

Broadcaster

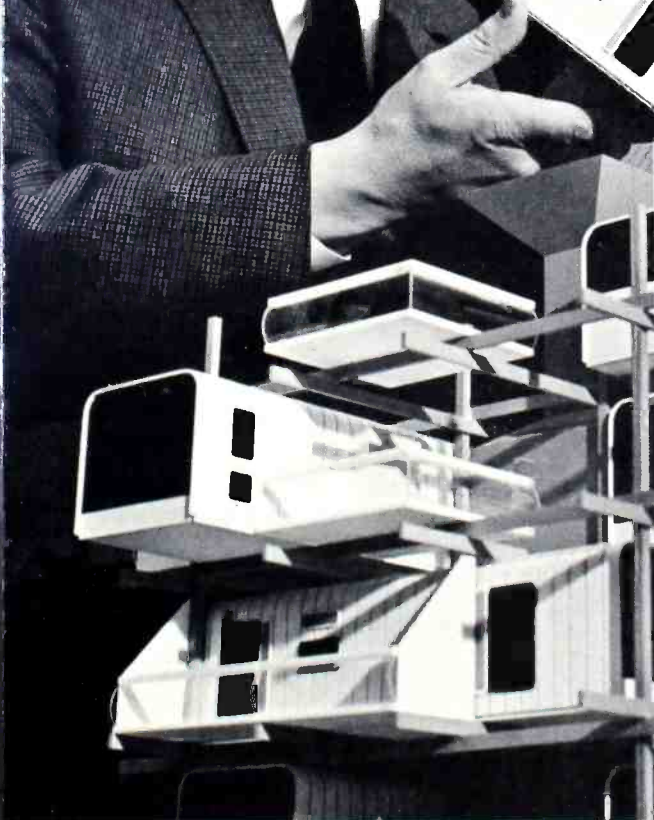
CANADIAN DAILY BROADCASTER (11th year)

MAY 6, 1969

Photo: Tom Bochsler Photography Ltd., Hamilton



Meet the new ACA president, (1969-70) J. K. (KEN) DAVY, advertising and sales promotion manager, The Steel Company of Canada Ltd. (Story on page 3)



ACA Gold Medallist J. BRYAN VAUGHAN, president of Vickers & Benson Ltd., and past president of ICA (Story on page 8)



Photo: Herb Nott & Co. Ltd., Toronto

From a recording studio or a rehearsal or concert hall—from the musical theatre—from television and radio—the sound of music written and performed by talented people can be heard everywhere today. BMI Canada Limited in a little over a quarter of a century has developed an organization through which 1,400 Canadian composers, authors and publishers have chosen

to license their music for public performance. And their numbers increase every day. Through BMI Canada Limited new talents have found an audience. New music has been able to gain a hearing. New vitality has been brought to traditional forms of music. The result has been an enrichment of the store of music to which music users and the public have access.

*The
Sound
of
Their
Music
is in the
Air*

*BMI Canada Limited
Serving the Creators and Users
of Music from Coast to Coast*

*with offices at:
Montreal * Toronto * Vancouver*

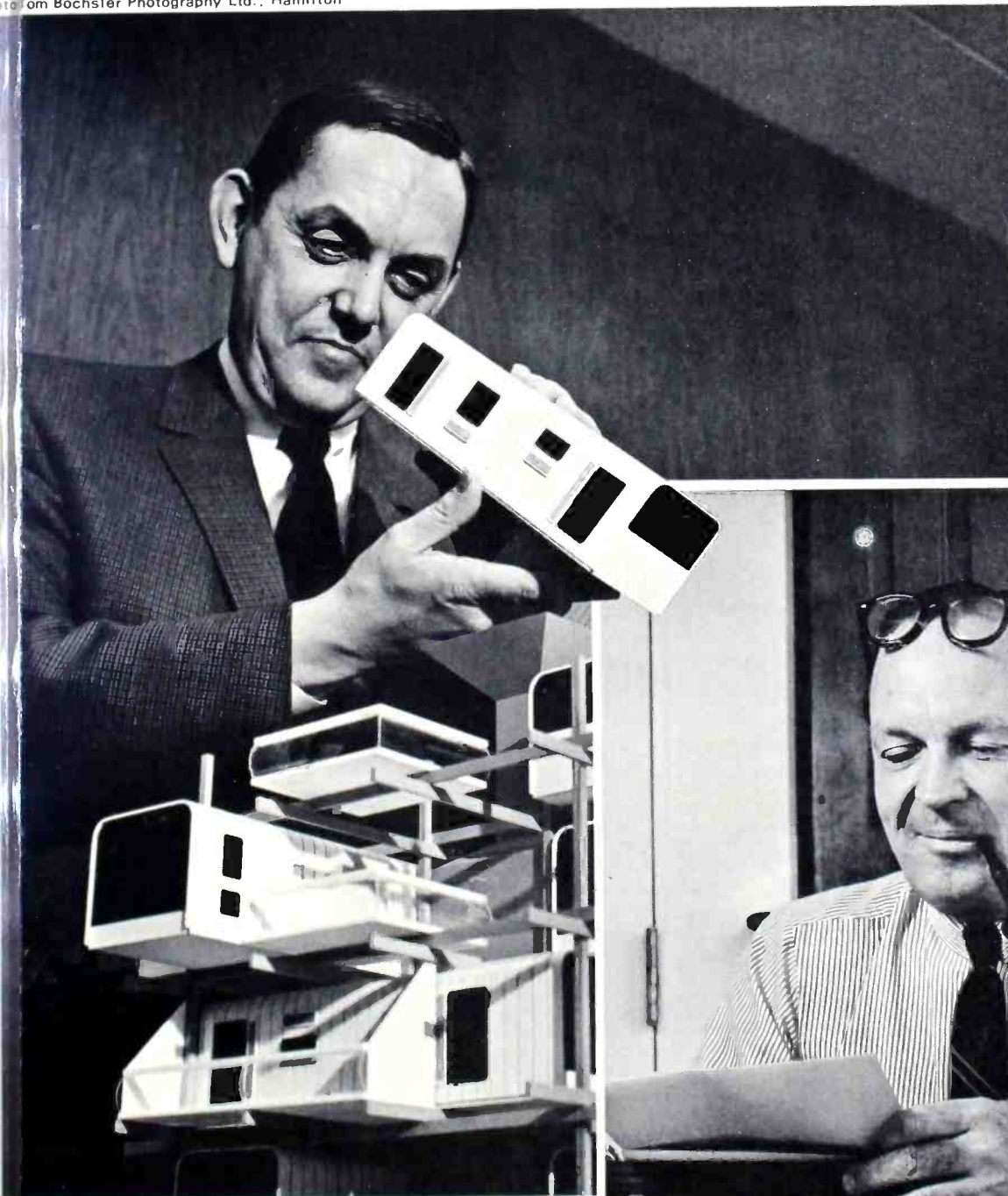


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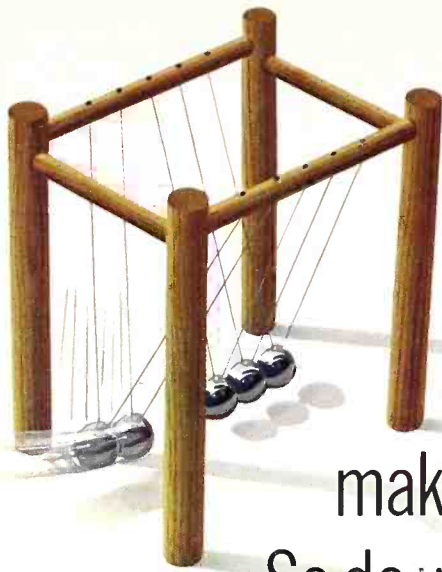
ACA Gold Medallist
J. BRYAN VAUGHAN,
 president of Vickers & Benson Ltd.,
 and past president of ICA
(Story on page 8)



