANA and other sources seem to indicate a trend toward industry-wide administration of broadcast measurement . . . which we already have, and which we are constantly trying to broaden and improve."

Mr. Glasier went on to report that the bureau felt particularly encouraged by the events of the past year, "because we did face a point at which the bureau could have been dissolved . . . we are now very optimistic for the future, and feel that the three association-sponsorship will continue to prove the best working arrangement."

BBM's Spring 1963 report, said Mr. Glasier, is in distribution at the very moment of his making his re-

port, and will be in the hands of all BBM members this week.

## RADIO-TV JOINT COMMITTEE

Second report to the general meeting came from the joint committee on radio and television of the ACA and the CAAA. William Inch, of General Foods, representing the former, and Hugh Horler, of MacLaren Advertising, speaking for the agency association, presented the two-part review.

Co-operation and efforts in connection with other groups were underlined by Mr. Inch. The committee's series of meetings with the Board of Broadcast Governors constituted much of the work during the past year. The net result, he said, is that the committee now feel that the board have increased understanding of the place of commercial broadcasting in the national scheme. Frequent contacts have been made as well with the CBC, and these will continue in the next year. Recent attention has been directed by the joint committee to the problems of language in French commercials in relation to the interests of the CBC French network.

"The problems and conflicts we discovered in our work with the network in relation to the use of vernacular French have, we believe, now been resolved," said Mr. Inch. "We plan now to carry forward our series of meetings on other subjects with senior CBC officials in Ottawa."

Other problems attacked during the year, he said, had to do with the rate structure of the CTV network and its affiliates, with particular interest in co-sponsorship charges. "The committee has not yet succeeded in resolving all of these problems with the commercial network and its affiliates, but definite progress has been made," said Mr. Inch. "Commercial content has also been part of our representations with this organization," he concluded.

Hugh Horler introduced his part of the committee report by explaining that he was really describing a new feature of the broadcasting scene, "The Unlovables". Members at the meeting chuckled when Mr.

Horler described the "alphabet soup" of the various unions and other organizations with which the committee has to deal in negotiating blanket rates for talent and other production costs in broadcasting.

"It was a quiet year — relatively — in this area," he said, "but we feel that the next period will be very busy."

The new union structure in broadcasting is far more professional, he explained, "with more strength and unity than we have ever had before". The result of these consolidations, "may result in tougher bargaining, and it may be that our committee will recommend the securing of a professional union-bargaining man to assist in the new round of negotiations for the code, which will be coming shortly," Mr. Horler said.

## ADVERTISING RESEARCH

Advertising's activities in the research field were discussed by Jack N. Milne, Maclaren Advertising, in his capacity as chairman of the Canadian Advertising Research Foundation. In addition to practically constant liaison with other organizations in the research and advertising areas, "CARF accomplished a good deal in the way of specific results," he said.

"During 1962, in conjunction with the Canadian Daily Newspaper Publishers' Association, we worked hard on the 'In-Home Study of Media', which will be published in its massive form very shortly. It is a tremendous compendium of information of interest to all branches of the industry," he reported.

"We also undertook two studies in co-operation with THE TORONTO STAR, one a characteristics study of daily and weekly readers, and the other a virtual repeat of the In-Home Study in the Toronto area," said Mr. Milne. "These will be available in a short period," he said, stressing that CARF is constantly seeking other useful ways in which to help in bringing impartial standards and procedures to advertising.

## ADVERTISING CODE

One of the most dramatic activities undertaken by ACA and CAAA was described by Allan B. Yeates, Spitzer,

Mills & Bates, speaking as vice-president of the Canadian Advertising Advisory Board. "The Canadian Code of Advertising Standards" has been accepted by all 17 of the media and advertising groups in the country, he announced.

"This is a world first for Canada," said Mr. Yeates, a past-president of the ACA, and one of the founders in 1957 of CAAB.

"The twelve standards are designed as a yardstick for the entire industry — for everyone who buys and sells and creates and produces advertising," he said. "The publication of this code, 20,000 copies of which will be distributed during the next few weeks, is an educational enterprise of which the ACA and the CAAA can well be proud," he continued.

"Now we come to the problems of administration of the code," he stated, and announced the appointment of a committee to consider all aspects of this subject. "The new committee will represent ACA, CAAA, the newspaper publishers, the magazine publishers, the broadcasters and the poster advertising group, each through duly appointed official delegates. This group — which will be a serious working one — will act under the chairmanship of Einar Rechnitzer, Maclaren Advertising, CAAB president," said Mr. Yeates.

Public Service projects of the CAAB have not been forgotten during the planning of the code of standards, he stated, but at this moment no specific endeavor is in the works.

"I would like to tell you, however," Mr. Yeates announced, "that the Education project of 1958 must have had some real effect in behalf of Canadian schooling. I think we can all agree that measurable changes have been effected in this vital national interest. We cannot by any means take all the credit — but I think we can look with pride as an industry at the \$1,000,000 of free space and time given to this CAAB effort in 1958. And we might also remember that voluntarily the media groups are still using this material. I know I still see it from time to time . . . and you do, too. It has been a great co-operative endeavor."



"The Sound of Service in Montreal"

## COMMUNITY SERVICE

Each summer CKGM in Montreal makes available 20 interest free loans to university and high school students to encourage them to undertake specific business projects which will make it possible to earn tuition and spending money and give them a fuller knowledge of the free enterprise system. For complete details of this CKGM student loan community public service write:—

Don Wall,  
General Manager,  
CKGM Radio,  
1455 Drummond Street,  
MONTREAL 25, Que.

# Duplicate Work With Advertisers

AN AGENCY'S TIME is better employed creating advertising than checking and billing, and the advertiser's time is better employed on policy planning and execution than on checking estimates and billing, said Andrew Kershaw, managing director of Ogilvy, Benson & Mather (Canada) Ltd., at yesterday's ACA meeting.

"One of the many problems that advertisers and agencies have in common is too much paper, too much duplication of clerical effort, too much waste of time on very small things," he said. "In such a situation both advertiser and agency waste money . . . but we must not throw out the baby with the bath water.

"Simpler procedures must stand the test of maintaining or improving control of budget, and efficiency and economy in buying media and production," he said.

