



## GENTLEMEN — YOUR PRESIDENT!

Jack Glasier succeeds Alex Biggs

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

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

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

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

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

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

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

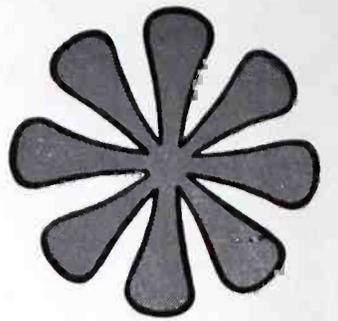
Regarding commissions or fees, he feels most clients and agencies have working relationships for covering services rendered and are resolved to a long period of understanding.

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

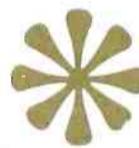
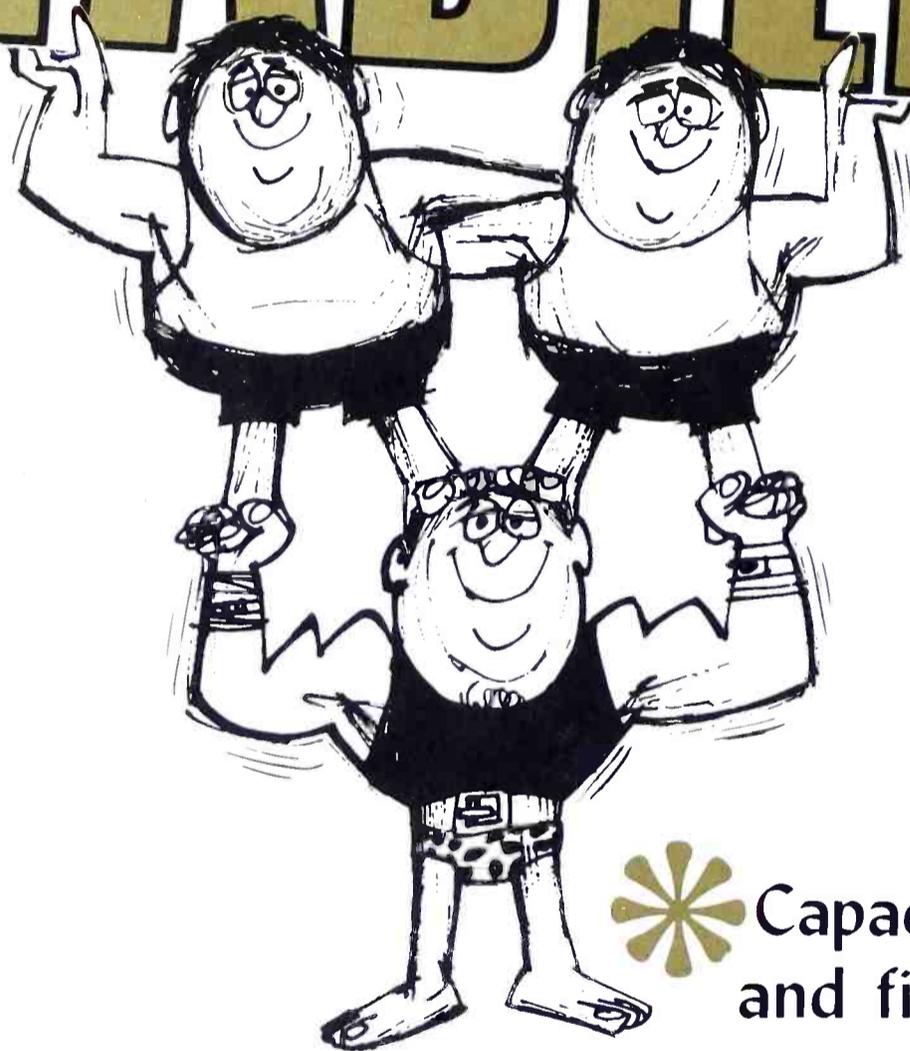
His current campaign is to solicit testimonials from celebrated "European car buffs", who agree after taking a ride in a Ford that it "is quieter than my custom job". He sees nothing wrong in this type of advertising if it is done in good taste.

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

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



# STABILITY



Capacity for steadiness  
and firmness of purpose



*radio-television representatives limited*

Head Office: 2 St. Clair Ave. W., Toronto, Ontario

Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER

*Ask the stations we represent*

*When an advertiser wants to dominate sales of a product in a market, he finds the dominant media to reach it. Radio and television broadcasting stations are Canada's dynamic movers of goods and services. Radio-Television Representatives assist broadcast media in dominating through consistent, purposeful selling to national advertisers and their agencies; creating STABILITY through sales growth for the stations we sell - ask them!*