Meet the
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J. K. (KEN) DAVY,
 advertising and
 sales promotion
 manager,
 The Steel Company
 of Canada Ltd.
(Story on page 3)



Photo: Herb Nott & Co. Ltd., Toronto



Introducing action-reaction television. The device pictured here tells our story: it performs remarkable feats simply by making use of well defined theories.

So do we. Take, for example, our theory that efficient commercial groupings can be created through flexible scheduling. We know this brings remarkable results for our clients. With no network obligations, we have the flexibility and independence to schedule commercials and create combinations that will deliver our advertisers objectives.

Test our theory.
Take action. Call us and
we'll deliver reaction.



Contact your NTV representative

President Ken Davy will bring "more activist policy" to the ACA

JOHN KENNETH DAVY, the new president of the Association of Canadian Advertisers, believes in his industry's adage "advertising makes good things happen". He believes also that good things are happening to advertising itself more specifically within the association he will head for the next twelve months.

Davy states that the advertisers he represents are emerging from a "useful period of re-appraisal". This self-analysis he concedes has been prompted in part by a recent government concern over allegations that advertising was contributing to increased consumer prices but as well as being a response to its critics, the association re-assessment stems from a tremendous buildup in demand for increased member services.

The ACA has served its members well during its 54 years of existence according to Davy but the times now dictate a more activist policy for the association.

Among the new activities which should create ways within the industry is a proposed series of task groups made up of professional advertising men who will undertake in-depth probes into many new ideas such as the use of computers in advertising. "Also," Davy says, "we hope to hold up a few old chestnuts for scrutiny."

For instance many advertisers believe that it is an anachronism to offer local advertisers lower media rates than national advertisers. It is not suggested that merchants who advertise on a local basis be required to pay higher rates but that a reasonably uniform rate be charged for both categories of advertising. After all the national advertiser usually requires little more servicing by the media than the local advertiser.

Commission vs. fees

Davy hopes these studies will provide more information to advertisers on the subject of agency remuneration. "Probably in most instances, the 15% commission works for those advertisers with large expenditures in mass circulation media, but it often presents a problem for medium and small budget advertisers.

"This is the unfortunate aspect of the commission system because often the size of the budget is no yardstick by which to judge the value of the

advertising to the advertisers. This is often the case among specialized advertisers such as those using direct mail, industrial or farm advertising. I believe a valuable service could be performed for advertisers and agencies alike by way of such a study and, hopefully stemming from this, some guide lines could be drawn up for those wishing to use a fee-system."

The ACA proposes to create and maintain an information bank on which its members can draw. Information derived from the task groups and the experience of members and advertisers in other countries will be deposited for the members' use.

The education of newcomers to the business and enrichment courses for professionals is to be stressed. This hopefully will be extended to include businessmen not involved directly in advertising but who nevertheless use this marketing tool.

Davy says that a broadening of representation of ACA is one of his chief objectives. To accomplish this the Board of Directors has been expanded not only to support the increased activities of the association but also to represent advertisers from coast to coast, advertisers in the French language and also those in many specialized facets of the industry such as retail, industrial and direct mail advertising.

Advertiser to industry

Davy's desire to broaden ACA's representation is by his own admission, influenced by his own business background. As advertising and sales promotion manager for the Steel Company of Canada Limited in Hamilton a large part of his experience has been in industrial advertising. Stelco has been a consistent advertiser to industry since the company's inception but in recent years as the company has increased its market development activities, advertising has expanded its role into both consumer advertising, reaching the public as well, and industrial advertising, aimed at carrying Stelco's message to architects, engineers and industrial designers and purchasing agents in industry.

Stelco uses advertising to develop new markets for steel. He cites his company's Contribution toward the

promotion of soft drinks in cans as an example of what a basic materials producer can do to influence sales volume. The promotion of steel in homes is one of the current programs in which Stelco is employing advertising to reach the home buyer and the home builder.

Mr. Davy is married and lives in Burlington with his wife and four children. His interests away from advertising, outside of surviving in a home over-run with pets, include sketching and — he smiles — collecting worthless antiques.

Davy has spent most of his working life with Stelco's advertising department in Hamilton. This year he marks 20 years with the company. Prior to joining Stelco he received his early training in the graphic arts industry and in a Hamilton advertising agency.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

*Welcomes over
one thousand
new families
to the Quinte
district this
year!*

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

ask Major Market Broadcasters

Rising costs will absorb half of national ad. budget boost

FOR THE FIRST TIME, advertising expenditures in Canada by national advertisers should top half a billion dollars this year, said James W. Baldwin, outgoing president of the Association of Canadian Advertisers, in a statement made prior to relinquishing his office yesterday morning.

Baldwin, associate in the Innotron Division of Imperial Tobacco Sales Ltd., Montreal, said rising production and media costs will account for about half of the estimated seven to eight per cent rise in advertising budgets this year, as had been forecast.

He cited a number of major opportunities for the advertising industry to demonstrate its leadership: bilingualism, the growing complexity of relationships with consumers, media and government, and the technological revolution in communications.

The very nature of advertising, he said, has made it a force for national unity. In its institutional form, advertising has played a significant role in making Canadians more aware of the nation's social, economic and cultural bonds.

"The need to communicate bilingually has long been recognized by many advertisers as an essential

element in national marketing plans," said Baldwin. "Indeed, it is perhaps fair to say that advertising's bilingual awareness has contributed substantially to the extended use of Canada's two official languages."

He said ACA is stepping up its liaison and communication with government bodies such as the food and drug and consumer affairs departments.

Effective and substantial support has been given to the Canadian Advertising Advisory Board in this area, he said.

The complexity of problems has also necessitated much closer consultation with allied groups such as the Institute of Canadian Advertising, Grocery Products Manufacturers of Canada, Magazine Bureau of Canada, the Canadian Daily Newspaper Publishers Association, the Canadian Association of Broadcasters and similar organizations.

ACA is expanding its internal education program, Baldwin said, which is aimed at providing training for specialized groups on subjects of common interest such as the use of computers in advertising, agency-advertiser relations, and the new technological developments in cablecasting and satellite television.

Toronto Ad Club names new officers

OFFICERS AND DIRECTORS nominated by the Advertising & Sales Club of Toronto for the 1969-70 season are headed by Murray R. Baylis, sales manager, *Weekend Magazine/Perspectives*, as president, succeeding E. Ray Purves, commercial manager, CKFM Toronto. Elections will be held May 27 at the Club's annual meeting.