## PRESS FOR SIMPLIFICATION

Having been both an advertiser and an agency man, Kershaw believes the impetus for simplification rests with the advertiser, who must press for it. Five principles should govern this simplification, he said:

- (1) The agency's time is better spent creating advertising than checking and billing;
- (2) the advertiser's time is better spent on policy planning and execution than on checking estimates and billing;
- (3) for both advertiser and agency, clerical labor is a costly and unproductive expense;
- (4) the advertiser should be satisfied with the procedures and methods used by the agency and thereafter should control and audit agency transactions but not check in detail; and
- (5) recognition that minor changes in estimates do not affect budgetary control.

Underlying these principles, he said, must be a relationship of confidence and mutual trust.



Andrew G. Kershaw

## KEY TO SIMPLIFICATION

Saying that the key to simplification is to use the estimate as the basis for all billing, Kershaw showed, on slide, an OBM monthly media estimate which summarizes 18 pages of full details. After it is approved (but not checked in detail) it is sent by the advertising department to the purchasing or treasury department as their authority to pay. At the end of that month the agency sends a one-line billing to the purchasing department for the estimated amount.

Sixty days later, when the agency has completed checking, measuring, haggling over rate changes and mistakes in insertion, a revision showing variations from the estimates is sent to the advertising department.

If the revised total is within a previously agreed tolerance figure the ad department takes no further steps; if the tolerance limit is exceeded, they will approve the revision and send it to purchasing for payment. The agency again sends a one-line invoice, which may be a credit note, to the purchasing department, incorporating the revisions.

"Our examples deal with newspaper advertising," said Kershaw. "The system can be applied with equal ease to magazine, spot TV and spot radio advertising and, with some minor changes, to network TV and outdoor."

As a further refinement to the process of giving the purchasing department authority to pay, he said, you can use a blanket purchase order once quarterly or annual ad budgets are set. This is authority for the purchasing department to pay agency invoices up to the total amount and eliminates monthly estimates to purchasing.

"We always recommend the use of blanket purchase orders to help simplify production billing," Kershaw said.

His agency, he said, prepares a quarterly production estimate summary with detail sheets for each job at a stage that can be detailed, and the advertising department approves this estimate. The agency account executive approves individual approximate production estimates.

When invoices against these quarterly estimates have accumulated, the agency invoices the purchasing department. It sends a final statement when all these quarterly production jobs are closed. These are unsupported invoices, with supporting vouchers retained by the agency.

## CHECKING THE AGENCY

The first thing the advertiser does to make sure the agency is doing its work properly is to audit the agency's procedures affecting purchase, payment and billing of space, time, talent and production. He makes sure it is satisfactory to him and then spot-checks the transactions.

"Audits should be frequent, two or three times a year. They should be made at irregular intervals. They should never be announced well in advance.

"Control of budgets is essentially a problem of knowing at all times how the budget is spent and committed," Kershaw concluded. "The system I have described allows this to be done quite easily. The system avoids duplication of effort, the agency does the work it was hired to do and the advertiser controls and audits the work. Both client and agency save time and money. In our experience, mutual respect is created.

"Good relations between agency and client are founded on mutual respect."

## HARDY TELEVISION SELLS

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

## HARDY MEN KNOW THEIR MARKETS



## THE JERRY LESTER SHOW

26 HOURS OF TOP FLIGHT COMEDY AND VARIETY

Produced in Canada for International Distribution



COME AND SIT IN THE CLIENT'S CHAIR . . . at CTV convention headquarters and take a look at the many pilot-prints available now for the expanded fall schedule on the network that means business.



Ad Ribs

by Harklow



# DON'T PLAN AN AD — PLAN A CAMPAIGN

THERE MAY HAVE been some guilty squirming in the seats during Monday afternoon's session on "The Don'ts and Dos of Economy in Advertising Production" as it opened with a slide and tape presentation of the "Don'ts".

There were the client and the account man struggling to produce the perfect ad, changing the type, the artwork, the size, the colors, the headings, the type again, art two or three times more.

Then, Eureka, the perfect ad — and the nightmare discovery that they had blown their media budget on production changes!

Don't laugh, "This year is going to see a lot of advertising money poured away in like manner," warned Paul D. Break, copy chief of J. Walter Thompson Co. Ltd., Toronto, making the presentation with JWT art director Howard Pain.

"There are certain agency men, and certain clients, who cannot focus their attention on a proposed advertisement until they see the final proof. Then they come to life. With gusto, they unsheath their pens and change, change, change. With every pen-stroke on the proof they are writing cheques against their own advertising budgets."

The secret of eliminating unnecessary production costs, saving on the necessary ones, and getting a better return on your production investment, said Break, is planning



Paul D. Break

"You have all heard it before, Planning Your Advertising is one of the great advertising principles. But great advertising principles, like great advertising, can rarely be repeated too often.

"Plan not for an ad, for the works — newspapers, magazines, trade ads, P.O.P., outdoor, direct mail, radio and TV. Plan for a campaign.

"If you think in terms of job-by-job and insertion-by-insertion, you'll be swept up in higher-than-necessary production charges. It's extremely difficult to see the real merits, or possible weaknesses, of a creative idea if you see it only ad by ad.

"Campaigns are your most profitable path to lowered versions of the necessary production costs," he said. "With careful and intelligent planning, one first-class photograph can

turn up a dozen times and lower its per-use rate to that of inexpensive spot illustrations. Type can be checked, corrected, counted and fitted before setting. A series of ads can use the same basic artwork against different and inexpensive backgrounds, or one ad can be repeated several times, changed each time by a simple change of color."

Also, said Break, "Campaigns force you and your agency to think in broad terms and visualize the over-all results. You'll appreciate where you are now, where you should be going, and how you ought to get there. Goals become more easy to see and to achieve.

"When you ask your agency for a campaign you are paying them, and yourself, the compliment of showing trust, of giving responsibility. In return, the agency will repay you with more value in your campaign."

"Once you've settled your campaign, take one final bold, economizing stand. If everything meets with your complete approval, then approve it. Commit yourself to run with it, intact. You'll save time, you'll save money, and you'll save the idea that makes your campaign great."

Summing up, Break said that true economy is not a matter of cutting a thousand dollar expenditure to nine

hundred, but of spending that thousand dollars so wisely that it returns five times its worth instead of only three or four times.

## DOS OF ECONOMY

The session wound up with a slide presentation by art director Pain of the "Dos" of economy in ad production, specific examples of how imagination and planning have cut production costs for JWT clients on varying campaign budgets.



Howard Pain

The first example was the Oakville United Appeal campaign, which didn't cost the client a penny. The second demonstrated king-size economy measures worked on the modest budget of the Royal Exchange-Atlas group of insurance companies. The third campaign, for Chesebrough-Pond's (Canada) Ltd., illustrated how expensive photography can be most economical in the long run. The fourth example showed that some of the economies practiced on the Ford Motor Co. of Canada Ltd. account equal other accounts' total production budgets.