*Agencies and clients  
should team  
for world of tomorrow*

J. BRYAN VAUGHAN

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

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

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

**Broader agency services**

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

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

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

**Communications explosion**

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

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

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

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

**Co-operation with computers**

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

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

**Cockfield Brown shoot  
color commercials  
on U.S. net  
for NHL**

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

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

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

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

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

**Gold Medal Day at the ACA**



Tomorrow, at the Gold Medal luncheon, the Advertising man of the Year will be presented with the ACA Gold Medal for his contributions to advertising in 1965. Medalists are picked by a jury made up of representatives of media and other facets of the business. This year the jurors were, left to right (seated): M. L. Munro, CBC; Howard Caine, CHWO Oakville, representing the CAB; B. E. Legate managing director, ACA; George A. Meen, chairman, Christie Brown & Co. Ltd.; Alex F. M. Biggs, ACA president, C.I.L., Montreal; J.H.C. Penligon, Outdoor Advertising Association; W.E. Trevett, Cooper and Beatty Ltd., president, the Graphic Arts Industries Association; (standing, from the left) E. J. Mannion, Thomson Newspapers Ltd., director CDNPA; R. J. Eastcott, "Don Mills Mirror" CWNA; L. M. Hodgkinson, "Chatelaine", PPA.

**Number 1**  
1960  
1961  
1962  
1963  
1964  
1965  
1966

**and gaining.  
Why not climb  
with us?**

**C-JAY TV  
WINNIPEG**



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

**OMISSION**

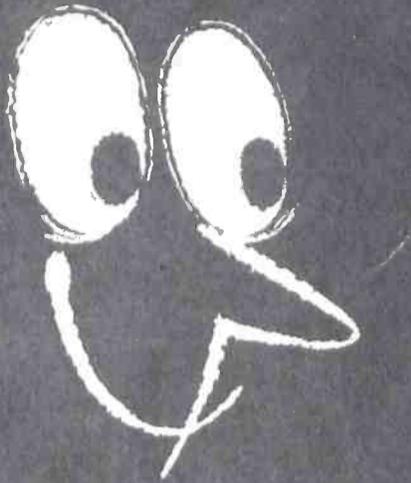
"Fifteen Minute Presentations" heard yesterday morning have not been reported in this issue, but will appear in tomorrow morning's Daily.

**Say you saw it  
in MARKETING  
and see if we care**



# CFCM-TV

quebec city has



## 20/20 FRENCH VIEWING

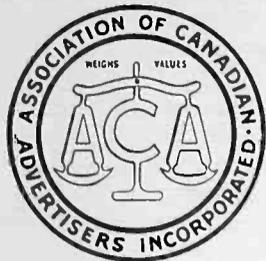
THE TOP 20 SHOWS*		HOUSEHOLDS	VIEWERS	TIME	DAY	STATION	THAT OTHER TV STATION
1	CRE BASILE	108,400	370,000	8:30	tuesday	CFCM	
2	MA SORCIERE BIEN AIMEE	96,100	326,400	8:30	monday	"	
3	GRAND PRIX MUSICAL	95,700	246,700	9:00	monday	"	
4	CINEMA KRAFT	94,800	262,700	8:30	thursday	"	
5	ALORS RACONTE	89,500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

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

### SALES REPRESENTATIVES :

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

\*NIELSEN FEBRUARY 1966



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Canadian Broadcaster

# Towards a True Partnership

The music keeps on going round — and round — and round, but little, if anything, seems to come out here — or here — or here.

We're referring, of course, to the industry-government hassle which, while it is growing in momentum, seems to be producing fewer and fewer results.

Is it really so complicated?

In a nutshell, CBC excels in the production of serious programs for both radio and television. These run the gamut from public affairs in all their guises to Bach fugues, Ibsen dramas and Fokine ballets. What it seems unable to do is to keep its spendings inside its budgets — in other words operate its stations and networks on a business-like basis.

Private stations, on the other hand, may not be as competent in the fields of erudite drama and music, but opposite this short-coming they have shown themselves extremely adept in interesting the people and showing a profit.

To us it seems evident, beyond contradiction, that the actual business of broadcasting is in the wrong hands.

CBC does *not* attract a significant audience to the type of programs it was designed to produce. Its efforts in cultural channels act as inspiration to the souls of the aesthetes and stimulation to the hearts of the intelligentsia, but these people need neither inspiration nor stimulation of this type because they are already receiving it — as likely as not from books, theatre and records.

The crux of the problem as we see it is to interest devotees of rock and roll and "the funnies" in CBC-style programs as well.

Obviously this can be more effectively done, not by a heavy concentration of classical culture, but by insinuating these "better" programs between what are already the favorites of the masses.

CBC's commendable efforts have made ratings soar astronomically, unfortunately those of competing stations.

Quite successfully, the CBC has lured mass audience to programs imported from the American networks. But this could be achieved by any broadcaster, given the law on his side and a studio operator who knew which button to push.

When it comes to CBC's own mass-appeal productions, it is licked from the start because,

notwithstanding the high calibre of its producers, performers and technicians, the erudites who direct CBC's serious programming policies from on high just do not come through when they segue from deep culture to mass entertainment.

CBC's enlightening programs are a precious asset. They should be treasured, fostered and developed. But they lack one thing — audience.

Private stations are admittedly not in the culture business, but no one can deny that they have built up, with their popular programs and adroit promotion, an audience which includes virtually everyone.

So why not give the production of these programs to the CBC and their transmission to the private stations?

This paper has long advocated the transformation of the CBC into a production organization akin to the National Film Board.

To spell it out, our suggestions are:

(1) That the government sell its network and station properties to private interests.