Ralph G. Morley, CLU, R.G. Morley & Associates, was nominated 1st vice-president, with Roland W. Meeke, vice-president and general manager, Schick Safety Razor Co., as 2nd vice-president, and J. Clifford Wilson, vice-president and associate manager, Kenyon & Eckhardt Ltd., as vice-president, education.

Kenneth E. Jewett, marketing manager, Abitibi Provincial Paper Ltd., is up for election to the office of treasurer, with Alfred H. Gillier, Ontario manager, *Le Soleil*, Quebec City, as secretary.

Nominations to the new board of directors include: Graham R. Campbell, executive vice-president and general manager, Foote, Cone & Belding Ltd.; Milton C. Cooper, district advertising manager, Household Finance Corp. of Canada; James E. Gordon, national advertising manager, *Reader's Digest* Association (Canada) Ltd.; Kent B. Johnson, agency secretary for Canada, Occidental Life Insurance Co. of California; J. Ray Morris, catalogue advertising manager, The T. Eaton Co. Ltd.; Peter J. Myers, senior account executive, Foster Advertising Ltd.; J. Allan Reed, manager, commercial printing division, Maclean-Hunter Ltd.; John Scarff, product marketing manager, Dow-Corning Silicones Inter-America Ltd., and George N. Walker, sales manager, Sterling Industries.

N

CKFH-1430

ENCOMPASSING

THE PEOPLE

of

TORONTO

with

TODAY'S RADIO

S

Today's
ACA MEETINGS
will be reported in
TOMORROW'S
ACA
DAILY
BROADCASTER

\$ALES WINNER\$

are Bought on CFTM-TV Channel 10 Montréal

the all-day DOMINANT station so much preferred by greater Television Audiences

| STATION | TOTAL HOURS TUNED (WEEKLY) | ALL PERSONS | AVERAGE HOURS TUNED (WEEKLY) |
|----------------------|----------------------------|-------------|------------------------------|
| 1 - CFTM-TV MONTRÉAL | 39,445,600 | 2,778,800 | 14.2 |
| 2 - MONTRÉAL | 20,579,600 | 2,406,400 | 8.6 |
| 3 - TORONTO | 16,028,800 | 3,112,800 | 5.1 |
| 4 - TORONTO | 14,954,100 | 3,112,900 | 4.8 |
| 5 - QUÉBEC | 12,858,900 | 775,500 | 16.6 |

BBM BUREAU OF MEASUREMENT
NOVEMBER 1968
(Monday through Sunday)

A
MUST BUY
in
Montreal



Visit the
PAUL L'ANGLAIS INC.
suite at
the Royal York Hotel
during
the A.C.A. Convention
There's a winning show!

represented by:

PAUL L'ANGLAIS INC.



MONTREAL
1405 Alexandre-de-Sève Street,
Montreal 133 526-9201
TORONTO
2160 Yonge Street 487-1551
NEW YORK
230 Park Avenue 679-6820

Bitter criticism but a new wealth of information

BBM'S OUTSTANDING ACHIEVEMENT last year was the gigantic switchover into a new reporting format, said Dr. B.K. Byram, president of the BBM Bureau of Measurement, in a 25th anniversary report to the opening session of the ACA Conference.

"I use the words 'reporting format' carefully because once the Personal Diary was innovated in 1967, there was a wealth of data available for individuals, which was not previously available from any kind of household, or so-called household-personal diary," he said.

Byram said "all this information was neither extracted nor published previously. As a result of the recommendations made by several users' committees, the board of directors

agreed to publish some of this data, mainly to make the BBM reports more informative and more convenient to use by all its members.

"The major change," he said, "for both radio and television was the reporting of listening and viewing by eight different age and sex groups. Adult male and female audiences were measured separately for the 18-34, 35-49 and 50-plus age groups, and in addition the woman-of-the-house category was broken up into the same three age groups plus woman-of-the-house-with-children.

"Another important addition to the radio reports was each station's average and cumulative audiences during the time blocks shown in the station's own rate card. This provides

a simple and direct approach to the available audience and the cost to the advertiser," he said.

"Also for the greater convenience of the user, television reports were provided for the first time in separate market books—49 of them, comprising 50 different markets. In addition to the main *Television Tuning*, the report also shows audience summary by time blocks and separate weekly information whenever there is a program pre-emption.

"From the national television advertisers' point of view," Byram said, "the most significant change will be found in the Television Network Reports, which are now produced in two volumes, cover 26 different categories of audiences, provide a handy comparagraph of prime time programs on Canadian networks, and a complete list of station line-ups for each program.

"A time-saving and helpful innovation, provided exclusively by BBM, is a descending order list of programs and numbers watching, for each of the 26 reported demographic groups of audience," he said.

Byram mentioned the "controversial comment and bitter criticism" which flared up as a result of the changes, and said "in spite of the controversy, I think everyone will admit that a whole new wealth of information has been provided for the use of the entire advertising and broadcasting industries, and there has been no significant increase in cost for this remarkable co-operative service provided by the BBM Bureau of Measurement on a non-profit basis."

He noted a change in composition of the Bureau's membership, due to come before the general membership at the annual meeting on Thursday (May 8), which, if approved, will still give the Advertisers and Agencies an edge of one seat over the Broadcasters.

"In 1966," he said, "the composition of the board of directors was changed from 7 advertisers, 7 agencies and 7 broadcasters to 7 advertisers, 7 agencies and 9 broadcasters. The broadcasters still pay well over 80% of the total cost of BBM service, and in order to give them a full geographic representation, as well as representation for both radio and television media, the board of directors has approved an amendment which will give the broadcasters and reps 13 of the 27 seats on the enlarged board."

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Ontario Parliament Buildings

Tune in Toronto CKFM/99.9

Radio Station CKFM is proud to be part of Toronto... informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

Completes studies for print media

IN A STATUS REPORT on the Canadian Advertising Research Foundation, delivered at the ACA Conference Monday morning, retiring chairman J. Murray Philp said over the past year CARF has completed two studies initiated in the previous year.

One of these studies was a survey of newspaper reader characteristics for the *Toronto Daily Star*. The other was a survey of magazine and newspaper supplement readership for the Magazine Advertising Bureau.

The MAB study, Philp said, has been the subject of considerable publicity and some controversy on several fronts. "Like any other study, it is a truism to say that were it to be done over again, some aspects of it might be done differently.

"Without in any way dismissing the technical questions," he said, "I suggest we not lose sight of the fact that this was the first time in Canada that any study attempted to provide reach and frequency data for periodicals on a comparative basis."

Another survey is "just entering the field in Montreal," he said, and another which CARF was asked to consider for last spring had to be put off until fall "because of inadequate time to plan, and to establish a technical committee."

Philp retires after five years service as chairman, having begun as technical director for CARF, which is a non-profit organization operating under joint sponsorship of ACA and ICA.