# CRASH the 'Sound Umbrella'!!

Like the Iron and Bamboo Curtains, there's an invisible umbrella covering the White Oaks — Halton and Peel! THE 56,260 HOMES OF THESE COUNTIES CREATE THIS IMPENETRABLE SHIELD BY KEEPING THEIR RADIO DIALS FIXED AT 1250 — CHWO RADIO!

**CHWO — the home station of the White Oaks — is the only single medium which keeps 218,542 suburbanites up-to-date on local and community happenings as well as world wide news. THEY LIKE THE GLORIOUS SOUND OF GREAT ALBUMS OF MUSIC TOO!**

If your commercial messages — fired from the big Metro cities of Toronto and Hamilton — are bouncing off this invisible shield, have your ad agency ask one of our Sales Representatives how YOU can crash the Sound Umbrella surrounding this rich 381 MILLION DOLLAR MARKET.\*

**CHWO**  
The WHITE OAKS Station

### Representatives:

#### TORONTO

Gil-Ard Associates  
66 King St. West  
EM. 6-7182 — Hal Pirner

#### WINNIPEG

Broadcast Representatives Ltd.  
211 Dayton Building  
WH. 3-6115 — Jack Blick

#### MONTREAL

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

#### VANCOUVER

Radio Representatives Ltd.  
1407 West Broadway  
RE. 3-1171 — Frank Jobes

\* Buyers Income — Sales Management, 1962

# Canadian BROADCASTER



22<sup>ND</sup> YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

VOLUME 5, NUMBER 3

TORONTO

WEDNESDAY, MAY 1st, 1963

## FOR DISTINGUISHED SERVICE



Photo by Herb Nott.

**Phil McGinnis, retiring ACA president, presents the ACA Gold Medal "for distinguished service to Canadian Advertising" during the past year to Allan B. Yeates, senior vice-president, Spitzer, Mills & Bates Ltd., and himself a past president of ACA.**

THE HIGHEST AWARD of the Canadian advertising industry, the ACA Gold Medal, has been made to Allan B. Yeates, senior vice-president, Spitzer, Mills and Bates Limited.

The medal was presented at a special luncheon in Mr. Yeates' honor at the Association of Canadian Advertisers' 48th annual conference which ends today at the Royal York Hotel, Toronto.

The citation accompanying the Gold Medal salutes Mr. Yeates for his "selfless

dedication to enhance the stature of, and to direct public and the profession's attention to, the important function of, ethical advertising practices in Canada; and this year his efforts contributed in large measure to the industry-wide adoption of the Canadian Advertising Advisory Board's 'Canadian Code of Advertising Standards'."

Before taking up his present position, Mr. Yeates, who is 37, was with the Prudential Insurance Company of America as

public relations and advertising director. Previously he was a financial writer with THE TORONTO DAILY STAR and THE FINANCIAL POST.

Committee work takes up much of his spare time. A past president of the ACA, he is also vice-president of the Canadian Advertising Advisory Board, a director of the Bureau of Broadcast Measurement and vice-president for public relations for the United Community Fund of Greater Toronto.

# ADVERTISING RESULTS CAN BE MEASURED

## W. J. HEISEY

MUCH OF THE risk can be taken out of new advertising and marketing programs by careful pre-testing — even in the highly-competitive detergent market.

W. J. Heisey, manager of advertising productions division, Procter & Gamble Company of Canada, presented a case history in point to yesterday's morning session, as the first of three speakers on the general subject of measuring advertising results.



W. J. Heisey

"During the past ten years, in-package premiums have played a very important role in laundry detergent marketing," he said. "A little over three years ago, these brands reached their zenith and were beginning a modest decline. While

Procter & Gamble had and still has a position in this premium market, much more of our business was and still is done in the quality non-premium brand segment with Tide, Cheer and Oxydol."

While the premium brands in the early '50s had a clear consumer interest, he pointed out, they had some decided negatives, recognized by many women . . . and clearly irritating to some.

These circumstances led P & G to decide to launch a new campaign for Cheer, to try to take business away from the premium brands, he said. The first step was to take a measure of women's attitudes toward laundry brands of all types, and premium brands in particular.

"Three main points of dissatisfaction came out — and at a higher level of dissatisfaction than we had anticipated," said Mr. Heisey, "including price, product quantity and premium usefulness. Two different advertising approaches were prepared, one hard sell, the other softer sell

with animation — both aimed at the three main weaknesses in the premium market."

Using a recall technique, the two different approaches were tested, using television as the medium. Both commercials were measured carefully not only on total recall, but also on several specific copy points related to the competitive goal. Both ap-

proaches rated relatively high on all counts, with little to indicate which approach would be superior.

"In consequence," said Mr. Heisey, "we put both copy approaches into market tests." Following intensive three-month marketing in test areas, usage and attitude research was again instituted. Analysis of all aspects of the studies indicated, he said,

the greater effectiveness of the softer-sell approach, which used animation. It was decided to move broadly with the anti-premium campaign, not only on Cheer, but also on another P & G major brand, Tide.

"More than this, however, came out of our decision," he stated, "because we determined not only to attack the premium segment of the

## ACA AGENDA - WEDNESDAY, MAY 1

- 9.15 a.m. Ballroom, Chairman Robert M. Sabloff, vice-president, ACA.  
"New Advertising in the Old World"  
by DONALD J. MARTIN, vice-president, J. Walter Thompson Company, Chicago, Ill.
- 10.00 a.m. "TV Advertising Today"  
by HARRY WAYNE McMAHAN, Analytical Consultant on TV Commercials and Columnist for "Advertising Age", New York.
- 10.45 a.m. Tea and Coffee Time (CFRB, Toronto and CJAD, Montreal)
- 11.00 a.m. "The Erasable Art Director" (A Do-It-Yourself Kit)  
by ROBERT PLISKIN, vice-president in charge of Art, Benton & Bowles Inc., New York.
- 12.30 p.m. KEY EXECUTIVES' LUNCHEON — Canadian Room  
Speaker: MAX FREEDMAN, Washington Correspondent, "The Chicago Daily News".  
Subject: "This Competitive World" — The Common Market, Canada and the Communist Challenge.
- 2.30 p.m. Canadian Room  
PRESENTATION OF LEADING CANADIAN ADVERTISING CAMPAIGNS  
by TED EARL, editor, "Marketing"  
WYNNE THOMAS, features editor, "Marketing"  
J. L. WATSON, James Lovick & Company Ltd., representing The Copy Directors' Club of Toronto  
H. D. ROACH, McKim Advertising Ltd., representing CAAA.
- 4.30 p.m. Room "B"  
GOLD MEDAL COCKTAIL PARTY  
(A la carte, open to members and guests)  
The closing social function of the ACA Convention, honoring the Gold Medal Winner.