(2) That the CBC, as a tape and film production house, devote its time to the production of programs of high artistic value, which are "basically Canadian in content and character."

(3) That private stations be required, as a condition of licence, to carry X hours a week (possibly ten to twelve) to be chosen at their discretion, from CBC productions.

(4) That the CBC be free to sell its productions to broadcasting, theatrical and other interests, both in Canada and abroad.

(This would assure the fulfilment of the basic principle of the Broadcasting Act and enable the new CBC to operate at a break-even point or even a profit, rather than costing the Canadian public nearly two million dollars a week.)

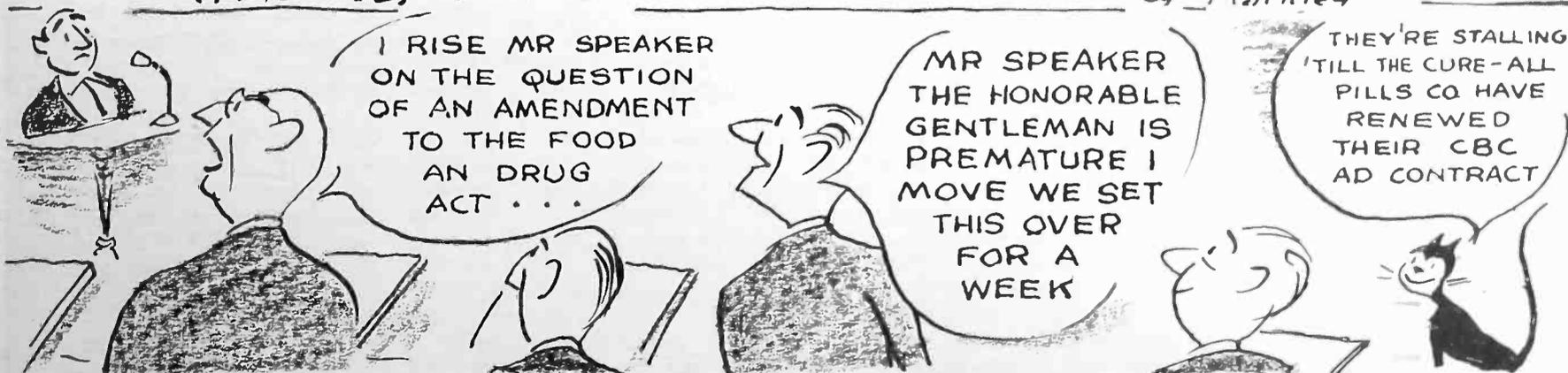
The effect of all this would be to relay CBC productions to the ready-made audiences of the private stations.

Under the Broadcasting Act, CBC and the private stations are said to be partners in the national broadcasting system. This is the *theory*. But under this plan, the partnership would become a fact in very truth.

Strangely more applicable today even than it was when it first appeared, this editorial is reprinted from Canadian Broadcaster for September 6, 1962. This idea was reopened last week by Dennis Braithwaite, writing in Globe and Mail.

RADIO RBS

by Harkley



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

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

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

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

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

## David Broome

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

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

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

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

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

## Jerry Henry

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

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

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

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

*Bienvenue!*

## A C A DELEGATES AND GUESTS

You are invited to visit the

## PAUL L'ANGLAIS HOSPITALITY SUITE

15-146

at any time during the convention.

Drop in this evening  
after the Annual Dinner  
and meet the cast of the show

"Made in Quebec"

We know you will enjoy meeting them -  
they are top stars  
in French Canada.

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

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

### W. F. Heaslip

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

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

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

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

### Jack Burkholder

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

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

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

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

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

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

### Norman Riddiough

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

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

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

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

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

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

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

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

### H. E. Miskiman

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

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

"Thus, our marketing department developed a new concept in

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

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

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

### J. R. Grainger

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

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

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

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

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

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

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

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

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

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

### Solway and Ferrier

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

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

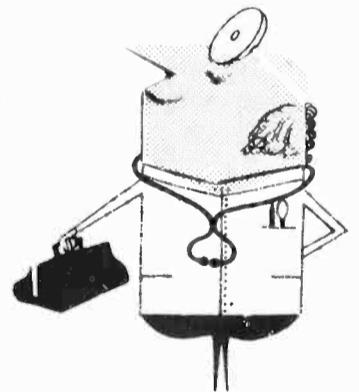
Solway said the pair had acquired a low interest product, namely 200,000 storm trooper jackboots for the left foot only, left over from the conflagration in Europe, so they set out to make a marketing test survey.

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

Panzer, Panzer, buy Hush Panzer,

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

**HARDY** has the  
**PULSE** of the  
**MARKET . . .**



Every Hardy station is a community station, with a loyal local audience. Every Hardy man is a specialist, with complete background information on the market you're after.