Urging that CARF, which "is in fact the research arm of the advertising industry" should be a stronger and longer arm than it is at present, Philp said "the Foundation had little to do with marketing, or even advertising research, in the full sense of the words. It is in fact, a consultant-cum-watchdog-cum-appraiser and auditor of media research studies, with the initiative for such service being at the discretion of those who foot the research bill usually the media themselves."

More precision for trade advertising

"THE MAJORITY OF ADVERTISERS are working towards a more precise and scientific use of advertising. The CCAB audit contributes immeasurably towards this end," said Patrick Sweeney, general manager of Canadian Circulations Audit Board Inc., in his annual progress report to the ACA Conference, yesterday morning.

"CCAB is aware that the advertiser today must have an increasing amount of accurate and comparable information from publications serving his field," he said. "To make efficient media selections, advertisers have always used the basic circulation information from CCAB Publishers' Statements and Audit Reports, but in many fields the marketing process has become more complex. Additional market data is now required of publishers."

To meet these needs, Sweeney said, a test Unit Audit is now being conducted which will provide a second basis for comparison, which is to verify the exact number of units a publication covers and the exact number of copies distributed to each of those units. A unit is defined in the Association of Industrial Advertisers Glossary of Terms as "an establishment primarily engaged in one type of economic activity at a single physical location."

Reviewing the past year, Sweeney said "following the mailing of our new Handbook in November...we received applications from 12 new advertisers and 4 advertising agencies, giving us now a record number of 100 advertiser members and 65 agencies."

He noted "there has been a slight decline in our Publication membership partly due to the recent postal increases. During the last year we accepted 18 new members and we lost 24; as of today we have 271 compared to 277 last year."

As a first for CCAB, he said, in 1968 "we audited two qualified-circulation consumer publications — *Hostess and Homemaker's*.

"Our Trade Show Division is more than holding its own," Sweeney said. "We presently have 20 Trade Show members—up one from last year."

To boost membership, CCAB will have its own publication, *Circulate*, "to provide a forum for members of the advertising and publishing industries to discuss matters pertaining to the auditing of media and report on the activities of CCAB," Sweeney said. "The circulation, in addition to our members, will include 4,000 non-member advertiser and agency personnel." No advertising or subscriptions will be solicited, "just membership."

planning radio for your next campaign



Your best radio buys are the stations with the facilities and know-how to effectively merchandise and promote sales for your client. ... After all, the purpose of the campaign is to REACH PEOPLE and MOVE PRODUCT! ... Some stations do that particularly well. ... And we've got them!



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

*Southern
Saskatchewan's
only
Captive
Television
Market*

●
CJFB-TV

CHANNEL 5 – SWIFT CURRENT
CHANNEL 2 – EASTEND
CHANNEL 2 – VAL MARIE
CHANNEL 10 – RIVERHURST

Saskatchewan's economic base is expanding rapidly. Over the next two decades the province is expected to become a major industrial and commercial region in addition to the harvesting of its vast natural resources.

Swift Current and the booming centres covered by CJFB-TV as a market are running at 107% above national average. The current growth rate is running at 40% per decade compared with a 6% overall growth rate for the Province of Saskatchewan. The only audio, visual medium delivering this booming market to the national advertiser is CJFB-TV!

●
SEE:

*Radio-Television Representatives
Ltd., Toronto, Montreal,
Winnipeg, Vancouver.*



J. BRYAN VAUGHAN

Gold medal winner has "continuing concern for the social responsibilities of advertising"

CANADIAN ADVERTISING'S HIGHEST AWARD, the ACA Gold Medal, was presented yesterday to J. Bryan Vaughan, president of Vickers & Benson Ltd., in recognition of his services to, and interests and accomplishments in, the industry and related fields over the past 35 years.

Honored at yesterday's opening luncheon of the 1969 ACA Conference, Vaughan was cited for his many contributions to the industry, and the broad field of communications, generally. The citation read:

"Presented to J. Bryan Vaughan, whose career as a writer, businessman, and lecturer reflects his deep personal convictions on the vital role of communications in a free and innovative society; and who, when president of the Institute of Canadian Advertising, and as one of the moving spirits of the Canadian Advertising Advisory Board, has displayed a sensitive awareness of, and a continuing concern for, the social responsibilities of advertising to the Canadian community."

Bryan Vaughan got his start in the communications field very early. While still in public school he published his own newspaper, printed on his own press. Instead of a B.A. at university, he got an A.B. as an able-bodied seaman.

With printer's ink in his veins, he started to work at 16, beginning with the *Toronto Daily Star* as a copy boy, rising to city editor, and also becoming an editor of *The Star Weekly*.

Broadening his experience, he became a business paper editor for Maclean-Hunter Ltd. and was chairman of the business publications editors' group.

Swinging into public relations, he headed Canada's largest counselling firm, Public & Industrial Relations Ltd., and was president of the Canadian Public Relations Society.

During wartime, in government service, Vaughan became deputy information officer of the Wartime Prices & Trade Board, in charge of its field information offices from coast to coast.

Vaughan is past president of the Institute of Canadian Advertising. In his extra-curricular activities, he is past president of the Canadian Arthritis & Rheumatism Society, a trustee of the Ontario Cancer Institute, the Princess Margaret Hospital, and Toronto Arts Foundation, and he has been an executive committee member of the Art Gallery of Ontario.

His hobbies include photography, woodworking and collecting Canadiana. He is married, and has seven children.

Operation Mindbend



We're about to change your mind.

If that's ok with you.

You see, in the last few months, we've been doing a little private investigating. And the object of our interest has been your sales market. Your *real* sales market. Where the big money comes from.

Our findings were a shock.

Your real sales market is not nearly as young as you have been led to believe. We have the facts and figures to show that we've all been led down the garden path.

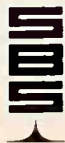
Comes the Revolution!!

If you're not afraid of the truth, we have a zappy, simultaneous, 4-screen visual pre-

sentation that will open eyes, bend minds, and challenge youth cultists to put their money where their mouth is.

This is the kind of myth-destroying presentation that advertisers are going to be talking about. So if you're an agency man, you'd do well to see it before your client does. It won't hurt a bit, we promise. We're not out to blow your mind.

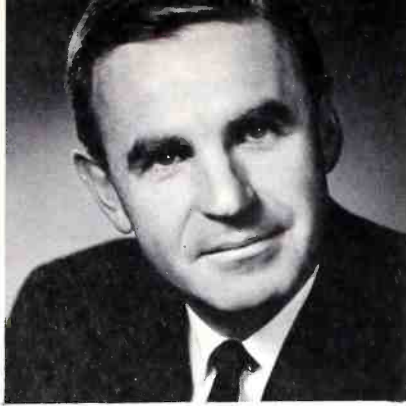
Just bend it a little.



STANDARD BROADCAST SALES

2 ST. CLAIR AVENUE WEST
TORONTO 7, ONTARIO
(416) 924-5721

1407 MOUNTAIN STREET
MONTREAL 25, QUEBEC
(514) 849-2454



ROBERT S. HURLBUT

The battle of Business

Hampered by suspicion — burdened by taxation — hamstrung by restrictions

BUSINESS CAN DO MUCH MORE than contribute to the economic progress and welfare of our country. It should take stock of itself to see how it can do more to help alleviate some of our social ills and face up to the changes and challenges outside the traditional business activities.