## We seldom pull our punches . . .

. . . because we firmly believe in the merits of our product. But don't let this mailed fist mislead you. Good selling calls for "boxing" just as much as it does "slugging". It's not always the technique, it's the finesse that counts. Which is one good reason why the national advertising revenues of the stations we represent are constantly accelerating.

television representatives  
limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

market, but also to attack the consumer-dealing brands in an anti-price campaign for both Cheer and Tide . . . in effect, a 'full value' approach, with extra media weight behind the whole effort."

Although the over-all strategy was similar for the two brands, the specific copy approach and treatment differed. Mr. Heisey showed samples of the TV commercials used for this effort on both brands.

The results? "On its national application, the 'full value' campaign was a clear success," he stated. "It shows, in summary how research in consumer attitudes, and share trends indicated an advertising opportunity . . . how field studies and copy testing, followed by market testing can prove the value of an idea and its treatment in getting consumers to respond . . . While considerable doses of judgment were still involved, testing had taken most of the risk out of the campaign."

### J. F. GLASIER

"YOU MAY HAVE THE optimum advertising budget, the optimum media mix and creative approach for a successful campaign in today's market . . . and may be out of date and unsuccessful in tomorrow's market, because the competitive atmosphere of the marketplace may change overnight."



J. F. Glasier

J. F. Glasier, passenger car advertising manager of the Ford Motor Company of Canada Ltd., made and proved this point in his case history on measuring advertising results at the ACA convention yesterday.

As a user of research rather than a research man, Glasier dealt with interpreting and evaluating research results in the context of changing conditions in the market place. However, he did say that Ford has three guiding principles in the area of research into advertising effectiveness: (1) such research must be designed to measure how well advertising communicates a message to prospects, (2) it is more effective if pre-set goals are established, and (3) the measuring device should be simple, straightforward and easy to understand for the benefit of the users of the research.

Illustrating his case history with slides, Glasier outlined the introduction of the first of Ford's compact cars, the Frontenac, in October 1959. A communications goal was set, to make 50% of motorists aware, within ten weeks, that the Frontenac was a car.

Key question in a national survey was "Would you tell me what product is sold under the name Frontenac?" The study was conducted in three waves: a pre-intro benchmark; three weeks after intro; ten weeks after intro.

In October 1960, Ford introduced another compact, the Comet, and conducted a similar study.

In the Frontenac study, the awareness level rose from 5% at the start to 44% three weeks after intro and to 55% ten weeks after intro.

The Comet study showed an awareness level of 21% at the start, rising to 37% three weeks after intro, then levelling off at 36% eleven weeks after intro.

There was virtually no advance publicity for the Frontenac, while the Comet benefited from overflow advertising from the U.S. where it was introduced six months earlier, Glasier explained, accounting for Comet's high awareness level at the start.

Eleven weeks after its introduction there were three and a half times more Comets on the road than there had been Frontenacs in the same period the year before. Comet's Canadian ad budget was some 30% higher than Frontenac's had been at the same stage.

"Why, then, did Comet's awareness not rise faster and further than Frontenac's?" asked Glasier. "The creative quality of the advertising and the selection of media were approximately equal per dollar spent. There was no significant change in the marketing philosophy.

"The answer lay in the market environment . . . (it) had changed between fall 1959 and fall 1960!"

When Frontenac was introduced, compacts were new and they were news. There were only four and Ford was the first of the big three to introduce the compact. And the name Frontenac was shared only with a dead French explorer.

When Comet was introduced, however, compacts were no longer news. There were many more on the market, many more new names for the motorist to remember, and the name Comet was shared with an airline and a household cleanser.

"It was a new environment with more competition for the consumer's mind," said Glasier.

"This constantly changing market environment forces advertising management to make a searching re-appraisal, in one of two areas, every time specific advertising goals are set. You may re-appraise the specific communications goals themselves, maybe the target you achieved last time is now out of reach, or you may re-appraise the required advertising effort to achieve the goal in the face of a changed market environment."

### CECIL BABER

THE PRACTICAL APPROACH TO measuring advertising results, and the use of computers in aiding this approach, were described yesterday by Cecil Baber, advertising research supervisor, Du Pont of Canada Ltd.

He spoke as one of three in the presentation of case histories, using his company's experience in television research during the past three months to illustrate his points.



Cecil Baber

used the medium consistently with

"In January, 1963, we decided to re-enter the television scene with the purchase of part sponsorship of the *Alfred Hitchcock Hour*, as well as other properties," he said. Du Pont had dropped TV more than a year before, having

*Father Knows Best* and *National Velvet* for a number of years.

"We felt uneasy about being entirely out of the medium, and the Market Research Reports hinted we should return," Mr. Baber said. The company resumed the use of television with caution, and decided that its value should be measured carefully right from the beginning.

"We set definite, measurable goals," he said. These were:

1. To establish a certain awareness level for our new products.
2. Will the Hitchcock purchase affect this level?
3. The survey technique must be simple and rapid, as the market was changing constantly for these new products
4. The survey or research work cost must be in line with the value of the results

Mr. Baber described the survey technique as "simple, based on the 'before and after' comparison. Prior to the initiation of sponsorship on Hitchcock, a consumer attitude and awareness study was conducted among women in major cities, to establish a benchmark."

After advertising for one month, Du Pont began another wave of interviews, through Core Research, and repeated the process again 30 days later.

"There was a need for immediate knowledge, to help us plan next year's budget — so at the beginning, the frequency of study was higher than usual," he pointed out. "We are not so naive as to expect to shake the market place with one month's part sponsorship of an hour-long show. But, if you use large numbers of interviews, well worded and conducted, you sometimes get the indicators you are looking for."

The questionnaire used in these surveys, or "readings", as Mr. Baber termed them, was divided into three parts:

*Sponsorship identification* — "incidentally, the other sponsors of the show are such seasoned television advertisers as Colgate, Rambler, and Coca Cola . . . and we took over the slot which had been for Philishave until Christmas."