Toronto 363-9433

Montreal 861-5461

# Young rebels speak . . . management listens

by ROBERT E. JONES

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

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

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

### Managing Can be Frustrating

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

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

### Marketing is Complex Today

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

### Flexibility and Change Inevitable

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Keep your eye on **11**



AA-542 M, B1NEWS7305 M, B1WVOS755M-302 M, CDaytime7 529-M

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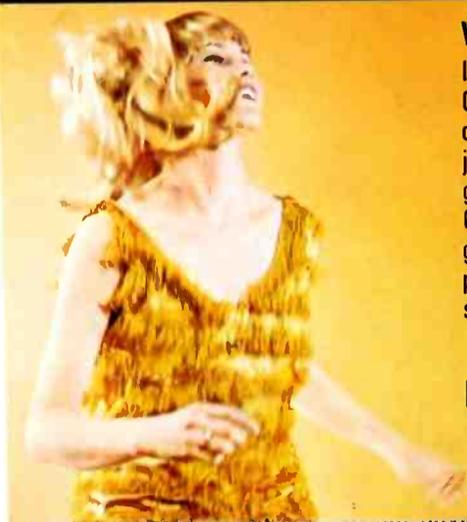
You will, if you have two things: a strong station signal and a home aerial tuned the right way. In the Toronto-Hamilton-Kitchener area, where four million of us live, you won't get a better signal than our exclusive Channel 11 UltraColor. Stripped of jargon, that means an exceptionally clear picture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



### WHERE THE ACTION IS:

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

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

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

HOW GOOD ARE THE  
COLOR SETS?  
Very. Manufacturers here have had the advantage of ten years of international research. Sets on sale here have had the bugs ironed out. Automatic Tuning. Reliable performance. Beautiful color. It's all here now.

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

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

COLOR  
US  
READY

11

MORE  
ON  
COLOR

AA-542 MI, B1NEWS/505 MI, B1WWWOS/501MI-502 MI, CTV Day 11/525 MI

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AA-542 M, B(News) 305 M, B(WWOS/FBBI)-302 M, C(Daytime) 329 M

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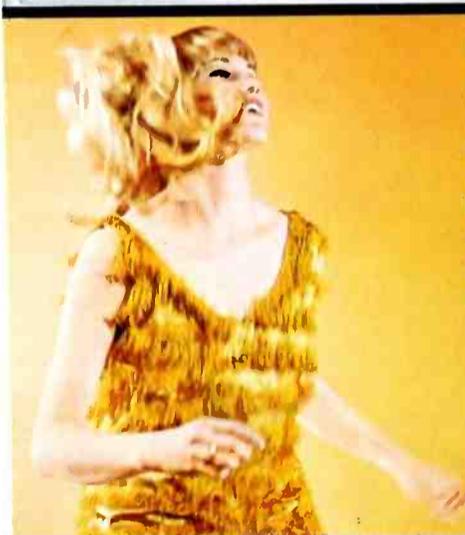
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ful color. It's all here now.

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

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

COLOR  
US  
READY

11

MORE  
ON  
COLOR

AA-542 M, B(News) 305 M, B(WWOS) 551M-302 M, C(Daytime) 302 M

This week talk CTV



# Young rebels speak . . . management listens

by ROBERT E. JONES

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

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

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

### Managing Can be Frustrating

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

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

### Marketing is Complex Today

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

### Flexibility and Change Inevitable

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

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

Church leaders are brushing aside



## Talk about scandals!

It's scandalous the way we have kept this information to ourselves. CKBI TV and Radio's Metro county area has -

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

Get further details from your All-Canada Man.  
(\* Second Largest in Canada)



Television & Radio  
Prince Albert, Saskatchewan

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

**WHAT'S IT COST TO WATCH COLOR?**  
About 35¢ to 50¢ a day, over five years. You will need to invest \$650 and up in your color set. And please don't forget the aerial. It will run from \$35 to a top-of-\$150 in a real problem area.

**HOW MUCH COLOR WILL BE ON?**  
At TV 11, 85% of our night-time shows and more than 65% of our daytime programming will be in color—more than 60 hours of color a week.

**WHY CHANNEL 11?**  
Because we've been the leader in color in Canada, we're ready for color now with people, programs and equipment. And would you believe enthusiasm?

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

How about "Spanish Eyes" by Al Martino; "Cryin' Time" by Ray Charles; "Satin Pillows" by Bobby Vinton; "I Will" by Dean Martin; "These Boots Are Recorded in Nashville. Doesn't it seem odd that practically every other station in Toronto plays some Country Music? That's all CFGM plays—24 hours daily. Try 1310 — it sells!

**CFGM ~1310**  
RADIO HOUSE LTD. ~TORONTO/MONTREAL

## "Seaway" sells in United States

The Canadian TV series, *Seaway*, has made its first sale in the United States, where WNEW-TV, New York has bought the whole 30 episodes.

Maxine Samuels, *Seaway* Films president, a division of ASP Productions, Ltd., learned of the sale by telephone from Independent TV Corporation of New York, who are handling distribution in the U. S.

Lawrence P. Fraiberg, general manager of WNEW, said he will run the series in the fall, but has not yet decided on scheduling. He liked it because "it has a North American flavor and though made in Canada features guest stars easily recognizable to U. S. audiences."

Co-producer of *Seaway* with Miss Samuels is Lew Grade of Associa-

ted TV of England. Grade invested one and a half million dollars in the series, which cost \$100,000 an episode, in black and white.