Robert S. Hurlbut, president of General Foods Ltd., Toronto, addressing the kick-off luncheon of the 54th ACA Conference, said he'd "like to take an audit of our record as corporate citizens, of our attitudes and our contributions to the making of a better society."

He offered suggestions for certain ways in which "we can improve this social, or human, balance sheet."

On the debit side, Hurlbut mentioned the war on poverty, the plight of the Indians and Eskimos, and other minorities, our current living standards which "range from the high to the deplorably low — due to tremendous regional disparities in this country, the problems of pollution and housing, student protest and unrest, consumer protection, education, unemployment, and the ledger doesn't end here," he said.

"Does business really have a role here?" he asked. "I believe it does. But first, I would like to make one point very clear. There are certain limitations upon what business can do."

Hurlbut pointed out that "the very

success of business enterprise, in discharging its primary function (of making a profit) seems to have accentuated some of the problems we face today."

He said he knew many of his colleagues would be very prompt, not only to stress the economic performance of business, but to point out that business over the years has made a tremendous contribution to the social and moral betterment of our society — and they are quite right. As any university, or hospital, or United Appeal organization will tell you, this involvement by business in the welfare and concerns of its community, is significant."

Measuring this effort is quite

(MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!



Casabello Wines Limited, producing a full range of fine table and dessert wines in Penticton, B.C., is one of dozens of new industries and two new wineries established in Okanagan-Mainline Land during the last few years. With its companion wineries, it forms the basis for the burgeoning new vineyards of the area — a major and dependable source of agricultural wealth. Everything grows bigger and faster here, including advertising results.

OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man.

another thing, Harlbut said. "It is astounding that some of the best business libraries in the country yield so little information about the activity of our business community in these matters."

He said "we have nothing in Canada, as far as I know, that compares with the *Action Report* of the Chase Manhattan Bank — regular reports that keep business, government and the public informed of what business is doing and what business leaders are thinking in the area of social problems."

There were many examples of business action "that not only go beyond considerations of profit and loss," he said, "but beyond the ordinary boundaries of business philanthropy. All this is promising. But the *total* effort by business, whether we communicate it or not, in my opinion, falls *short* of what we could do, and falls *far short* of what is expected of us."

Hurlbut urged that "we in business must become more deeply involved in public affairs. We must do so, because such involvement will enhance the long-term best interests of our free enterprise system and make it work better."

"Now, if this role by business is a practical one, then it would seem to me that we, as managers, must begin a drastic overhauling and improvement of our communications — especially our communications with government."

"This must be a two-way process, of course," he said. "Business needs to explain its viewpoints and proposals, but government also must be prepared to make known its problems, needs and plans."

He stressed that "all too often, business communication with government has essentially been to argue a self-centered point of view, or to react negatively to some proposal that someone else has made. The result, in many instances, is that we are not being heard or taken seriously, either by the government or our many publics."

"There is a special urgency today," he said, "that business and government understand one another. For our part, we must make a greater attempt to understand how government operates, why it responds to public

demands, how it drafts legislation, and how business can best present its case.

"And certainly government," he said, "and the public, must better understand how the business system works, and the importance of the profit motive to our way of life."

"Business cannot function well in an atmosphere of suspicion and distrust," he said. "It cannot perform effectively under an unrealistic burden of taxation, or in a maze of impractical restrictions."

ABC computerized

A NEW COMPUTERIZED DATA BANK has been added to the services provided by the Audit Bureau of Circulations, and "we expect a number of leading Canadian publications to join the data bank program shortly, as soon as current discussions determine what additional data, beyond circulation, should be included to best serve industry needs."

Warren Reynolds, president of Ronalds-Reynolds & Co., Toronto, who heads up the international ABC, in a progress report to the ACA conference, said "also in the next month, we expect to conclude an agreement with the Magazine Advertising Bureau in the United States, for ABC to take over their Magazine Advertising Coverage Service, a selective media-to-market analysis service."

This, he said, "will substantially add to the importance of the ABC data bank program and its ability to serve the advertising and publishing industry better."

Noting that "ABC is becoming strongly oriented in a new direction—that of being the centre for vital marketing information, Reynolds said "if this transition in ABC philosophy, from the concept of the Audit Bureau as simply circulation accountants to ABC as the centre of vital marketing information, can be nurtured by its members, its directors, and by its management, then the Audit Bureau will truly have entered upon a new and important stage in its own viability and in the essential services it provides in protecting your advertising dollars."



Do you know there are more Italians in Toronto than in the city of Florence.

There are also 130,000 Germans,
Plus 200,000 other new Canadians.



Remember...

65%
OF ALL
WOMEN

in the
Montreal
market
can be
reached
in
English!*

*D.B.S. 21% English
19% French
60% Bilingual

CJAD
800
CJFM
95.9

**TOP-RATED
COMBINATION
IN MONTREAL**

Represented by
**STANDARD BROADCAST
SALES LTD.**

MONTREAL TORONTO
WINNIPEG AND VANCOUVER
And CANADIAN STANDARD BROADCAST SALES INC., 654 Madison Avenue, New York, N.Y. 10021

1968 Television Expenditures of TOP 100 NATIONAL ADVERTISERS

1968 expenditures in all measured media increased by \$4,743,000 to \$160,264,000, a rise of 3%. The increase in Television investment by these advertisers was \$5,585,000, up 7.1%. On average and excluding the five distillery companies, television received 54% of media allocations, up from 52.1% in 1967.

Little change occurred in the Top 10 advertisers from 1967 apart from Kellogg Co. dropping to 22nd position from ninth, and being replaced by Lever Bros. Ltd., up from 15th.

Representing these outstanding Canadian Television stations

- CKRS-TV Jonquiere/
Chicoutimi, Que.
- CKBL-TV Matane, Que.
- CFCM-TV Quebec, Que.
- CKMI-TV Quebec, Que.
- CKRT-TV Riviere-du-
Loup, Que.
- CKRN-TV Rouyn, Que.
- CKCO-TV Kitchener, Ont.
- CKSA-TV Lloydminster,
Sask.-Alta.