*Company image* — "here we are spending thousands of dollars advertising the textile fibres aspect of our company's total business . . . after all, we are a chemical company."

*Product awareness* — "how well are we teaching people about our new products? We have three new products on the Hitchcock show, Antron nylon, 501 (carpet) nylon, and Lycra, a new elastic . . ."

The usual personal data, age, occupation, area, etc. made up the balance of the questionnaire. Completed questionnaires were returned from Core Research (who did only the interviews) to Du Pont, where they were coded, punched on IBM cards, and the information processed on a computer.

"The computer allows us to have breakdowns that are virtually impossible to do by hand. And we can have the analysis rapidly," he added. "Further measurements will be taken throughout the year, part of a continuing program for many years to come."

Mr. Baber stressed the need for defining research goals not only explicitly, but also in terms of reasonable cost. "Don't get caught spending \$10,000 measuring a \$50,000 ad campaign," he observed.

The need for continuity was also underlined: "Stick with it. Improve it. Modify it, but continue measurements . . . each year they become more and more valuable . . . a broad outlook that so often means success."

## Bank Breaks Through

A BREAKTHROUGH for radio in bank advertising was made last month by CFMB, Montreal's new multi-lingual station, as the Montreal City and District Savings Bank contracted for ten foreign language newscasts per week from April 1 to January, 1964.

To create goodwill among the nearly 400,000 people of foreign origin in CFMB's market and to inform them of the services and conveniences of dealing with the Montreal City and District Savings Bank, the client will sponsor the five-minute newscasts in Italian, German, Polish, Ukrainian and Greek, five of the 17 languages in which the station broadcasts.

Say You Saw It

in

THE BROADCASTER

## CKTB ST. CATHARINES

- Complete coverage of Rich Niagara Peninsula
- Huge bonus audience in Toronto, Hamilton, S. Ontario
- 32 years of honest service and proven results

Reps:

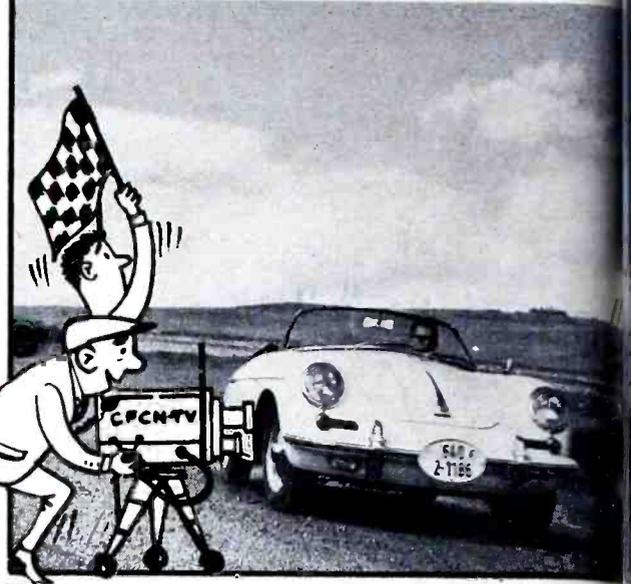
Paul Mulvihill & Co. Ltd.  
Toronto Montreal

Dial 610

**CKTB**  
ST. CATHARINES

# ACTION STATIONS!

**ZOOM!** Sports cars from all over Alberta zoomed up the hill to Broad House at the "top of the town" competing in CFCN's ROYAL MAN HILLCLIMB - one of the West's first big meets. And all over the country cash registers for Rothman Cigarettes!



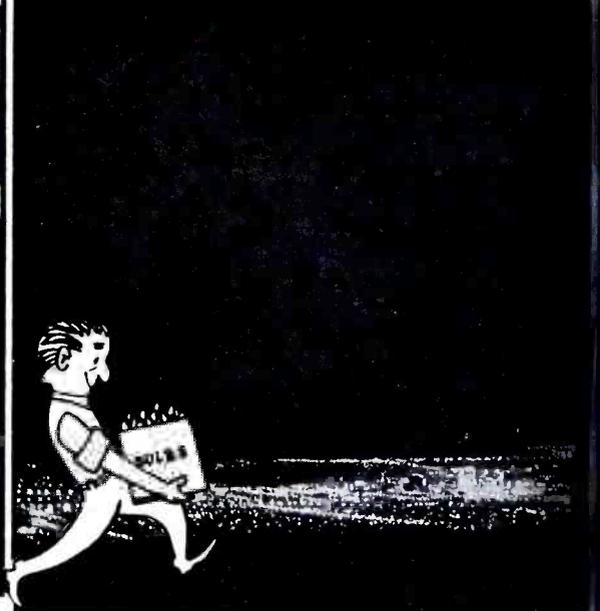
## WELCOME DAWN PATROL!

The Breakfast Bell (Bob, that is) dishes up happy talk and happy-type music for CFCN's early risers. And for brides-to-be, Breakfast With Bell is on the house at one of Calgary's leading restaurants.



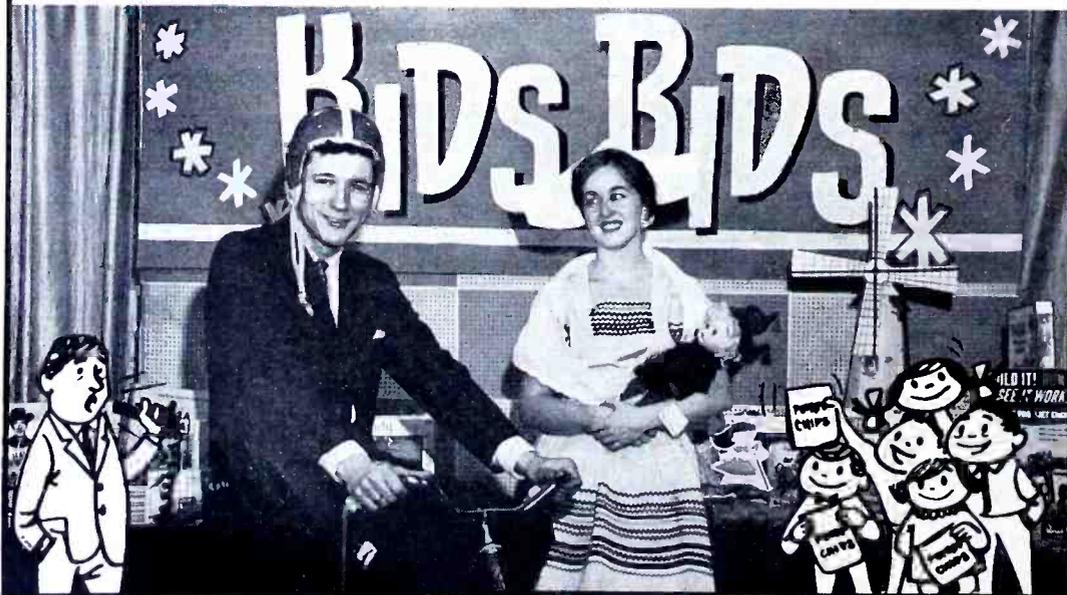
## BRIGHT IDEA!