The last two episodes are currently being filmed in 35 mm color in the Toronto area, but during the series locations were used at many points up and down the 2000 mile inland waterway.

Regarding the sale, Miss Samuels said she was delighted, "as New York is one of the hardest markets to crack." She said the sale augured well for further syndication in the U. S. market.

Irv Unger, head of ITV in New York, acknowledged that the series would have had a far better chance had it been shot entirely in color. "However, we are optimistic," he said.

## "Air Canada Reports" is renewed

*Air Canada Reports*, a series of short radio interviews with airline personnel, featuring J. Frank Willis has been renewed by the sponsor for another year.

Produced by G. N. Mackenzie, Ltd., the series of two and a half minute interviews and 60 second spots is just completing a four week airing on 32 stations across

Canada. Fourteen of the radio stations are in French Canada. Series will be resumed again in the fall.

On the programs, Willis interviews Air Canada personnel who relate details of their individual duties, giving humanized explanations of the airline's facilities. Foster Advertising, Montreal handles the account for Air Canada.

## Nestlé starts new ad trend

A strong departure from established coffee advertising in TV commercials has been announced by Spitzer, Mills & Bates, Ltd., the agency handling the new Crosse and Blackwell Instant Coffee campaign.

Product innovation is being supported by new concepts in package design and labelling, a square-cut jar and a two year research program, which, the agency says, solves the problem of "strong coffee bitterness".

The TV spots are related by common element in the copy to

full-color newspaper advertisements. The campaign is aimed at people who like strong coffee, and the agency says they have developed a product that culminates in "the first real consumer benefit in ten years". Crosse and Blackwell is one of a number of companies in the worldwide Nestlé organization.

According to *Marketing*, Spitzer, Mills and Bates had \$12,900,000 in billings in 1965, which ranked eleventh in Canada's 160 franchised agencies. This represented an increase of 35.5 per cent over the company's 1964 billings.

## Dr. Chase Returns

### Almanac is back plus radio, television, farm and weekends

Remember old Doctor Chase's Almanac? It's back again, and according to Mike Haight of Tandy Advertising, over 200,000 copies will be distributed nationally this spring in conjunction with the first network promotion of Dr. Chase's Nerve Food on CTV.

Laurentian Agencies Limited, distributors of Dr. Chase products in Canada, are also using regional radio, farm papers and weekend publications in the new campaign.

Two new products, Spray Bandage and Orafix, a denture adhesive, are also being promoted back-to-back with the Chase Nerve Food on the CTV Network.

The campaign was introduced to druggists and wholesalers nationally via closed-circuit TV and according to Haight, "was a big success everywhere except Winnipeg, where the worst snowstorm of the year occurred on the day of the telecast."

### PACKAGE PLANS

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

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

Total homes based on average ¼ hour delivery—NTI/Nov./65  
AA-542 M, B(News) 305 M, B(WWOS) BBM-362 M, C(Daytime) 329 M



# This week talk CTV

## Moose River is thirty year old memory

It was exactly thirty years ago, on Easter Sunday, April 12, 1936, that three Toronto men were trapped 140 feet underground in a worked-out gold mine in Halifax County, Nova Scotia.

In the ten day vigil that followed at the shafthead broadcasting history was made as the whole world tuned in its radios to what came to be called The Moose River Mine disaster.

J. Frank Willis, stationed in Halifax as the only reporter east of Montreal for the Canadian Radio Broadcasting Commission (forerunner of the CBC) was sent to the scene of the disaster. At 4:30 pm, AST, Monday, April 20, he broadcast the first radio network news report from Moose River. From that time until the final rescue April 23 he broadcast bulletins every half hour to the network for about 120 hours in all without sleep. (He had one brief nap on the third day). All 58 Canadian radio stations carried the reports as well as 650 stations in the U. S.

Willis was assisted by studio

operator, Arleigh Canning, (still with CBC) who transmitted 90 consecutive broadcasts without a technical error, over rural telephone circuits. He borrowed an amplifier as there was no remote equipment available.

After Willis reported that two of the three men had been rescued alive, he sat down and cried for two hours to release his nervous tension. Even today, 30 years later, Frank says he still hasn't caught up on his sleep.

## Melfort Radio gets green light

Application for a 10,000 watt radio station for the central Saskatchewan town of Melfort has been approved by Order-in-Council.

The application was made last year by M. W. Hooge, on behalf of a Melfort group to be incorporated as Valley Radio Development Corp.

The station will broadcast on 1420 kilocycles. Melfort is a town of 4500 inhabitants, 180 miles north of Regina.

Alex Biggs

## Media need advertising or subsidization by the State

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



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

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

about the sweeping evolution in western civilization."

### Accentuate the positive

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

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

### Advertising or state subsidy

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

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

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

**CKTB**

ST. CATHARINES  
ONTARIO

SERVES THE NIAGARA PENINSULA  
WITH BETTER LISTENING

DELIVERS THE PROSPEROUS HUB  
CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:

Paul Mulvihill & Co. Ltd.  
Toronto - Montreal

**RADIO 610**

**ADVICE  
FROM  
OUTER  
SPACE**

**GALT  
CFTJ**

**GOLDEN  
TRIANGLE**



See  
HARDY or  
MESSNER

**Good  
IMPRESSIONS  
in  
PRINT**

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

Print Division  
**CANADIAN BROADCASTER**

## 4-satellite system could serve 600 stations

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

Meanwhile, *Communications Satellite Corporation* outlined to potential users a four-satellite system it said could provide TV programs to all 600 stations in the U.S.