| | Total Radio & TV \$('000) | Total TV \$('000) | Per Cent TV |
|--|------------------------------------|-------------------------|-------------------|
| 1. General Motors Products of Canada Limited | 8,946 | 2,500 | 28.0 |
| 2. Procter & Gamble Co. of Canada Limited | 6,565 | 6,566 | 99.9 |
| 3. General Foods Limited | 5,344 | 4,322 | 80.9 |
| 4. Imperial Tobacco Co. of Canada Limited | 5,004 | 1,114 | 22.3 |
| 5. Canadian Breweries Limited | 4,134 | 1,962 | 47.5 |
| 6. Ford Motor Co. of Canada Limited | 3,559 | 915 | 25.7 |
| 7. Colgate-Palmolive Limited | 3,521 | 2,872 | 81.6 |
| 8. Government of Canada | 3,407 | 695 | 31.3 |
| 9. Lever Bros. Limited | 3,213 | 2,514 | 78.2 |
| 10. Kraft Foods Limited | 3,201 | 1,745 | 54.5 |
| 11. Air Canada | 2,988 | 571 | 19.1 |
| 12. Molson Industries Limited | 2,878 | 1,239 | 43.0 |
| 13. Canadian Pacific Railway Co. | 2,828 | 927 | 32.8 |
| 14. American Home Products | 2,814 | 2,400 | 85.3 |
| 15. Bristol-Myers Co. of Canada Limited | 2,791 | 2,455 | 88.0 |
| 16. Sterling Drug Limited | 2,760 | 1,930 | 69.9 |
| 17. Chrysler Canada Limited | 2,746 | 623 | 22.7 |
| 18. Rothmans of Pall Mall Canada Limited | 2,648 | 562 | 21.2 |
| 19. Coca-Cola Limited | 2,592 | 911 | 35.1 |
| 20. Imperial Oil Limited | 2,590 | 1,282 | 49.5 |
| 21. Benson & Hedges (Canada) Limited | 2,492 | 1,166 | 46.8 |
| 22. Kellogg Co. of Canada Limited | 2,398 | 1,963 | 81.9 |
| 23. Nestle (Canada) Limited | 2,274 | 1,756 | 77.2 |
| 24. Warner-Lambert Canada Limited | 2,248 | 2,128 | 94.7 |
| 25. Canadian National Railway Co. | 2,166 | 411 | 19.0 |
| 26. Gillette of Canada | 2,120 | 2,069 | 97.6 |
| 27. Shell Canada Limited | 2,105 | 847 | 40.3 |
| 28. Standard Brands Limited | 1,887 | 694 | 36.8 |
| 29. Labatt Breweries of Canada Limited | 1,849 | 758 | 41.0 |
| 30. S.C. Johnson & Son Limited | 1,764 | 1,688 | 95.7 |
| 31. Gulf Oil Canada Limited (B.A. Oil) | 1,763 | 946 | 53.6 |
| 32. Distillers Corp. Ltd.* | 1,748 | — | — |
| 33. Canada Packers Limited | 1,746 | 1,319 | 75.6 |
| 34. Campbell Soup Company Limited | 1,626 | 1,085 | 66.8 |
| 35. Dominion Stores Limited | 1,601 | 515 | 32.2 |
| 36. Clairol Inc. of Canada | 1,570 | 858 | 54.6 |
| 37. Salada Foods Limited | 1,460 | 251 | 17.2 |
| 38. American Motors (Canada) Limited | 1,459 | 318 | 21.8 |
| 39. Wm. Wrigley Jr. Co. Limited | 1,384 | 762 | 55.1 |
| 40. Canadian Imperial Bank of Commerce | 1,311 | 401 | 30.6 |
| 41. Quaker Oats Co. of Canada Limited | 1,300 | 963 | 74.1 |
| 42. Bank of Montreal | 1,291 | 450 | 34.9 |
| 43. Quebec Government | 1,266 | 353 | 27.9 |
| 44. Bell Telephone Co. of Canada | 1,212 | 274 | 22.6 |
| 45. Pepsi-Cola Canada Limited | 1,153 | 397 | 34.5 |
| 46. W.A. Gilbey of Canada Limited* | 1,124 | — | — |
| 47. Noxzema Chemical Co. of Canada Limited | 1,070 | 795 | 74.3 |
| 48. Beecham Products Limited | 1,046 | 1,041 | 99.6 |
| 49. Irwin Specialties Limited | 1,043 | 1,043 | 100.0 |
| 50. Canadian Kodak Company Limited | 1,029 | 490 | 47.7 |
| 51. Kimberly-Clark of Canada Limited | 1,024 | 440 | 43.0 |
| 52. Seven-Up Limited | 1,023 | 198 | 19.4 |
| 53. Volkswagen Canada Limited | 1,016 | 615 | 60.5 |
| 54. Toronto-Dominion Bank | 1,006 | 506 | 50.3 |
| 55. Hydro Electric Power Commission of Ontario | 981 | 292 | 29.7 |
| 56. H.J. Heinz Co. of Canada | 968 | 742 | 76.7 |
| 57. Royal Bank of Canada | 930 | 271 | 29.2 |
| 58. Hiram-Walker-Gooderham & Worts Limited* | 906 | — | — |
| 59. Singer Co. of Canada Limited | 893 | 337 | 37.7 |
| 60. Scott Paper Limited | 889 | 326 | 36.7 |
| 61. Rowntree Company Limited | 886 | 777 | 87.7 |
| 62. Carnation Company Limited | 885 | 639 | 72.2 |
| 63. Alberto-Culver of Canada Limited | 874 | 801 | 91.7 |
| 64. Corby Distilleries Limited* | 867 | — | — |
| 65. Texaco Canada Limited | 857 | 357 | 41.7 |
| 66. Johnson & Johnson Limited | 840 | 525 | 62.5 |
| 67. Philips Electronics Industries Limited | 839 | 698 | 83.2 |
| 68. Facelle Company Limited | 835 | 599 | 71.7 |
| 69. Christie Brown & Co. Ltd. | 827 | 418 | 50.5 |
| 70. Vic Tanny's Gym & Health Club | 815 | 71 | 8.7 |
| 71. General Mills Inc. | 790 | 790 | 100.0 |
| 72. Bank of Nova Scotia | 790 | 64 | 8.1 |
| 73. Sperry Rand Canada Limited | 783 | 335 | 42.8 |
| 74. Playtex Limited | 772 | 772 | 100.0 |
| 75. Thos. J. Lipton Limited | 755 | 607 | 80.4 |
| 76. Mattel Canada Limited | 753 | 724 | 96.1 |
| 77. Libby, McNeil & Libby Co. | 745 | 508 | 68.2 |
| 78. Avon Products of Canada Limited | 737 | 555 | 75.2 |
| 79. Trans-Canada Telephone System | 681 | 297 | 43.6 |
| 80. Macdonald Tobacco Inc. | 675 | 47 | 6.9 |
| 81. Fry-Cadbury Limited | 628 | 628 | 100.0 |
| 82. Nabisco Foods Limited | 624 | 414 | 66.3 |
| 83. Zenith Radio Corp. of Canada Ltd. | 614 | 204 | 33.3 |
| 84. British Overseas Airways Corp. | 614 | 68 | 11.1 |
| 85. Polaroid Corporation | 613 | 530 | 86.4 |
| 86. N.S. Carters Products Inc. | 613 | 613 | 100.0 |
| 87. Canadian Cannery Limited | 611 | 389 | 63.6 |
| 88. Brooke-Bond Canada Limited | 607 | 384 | 63.2 |
| 89. Block Drug Co. of Canada Limited | 603 | 485 | 80.3 |
| 90. Canadian Clothiers Corp. | 592 | — | — |
| 91. Timex of Canada Limited | 591 | 513 | 86.8 |
| 92. Quebec Distillers Limited* | 578 | — | — |
| 93. Biggs-Dominion Sales Limited | 571 | — | — |
| 94. Massey-Ferguson Limited | 545 | — | — |
| 95. Chesebrough-Ponds (Canada) Limited | 541 | 474 | 87.7 |
| 96. T. Eaton Company Limited | 537 | 209 | 39.0 |
| 97. Metropolitan Life Insurance Co. | 535 | 505 | 94.4 |
| 98. Ontario Milk Marketing Board | 527 | 343 | 65.1 |
| 99. Canada Starch Company Limited | 523 | 388 | 74.3 |
| 100. Vick Chemical Limited | 521 | 471 | 90.5 |

TOTALS & AVERAGE OF TOP 100 ADVERTISERS

160,264 83,765 52.3%

TOTALS & AVERAGE
EXCLUDING LIQUOR ADVERTISING*

155,041 83,765 54.0%

Source: TvB/E.R.C.