It's the TALLEST CFCN strings its lights half a mile of lights and a "How Many" of General Electric national average.



## AUCTION ACTION!

On the edge of his seat, each kid clutches his Old Dutch Potato Chip bag-fronts. On the sidelines, a tempting array of prizes. At the mike, an honest-to-gosh auctioneer says "All right kids, let's go!", and KIDS' BIDS - first tried and proven on CFCN-TV - is underway. Each bag-front means bidding points to the kids - and cash receipts to the sponsor!



## HEADS UP!

When membership is accepted, and you are a member see all the hot dogs and drink of CFCN Radio and



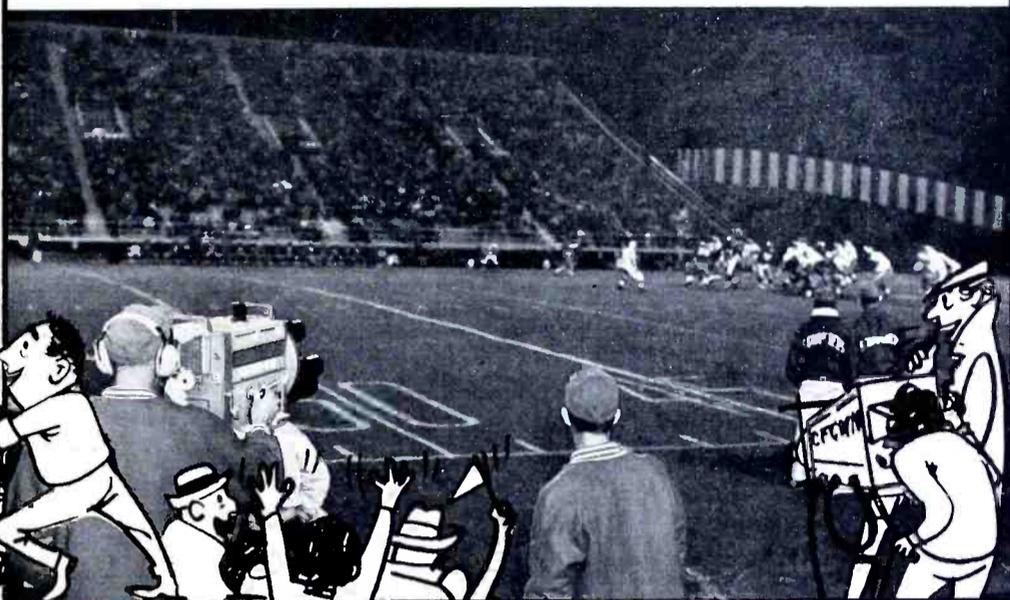
# FIESTA!

A slick T.V. interview format with an off-beat approach to material keeps labels pouring in – about 4000 a day. Entrants must solve the mystery object . . . and it's no mystery why they keep coming. Jackpots go as high as \$1,500.00.



# FAST FOOTWORK!

Football's what they want – and GOOD football's what they get! To supply the network with top-calibre coverage, CFCN's mobile TV unit travelled to Edmonton and Regina to feed the CTV net. Shooting crews followed in CFCN's private plane.



in the world – when  
on a 500 foot hill with  
to this bright idea  
ation, Calgary sales  
rs bulbs topped the



# COME AND GET IT!

With national sponsors participating – dozens of CFCN staffers toiling – and twelve to fifteen thousand Calgarians eating – CFCN serves a free flapjack breakfast to all comers at Chinook Shopping Centre to kick off Calgary's big Stampede Week each July.



Quarterback Club  
ly the first 1200 are  
ed in the rush. JQC  
otball games for a  
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**GET IN THE ACTION! SELL WITH**

# CFCN

**RADIO/TV  
CALGARY**

# MEASURE YOUR ADVERTISING BY MORE THAN SALES

IF A MAN HAS a \$400,000 advertising budget and has to judge if it's worth \$400,000 to his company, there are four things he needs to know, Roger H. Bolin of Pittsburgh told the convention yesterday.

Mr. Bolin, Westinghouse Electric Corp. advertising director, stated: "What is the advertising supposed to accomplish? How will he know whether it does so? How will he get the results? What is the yardstick?" are the four questions. The speaker was chairman of an ANA committee which published "Defining Advertising Goals for Measuring Advertising Results," a book which has created controversy on both sides of the border.



Roger H. Bolin

"I don't suppose there is a person in marketing who wouldn't like to measure advertising results purely in terms of sales," he said. "But so many other things go into making a sale . . .

the product itself, the price, the package, distribution, promotion, sales training, the kind of negotiation, the ability of the salesman.

"We need some other yardstick than sales."

He reported that the ANA committee evolved a yardstick, "to measure advertising results, measure communications results".

"We can measure advertising results if we set up the right kind of advertising goal," he said, a goal that sets out "a specific communication task, to be accomplished among a defined audience, to a given degree, in a given period of time.

"When you set advertising goals, measurable communication goals — you can measure advertising results, which are communication results."

However, he said, marketing goals must be set before advertising goals can be set, and the marketing goal cannot be a generalized increase in sales, but a specific thing that must be done in order to help increase sales.

## KEY TO APPROACH

"That is the key to this new approach to measuring advertising results. It makes it absolutely necessary for the man who is planning the advertising to think out the advertising objectives realistically in terms of the marketing plan."

To illustrate his point, Bolin recalled his company's television show, *Westinghouse Presents*. "We used this TV show to get across a number of specific favorable ideas, such as that we're strong in atomic energy

and space research, we contribute to medical science, scientific development, product quality, better education, and so on. In other words, the goal was to increase favorable attitudes.

"The job, to measure the increase. We made one study before the first show, another midway through the series, and another at the end."

Interviews with a sample of 3,600 people, he said, showed that 21% thought Westinghouse was a leader in atomic energy at the beginning, 27% thought so after the 14th show. 19% thought the company was a leader in space research at the beginning, 27% thought so after 14 shows. Significant improvements were shown in every area.