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

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

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

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

A spokesman for NBC said its six satellite system would cost

\$103 million to establish and \$19 million a year to operate. "This compares favorably with the \$18½ million we spend annually on leased telephone lines for our network. With up to 20 channels, the satellites could be used by numerous broadcasters at the same time."

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

## U.S. sets increase as circulations drop

There are now over 66 million television sets in use in the United States according to a survey released by the U.S. TV Bureau of Advertising. This shows a growth of 4.2 per cent over the 1964 figure.

At the same time, newspaper circulation dropped slightly, in spite of an increase in households, says the report.

"When you compare the cost of a TV set with even a year's supply of newspapers, the significance of this shift in public preference becomes clear," said Harvey Spiegel, TvB vice-president.

## How to make the many new customers of



## YOURS

Boomtown Saskatoon is growing just about the fastest in Canada. Many of the new families have never heard of O. K. Economy or Safeway, our biggest food chains. But they soon learn.

They soon learn also to choose among many unfamiliar brands. While they are still new families is the best time to make your brand the familiar one.

Most of the new families soon learn to dial in CFQC. (See our rising BBM). CFQC is the station to make your brand most familiar with new families and old . . . in Saskatoon and hundreds of miles around.



radio saskatoon

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



## CKX-RADIO-BRANDON

1430 - CKFH

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

1430 - CKFH

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



for them!



HAMILTON

...a must buy  
in a  
must market

Call your All Canada Man

Nominations are in  
for film awards



Canadian film craftsmen will have a chance to cop a number of annual awards at three film festivals taking place over the next few weeks.

Firstly, there are the Directors' Guild Awards for direction and editing to be presented at the Canadian Film Awards dinner, May 6. Five films have been nominated in each category.

Direction:

1. *Communication*. (Westminster Films. Kirk Jones, Director).
2. *The Gift*. (CBC. Ron Kelly, Director).
3. *La Vie Heureuse* (National Film Board. Gilles Carle, Director).
4. *Decision*. Westminster Films. Don Haldane, Director).
5. *The Road*. (CBC. Ron Weyman, Director).

Editing:

1. *Communication*. (Westminster Films. Kirk Jones, Editor).
2. *Bernard Shaw*. (CBC. David Knight, Editor).
3. *Animals on Land*. (CBC. Moses Weingarten, Editor.)
4. *High Steel*. (National Film Board. Don Owen, Editor).
5. *Saskatchewan Jubilee*. (Crawley Films. Paul Harris, Editor).

Secondly, the Montreal International Film Festival and concurrently the fourth Festival of Canadian Films will be held July 29-August 4. This festival now consists of three categories.

1. *Feature films* (65 minutes or more in length);
2. *Medium length films* (20-64 minutes);
3. *Short films* (under 20 minutes)

In this festival, \$8500 in prizes has been awarded since 1963 and ten features and 46 shorts were entered. A "special jury prize" will be given to the best actor, technician or writer, replacing the original awards for acting only.

Thirdly, the Wilderness Award Trophy and medals will again be presented in memory of the three members of a CBC film team killed in a plane crash in Alberta, in February 1963. Norm Caton, Len Macdonald and Charles Riegler were filming a wilderness episode for *Camera Canada* when the tragedy occurred. CBC inaugurated the awards in May 1964.

The trophy is a rock of Canadian gold ore and goes annually to the CBC production centre making the winning film. Gold medals were designed by Gert Pollmer, CBC Graphics, Toronto and executed by Canadian sculptor, Dora de Pedery Hunt.

Last year, the winner was a *Camera Canada* feature, *The Thirties*, produced by Ron Kelly. Several special awards were also given, including medals to the widows of the three men.

OVERHEARD

"I know our show is pulling a fantastic audience, but my wife just lo-o-oves organ music."

SOLID FLESH

The salesmen were blaming their company's advertising for a sudden slump, so the sales manager told them to get up off their fat BBMs.

"I" FOR INGENUITY

The west coast fish canner processed a batch of superb salmon which was white and just wouldn't sell in competition with the traditional pink variety. So he labeled it: "Guaranteed not to turn pink in the can."

"SEVEN DAYS" TYPE  
COMMERCIAL

"If you want your husband to look his very best, send all his clothes to Instant Cleaners."

AUDREY STUFF

Then there's the gal who was so dumb that when they told her the Big Wind was flying in from Chicago, she phoned down to the drugstore for a family-size bottle of Pepto-What's-It.

TAKE IT EASY

They told the announcer to sample all the products he plugged on the air and then gave him six laxative commercials to read and now he's home sick.

ASK THE MAN WHO DRIVES ONE

It's hard to expect good selling copy for a car that sells on low price to come from a writer who drives to the office in an Aston-Martin.

HELP WANTED

Agency has opening for wide-awake and creative contact man for cigarette account. Will not be required to switch his brand.