(Space and Time Only)

Broadcasting needs broadcasters' initiative

WE ALL KNOW THAT ADVERTISING is an essential part of the Canadian broadcasting system.

In an address to the ACA Conference, CRTC Chairman Pierre Juneau said:

"To obtain the same broadcasting services now enjoyed by Canadians without the support of advertising, the government would have to add approximately \$200,000,000 to what it is now spending for the CBC."

Juneau said the Commission decided to start dealing with program policies right at the beginning of its second year.

He mentioned the Commission's concern about ownership and said it is "quite well informed about who owns what in communications in Canada... about what goes on behind the corporate veil."

He felt broadcasters in general have decided to take a positive attitude towards broadcasting in Canada, to consider themselves as an integral part of the Canadian Broadcasting System—to use the words of the Act—and this without any feeling of inferiority.

"What does the CRTC want?" he wanted to know. The CRTC does not want anything, he said. "Basic policies have fortunately been very forcefully expressed in Section 2 of the Broadcasting Act. Our role is to interpret and implement those policies. We shall develop new program policies in the course of the present year.

"However, I and my colleagues have said on several occasions that in our view the progress of broadcasting in Canada will have to come more from initiative among broadcasters and by fostering and development of creativity among broadcasting professionals than by regulations. We still believe this."

Concerning Canadian music

"Another area that could bear some scrutiny and thinking is the relationship between radio broadcasting and

Canadian music," he said. "I mean music composed or performed and recorded in Canada. Some very laudable initiatives have been taken in this field by Standard Radio and by the CBC. Even more important, of course, is the considerable impetus that was given to the music and recording industry and the encouragement given to composers and artists in French Canada by the extensive support of French Canadian radio and television stations. Not only have they played the records, but they have hired the artists. CJMS Montreal has organized concerts and CKVL Verdun even published a fan magazine."

The situation in the rest of Canada is far from encouraging, but not inevitable, he said.

On television entertainment, Juneau said he had been convinced for a long time "that Canadian companies must co-produce with companies in other countries in order to further develop skills and obtain the necessary co-operation to penetrate other markets. Such productions would have to correspond to international production standards, which already are the only standards acceptable to the Canadian public, for a large part of the program spectrum. There are ways to reconcile this requirement with the need for authentic national expression.

"I know of at least four broadcasting companies who are thinking of projects in this direction," he said, "and at least one company among them which has already embarked on two projects."

Juneau, who faced a panel of print and broadcast men at the end of his speech, said "there remains the field of current affairs and information... and I'm wondering whether we have not beaten the technique of interviews, confrontations to near death. It's an interesting technique and I'm sure it will recover and stay with us. But will not television have to develop more sophisticated techniques to deal with facts and opinions?"

you
can't
beat the
efficiency
of spot
television

Markets are what
you're after
and when you buy
stations selectively
you get the type of
audience you want
through participation
in top rated shows—
shows that deliver big
audiences at a good
efficiency. Only spot
television provides
maximum flexibility
and at the right cost.
For the right stations in
the right markets con-
tact your Paul Mulvihill
representative.



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

This mission IS possible

ISN'T IT TIME YOU COMMUNICATORS of private enterprise, who are gathered together at this 54th annual convention of the Association of Canadian Advertisers, got up off your butts and took a long and objective look at what is happening to business, all of it? This does not mean the principles of marketing research and effective advertising copy, but of plain ordinary survival.

Business is tottering on the brink of an abyss, as our governments — all of them — are exercising more and more controls over and actually walking in on more and more of our industries, and the results are nothing short of disastrous.

To mention a few instances, we are faced, with monotonous regularity with disrupted postal services, suspension of flight schedules, threats of disturbance on government railroads, revolt among harbor workers, interruptions in the state-owned broadcasting system, disruption of provincial hydro and municipal garbage collection services.

There is not one of these areas where a competitive enterprise could not function more efficiently and economically to the definite benefit of individual citizens and the country's economy as well.

Success would lie, not in curtailing, and minimizing, but increasing and improving, because bureaucracy would be replaced with a system of competition, which is the only healthy economic system there is.

Take the chaotic state of the postal department, into which governments of all colors have been steadily leading us through the years.

Right now Ottawa is making it appear that it is taking steps to set it straight. Credit is due the present administration that it is finally doing something — anything. Yet all it is actually doing is raising the postal rates and lowering the service, on the unsound basis of taking in more and putting out less. And it is steadily getting worse.

For years, Ottawa has controlled civil aviation through the state-owned Air Canada. It has gone so far as to allow competition, but on such a limited scale that when it is strike-bound, both the travelling public and business find themselves virtually crippled.

In the vital area of communications called broadcasting, which might be described as the only

means of maintaining national unity across the country, Ottawa not only maintains inordinate and often stifling control over the private enterprise segment, through the CRTC, but also competes with this self-supporting industry, for both audience and advertising, through the publicly-subsidized and, of necessity, politically-hamstrung, Canadian Broadcasting Corporation.

Here are three areas in the communications complex, all vitally necessary to our national economy, and so to the whole population, which are in a perpetual state of turmoil.

As our many governments are walking in on more and more industries and other organizations, they are steadily leading the country straight into bankruptcy. Our economy is thwarted and frustrated by one apparently insurmountable handicap. It is simply a fact, clearly substantiated by the current state of affairs, that government — of all political persuasions and at all levels — is incapable of handling the labor employed by the many enterprises it has either fettered with regulations or usurped in the name of public ownership.

Through the years, government has wound its tentacles tighter and tighter around our economic necks. In so doing it has become the best customer of many of our private industries to the point where they find themselves dependent, on government for their survival.

Stated bluntly, industry finds itself unable to muster the guts to revolt against what is steadily developing into an economic break-down.

Isn't it obvious that the administration of a business — any business — requires the services of people of wide experience?

Isn't it obvious that the business of Canada is the biggest business we have?

Isn't it obvious, natural even, that the people in government lack this essential quality?

Isn't it obvious that this experience only exists among men seasoned in the ways of business?

Isn't it obvious that the one group which is capable of sowing the seed and familiarizing everyone with this vital need is you, the communicators of business?

Isn't it time you communicators of private enterprise got up off your butts?

**Each week
60%
of the people
in metro Toronto,
18 years and over,
listen to
CFRB**

CFRB 1010

Ontario's Family Station.