"There is some solid fact for us to go on," he said. We know what we received in communications values for the money spent.

## DEFINING THE GOALS

"Some people have criticized this approach to advertising evaluation, saying that advertising goals — that is, communications goals — are hard to define," Bolin said. "They certainly are. But what's our alternative? Fuzzy thinking, fuzzy plans, fuzzy objectives — no alternative at all.

"You work out a carefully defined, measurable communications goal and your colleagues say 'that's fine, but your advertising goal is to sell more goods.' But we usually can't measure the results of advertising by sales alone, unless we're in the mail order business.

"The basic question here, and it's one your company must answer, is 'don't you want to know what communication results you're getting for the money you spend on advertising?'"

As a personal opinion, he said, "I think advertising needs more listening money. The money you spend on advertising research is listening

money. How can you be sure you're saying the right things unless you do spend a little effort on listening?"

## MORE ON CUSTOMER ATTITUDES

Bolin foresees a trend toward more measuring of customers attitudes. "Most communications research in the past has been based on what the person remembers of the ad, or the sales points," he said. "This will still be necessary and useful to help us measure the efficiency of the individual ad or commercial. But I'm emphasizing measuring the results of a whole advertising campaign.

"A pertinent question is 'what change took place in the person's attitude toward the product or company?'"

Westinghouse is just launching a new corporate ad campaign, Bolin said, and is making a benchmark survey of attitudes at the outset. The first check on results will be in August and "will tell us just what we are getting for our money.

"Today many package goods advertisers have a substantial experience in measuring advertising results. Some of them have had enough experience to be able to predict results with some degree of accuracy. Will all of us some day have enough experience to be able to predict advertising results with some degree of accuracy?"

"I am very hopeful we will eventually be able to get some helpful guideposts on the right amount of money to spend for a given goal."

Summing up, Bolin said national advertisers are appraising their ad expenditures more closely than ever before, and appraisal is becoming more searching and sophisticated. "They're looking for better facts about what they're getting for the money they spend on advertising. The time to start planning and working to get these facts is now."

## NEW CFQC DISCOVERY!

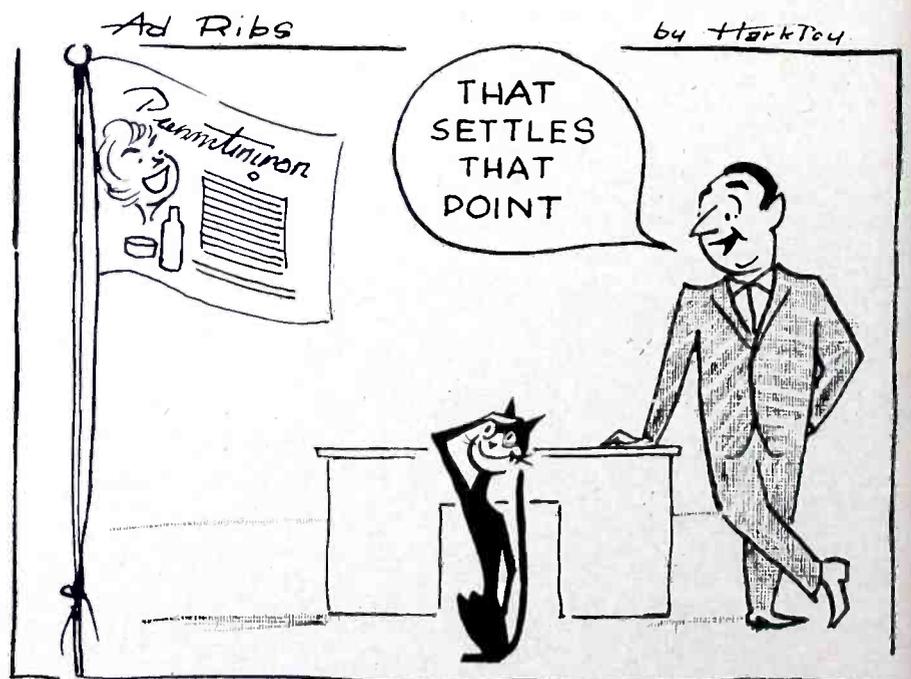
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# CFQC

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\* Saskatoon is the third fastest growing city in Canada! The audience is coming to CFQC.



# TODAY'S SALESMAN IS A SERVICE COUNSELLOR

"I HAVE BEEN CHARGED with having predicted the death of the salesman," said E. B. Weiss,

The man who has been called the Dean of U.S. merchandising men, now director of special merchandising services, Doyle Dane Bernbach Inc., New York, spoke to yesterday's afternoon session on the role of the salesman in a changing economy.

"But what I am really contending is that the traditional functions of personal selling in industry as well as elsewhere, are ebbing away rapidly," he said.



E. B. Weiss

Traditional selling is vanishing, he claimed, in the sense of personal persuasion of new prospects, new customers, "getting the order from a decision-maker . . . even though salesmen in industry and in consumer lines tend still to be trained as though these were their primary and even exclusive functions."

Today, said Mr. Weiss, perhaps 75% of salesmen make few calls on prospects . . . and perhaps 75% of salesmen today can't even get in to see the committees which make the buying decisions.

"Finally, it is the electronic data processor that makes more and more of the buying decisions," he said, "and few salesmen can get an electronic data processor to sign on the dotted line."

Today, said Mr. Weiss, preselling . . . of the brand, of the corporate image . . . has sharply curtailed the traditional role of personal selling. "But, it isn't only preselling that delivered a fatal blow to traditional personal selling. Personal selling will be a museum curiosity because of other developments:

"1. Committee buying in industry

and in consumer lines . . . in which, more and more, even the purchasing agent or buyer plays a small part, if at all;

"2. Automated buying is here . . . it is spreading rapidly among wholesalers and retailers, among distributors and manufacturers . . . the salesman can't give a big fat cigar to a Univac!

"3. Direct buying . . . by giant manufacturers and wholesalers and retailers . . . means that the sale is not made by the salesmen but by the principals."

What is the role of the salesman?

Mr. Weiss quoted a major executive: We expect salesmen to be able and willing to counsel their customers on a great variety of problems . . . that is their job.