EDITOR'S MAIL BAG

Sir: The *Daily Broadcaster* you publish each ACA Conference, with reports of all the speeches, is absolutely invaluable. Only think how we used to have to sit through all those dull meetings!

-:Your Fan

# Fee system is coming - but not yet

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

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

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

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

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

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

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

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

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

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

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

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

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

## Beat vultures with relay transmitters

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

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

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

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



WHERE THERE'S

*Sales*  
**ACTION**

IN CALGARY

... THERE'S

**CFAC**

**RADIO**

Advertisers selling Calgary know CFAC Radio is their best Salesman.

represented by



# Models, musicians and management make Foster seminar go

by FRASER FAIRLIE



Musician Howard Cable with model Sheila Rutanen demonstrate how they look at the model while listening to the sound.

"Color television will be marketing's fifth dimension," said Al A. Bruner, marketing director

CHCH-TV Hamilton, to a color TV seminar presented by Foster Advertising, last month in Toronto.

He described the fifth dimension in the words of Rod Serling, creator of *The Twilight Zone*, as "those things beyond our widest imagination" to over 200 invited advertisers from Ontario and Quebec, who represented 47 client companies of the Foster agency.

Bruner described color-TV as an innovation in an existing medium, that could be a great tool for knowledgeable businessmen who practiced sound, modern marketing. "But it is no panacea, no one-shot miracle drug, no all-embracing answer for tired, inadequate businessmen," he said.

"For a 12 year old, this is a mighty grown up kid. It's so grown up, in fact, that some of the pioneers of twelve years ago are out of touch. Canadian TV has already reached the fourth dimension, in that it has surpassed all previous experience in the universe."

"The fifth dimension - color, is less than a year away," he said.

"It is already exciting the Canadian public, who daily are bombarding the broadcasting industry with questions.



AL BRUNER

"Advertisers are asking their agencies, will color creep into Canada? Will set sales multiply rapidly? Should we wait and see? Do we have to go into color?"

"For us, color is here, now," Bruner said.

Color TV growth in Canada would be much quicker, and bring greater prosperity to the economy than was the case in the U.S., he said. "We enter the ball game with equipment that has already proven itself. The experimental phase is over, the payoff is about to begin." He noted that color-set circulation in the U.S. had doubled each year since 1962, while black-and-white sales had saturated and stagnated.

"Canadian commercial production will be heavily pre-occupied with color. Right now in the US there is no area of production that is without color consideration. Hollywood will be 100 per cent color this year. Color TV will reshape the advertising industry by supplying the public with a whole new set of values," he said.

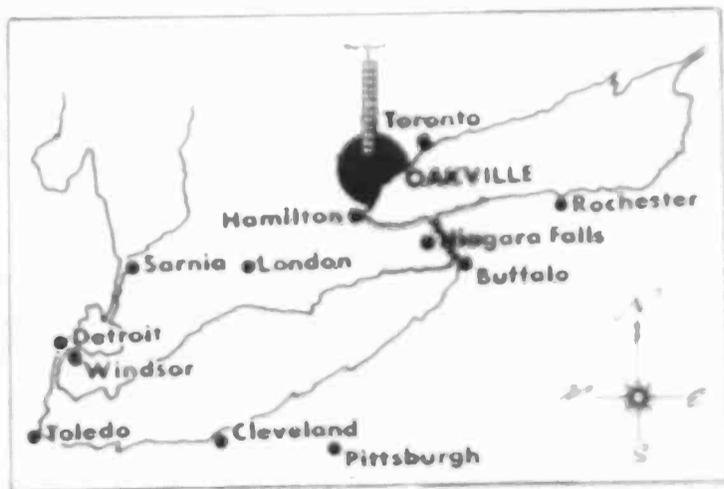
### Color is not just red and green

"Sound implies color, and the words - color in sound - are redundant," said Herman Edel, Music Makers, Inc., New York, another speaker at the seminar. He introduced two associates, Tom Anth-

# CHWO

RADIO The Whiteoaks Station

serves . . .



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

For further information call:

Toronto: Direct - 923-6814  
366-7182  
Montreal: Radio & TV Sales Inc. 866-2749  
Winnipeg: Broadcast Representatives Ltd. 943-6115  
Vancouver: Radio-Television Representatives Ltd. 733-1171



THE WINNER!

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

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

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

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



CARL WINKLER

ony and Canadian musician Howard Cable, now associated with Music Makers, a company providing the audio dimension to TV commercials.

"Color is not just red and green" said Anthony, "it is energy, momentum, importance, strength and rhythm, and we can give all these elements to your commercial. Even the absence of sound gives commercials a color."

The music makers said they approached their work first as advertising men, second as marketing men and third as musicians. They showed samples of their 200 annual campaigns.

"In all of our work, you will see that advertising appeals to emotions, and with music we can serve up any

emotion within the range of human experience," said Cable.

With the aid of a model in a bikini, Edel said the audience was listening to his voice, but their attention was riveted to the young lady on the other side of the stage. "Don't let the sound dominate your commercial," he warned.

**Can't make a bad show good**

Another guest speaker on technical matters was Carl Winkler, director, production standards, CBS, who said that color provided a broader field for programming, more impact and a more effective sales job. "But color can't make a bad program good."

Winkler said most of the problems with color were technical and that was a good place for them, as they would gradually be overcome.

He discussed the use and effects of color in the front, back and sides of a picture.

"In reality, we view only parts of a scene at one time" he said, "but on TV, we view the entire scene at once, and it disturbs us. Shadows really can be red, green and blue, and the TV camera sees them that way. We imagine them only to be grey, but they are not. TV gives us too true a picture."

He lamented that after transmission, control is lost of the TV program, and is left in the hands of the home viewer to tune in his set. "He can do the most fantastic things to a picture, especially with his 9000 degree receiver tube, which will add a lot of blue to your commercials," he said.

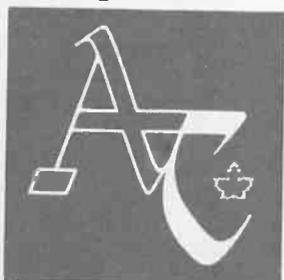
# THE BEST OF BOTH WORLDS

*RADIO or TV  
or BOTH*

*Whatever your Electronic Ad Plans  
REMEMBER*

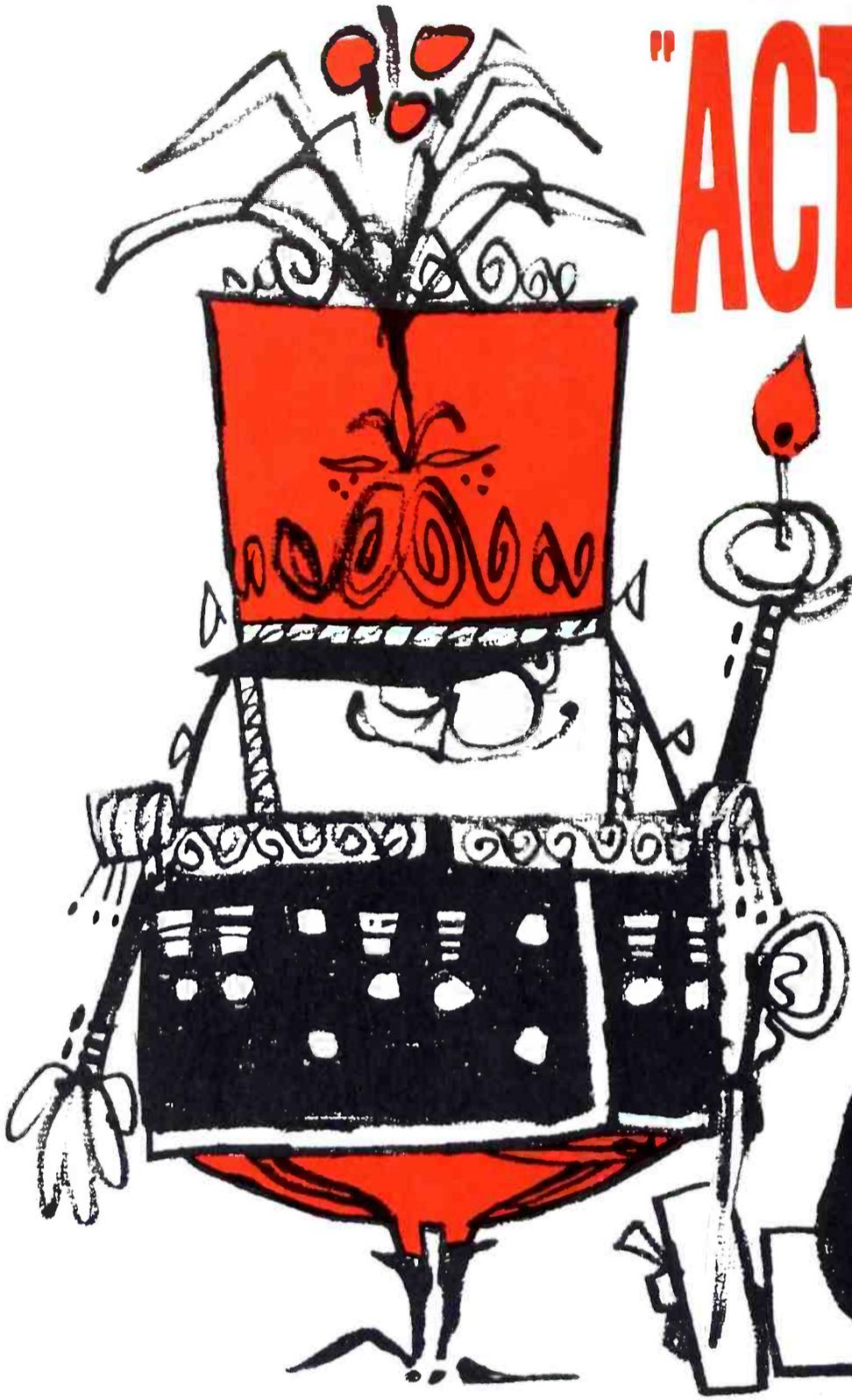
ALL-CANADA

Reps the Markets that Count



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

# "ACTION STATIONS!"



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

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

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