The salesman today, said Mr. Weiss, must do at least ten things:

- He must be a territorial manager, know each customer and prospect;
- He must learn to know his way around the customer's organization, and be able, smoothly, to work with (but also above) the buyer;
- He must outwit the electronic data process, by applying flexible judgment, imagination, fresh facts . . . a brainy salesman can outthink electronic brains, at least some of the time;
- He must not be reduced to a form-filing automaton, but originate a flow of suggestions and observations back to home office;
- He must become a consultant — become a member of the (customer's) company in helping to solve problems;
- He must become a group spell-binder — selling is becoming a person-to-group affair . . . with formal and informal committees;
- He must be able to take in-

ventory with imagination . . . involving a keen knowledge of the transportation, warehousing and turnover of the product . . . getting beyond the statistics to the fundamental job of achieving a higher velocity of turnover at a better profit margin . . . creative inventory-taking for profit.

"I think a broad field study reappraisal of the functions of personal selling is needed in most large . . . organizations," said Mr. Weiss. "And there must come new programs for selecting, training and equipping — and compensating — salesmen able to carry out these new functions . . . of today's salesman."

## FOR THE FIRST TIME

### BROADCASTERS FROM ACROSS CANADA

. . . AND THEIR CUSTOMERS

- ✓ are in the same city
- ✓ in the same hotel
- ✓ at the same time



The ACA meeting ends and the CAB convention starts. Come and sit in the client's chair at CTV's hospitality suite . . .

bring your account executive, too. Meet the president and all the sales people of the network that means business.



"The Sound of Service in Montreal"

## COMMUNITY SERVICE

One of the most heartwarming community projects, undertaken at Hallowe'en by CKGM of Montreal, was the promotion CKGM WALKS FOR THOSE WHO CAN'T in which CKGM personalities collected candy and treats for the crippled and sick children in the various Montreal hospitals and then delivered them in person on Hallowe'en night so that they too could join in the fun of the traditional trick or treat. For full details of this CKGM promotion write:—

Don Wall,  
General Manager,  
CKGM Radio,  
1455 Drummond Street,  
MONTREAL 25, Que.

# SCIENCE OF LAUNCHING A NEW PRODUCT

CAREFUL, DETAILED planning pays off in the introduction of new products, says a prominent U.S. researcher, and provides the proof of it in charts and graphs.



James O. Peckham

J. O. Peckham, executive vice-president, A. C. Nielsen Co., New York, told the ACA convention yesterday afternoon, "there are six essential steps in planning the new-product marketing . . . assuming that the product is right."

These six steps are:

- 1. Decide on the share of market you would like to attain during the first year, hopefully as a result of actual test market operations.
- 2. Determine the total amount of advertising expended by all brands in the particular product category in which you intend to compete.
- 3. Adjust the total advertising figure for possible increases by competition resulting from the threat posed by the introduction of your own new brand.

• 4. Allocate enough funds to give you an average share of advertising over the entire year at least equal to the maximum share of sales you have set as your goal during the introductory year.

• 5. Plan on supporting your brand with enough advertising — and good advertising — during the second and subsequent years which will result in a share of advertising consistent with the brand's position in the market.

• 6. Repeat these steps from the standpoint of consumer promotion — i.e. be sure you maintain your share of promotional expenditures as well as your share of advertising.

### GET WHAT WE PAID FOR

Quoting a number of actual studies of new products, and showing in visual form what he meant, Mr. Peckham emphasized:

"Should these steps in planning result in an advertising-to-sales ratio unacceptable from the financial standpoint, you'll have to consider marketing it at a higher price, or try to find some way of reducing cost, without impairing quality of consumer appeal. As I view it, the advertising-to-sales ratio is not a useful marketing guide but merely an indication of what you

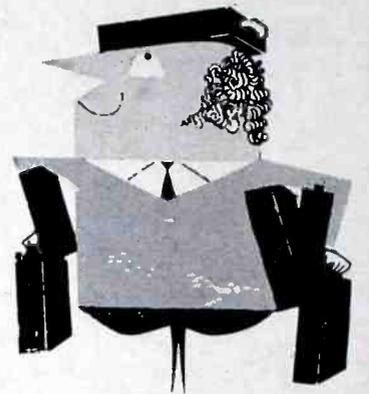
must spend in order to get the desired share of market . . ."

Mr. Peckham said, "This emphasis on expenditure does not deny the importance of what we say in our advertising and how we say it . . . once we have paid the ante (in developing a product right for the market) the chances are good that we'll get just about what we paid for — a share of market having a fairly close relationship to its share of advertising and promotion investment."

In reviewing his company's experience in studying new products for various industry categories, Mr. Peckham observed, "two important points . . . first, the time to introduce new or improved brands is when present brands are progressing satisfactorily; second, you'd better compete with yourself before your competitors do it for you."

He stressed the importance of pre-testing in actual market situations before launching a new brand regionally, not only in testing the acceptability of the product, but also for the trying-out of all aspects of the marketing plan. That such steps pay off, he said, is apparent from actual case histories . . . a number of which he presented in charts, with disguised brand names.

## HARDY MEN



### KNOW THEIR MARKETS

CALL TORONTO

Art Harrison  
Charley Powell  
Dick Sienko  
Monte Hutton  
Weldon Wilson

MONTREAL

Marc Legault  
Giles Dussault  
Jean Senecal  
Pierre Lemieux

# CRASH the 'Sound Umbrella'!!

Like the Iron and Bamboo Curtains, there's an invisible umbrella covering the White Oaks — Halton and Peel! THE 56,260 HOMES OF THESE COUNTIES CREATE THIS IMPENETRABLE SHIELD BY KEEPING THEIR RADIO DIALS FIXED AT 1250 — CHWO RADIO!

**CHWO — the home station of the White Oaks — is the only single medium which keeps 218,542 suburbanites up-to-date on local and community happenings as well as world wide news. THEY LIKE THE GLORIOUS SOUND OF GREAT ALBUMS OF MUSIC TOO!**

If your commercial messages — fired from the big Metro cities of Toronto and Hamilton — are bouncing off this invisible shield, have your ad agency ask one of our Sales Representatives how YOU can crash the Sound Umbrella surrounding this rich 381 MILLION DOLLAR MARKET.\*

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#### Representatives:

#### TORONTO

Gil-Ard Associates  
66 King St. West  
EM. 6-7182 — Hal Pirner

#### WINNIPEG

Broadcast Representatives Ltd.  
211 Dayton Building  
WH. 3-6115 — Jack Blick

#### MONTREAL

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

#### VANCOUVER

Radio Representatives Ltd.  
1407 West Broadway  
RE. 3-1171 — Frank Jobs

\* Buyers Income — Sales Management, 1962