Represented by:

STANDARD BROADCAST SALES
COMPANY LIMITED
2 St. Clair Avenue West
Toronto 7, Ontario
(416) 924-5721

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Montreal 25, Quebec
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CANADIAN STANDARD
BROADCAST SALES INC.
654 Madison Avenue
New York 10021, N.Y.
(212) 838-5774

CFTO-TV FIRST AGAIN!*

FEBRUARY RATINGS CONFIRM

**THAT
CHANNEL**



**CONTINUES TO BE
CANADA'S MOST VIEWED STATION!**

A green television set with a white screen. The screen displays a table of viewer ratings. The table has two columns: station names and total viewers. The text is in black, bold, sans-serif font. At the bottom of the screen, there is a small asterisk and the text "SOURCE: LATEST SURVEY REPORT".

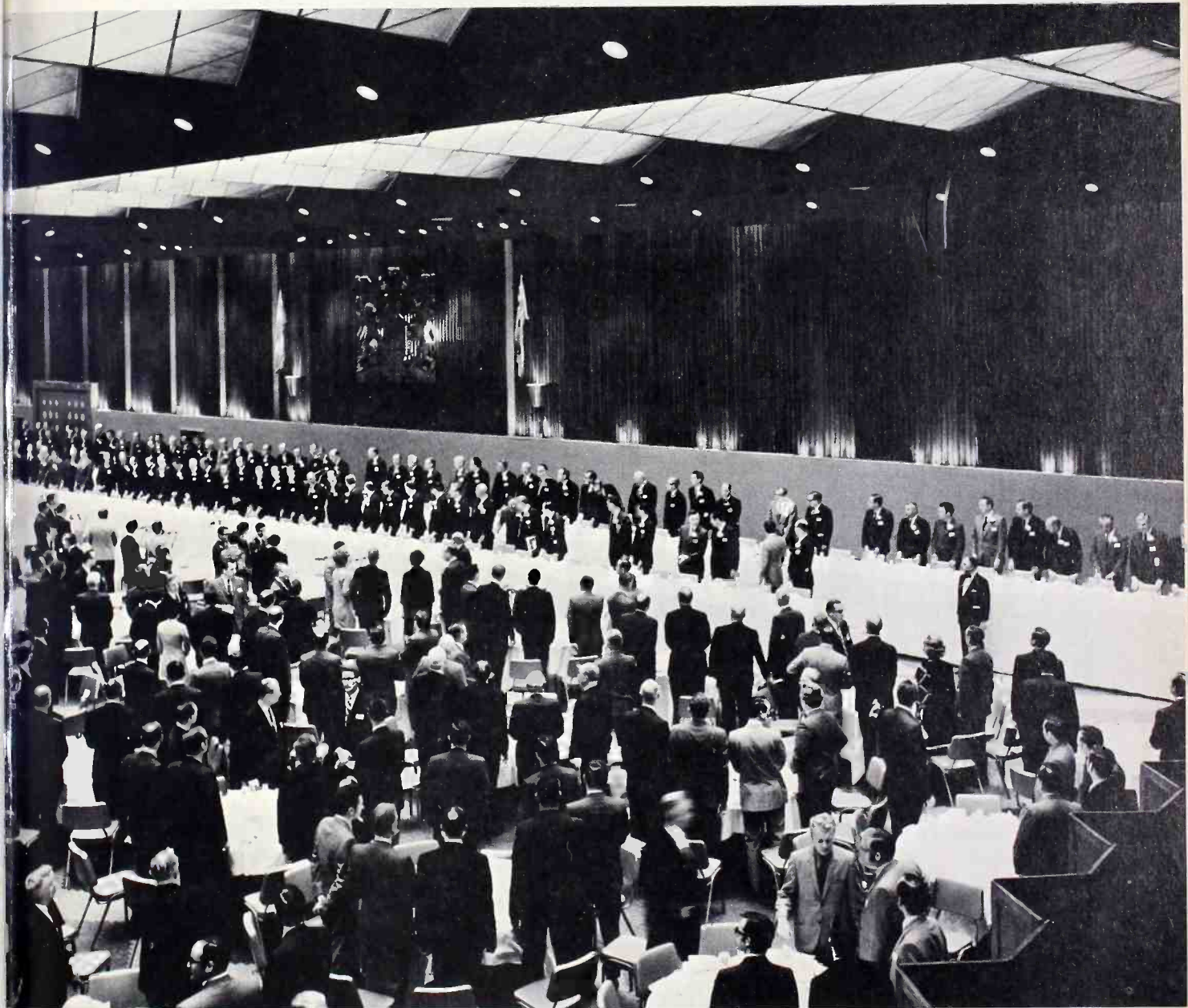
| SIGN-ON to SIGN-OFF | |
|----------------------------|----------------------|
| | TOTAL VIEWERS |
| CFTO-TV | 165,000 |
| CBLT | 127,500 |
| WKBW | 126,400 |
| WBEN | 121,300 |
| CHCH | 115,300 |
| WGR | 94,000 |

* SOURCE: LATEST SURVEY REPORT

THE CANADIAN
roadcastcaster

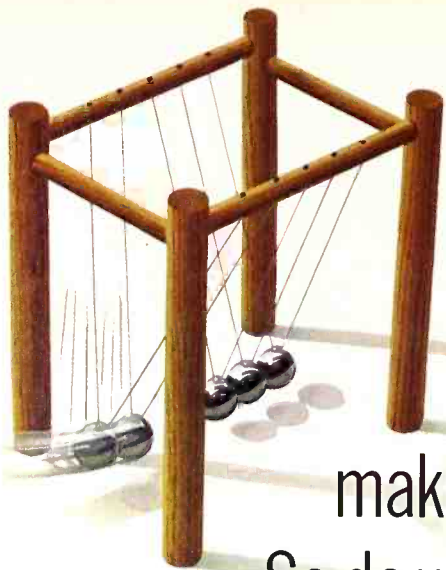
CA DAILY BROADCASTER (11th year)

MAY 7, 1965



Over a hundred of the top brass of ACA member companies graced the two-tier head table at the Key Executives Luncheon during the ACA Conference at the Royal York Hotel, Toronto. These are the Canadian companies whose total advertising budgets are approaching the half-billion dollar mark.

Photo by Herb Nott & Co. Ltd.



Introducing action-reaction television. The device pictured here tells our story: it performs remarkable feats simply by making use of well defined theories.

So do we. Take, for example, our theory that efficient commercial groupings can be created through flexible scheduling. We know this brings remarkable results for our clients. With no network obligations, we have the flexibility and independence to schedule commercials and create combinations that will deliver our advertisers objectives.

Test our theory.
Take action. Call us and
we'll deliver reaction.



Contact your NTV representative

Let's not throw out the baby with the bath water!

"ECONOMIC SUCCESS is the foundation of a successful democratic society and the pursuit of other values is not practical, to a marked degree, in a society which cannot maintain a reasonable level of economic success. There is little freedom for creative ideas in a subsistence society."

This statement by William F. McLean, president of Canada Packers Ltd., Toronto, at Tuesday's Key Executives' Luncheon of the ACA Conference, prefaced his views of the essential features of our business system which should be retained in a changing world.

"It is a competitive system," he said. "The competition arises because of the free operation of the marketplace. Individual businesses produce and market goods or services. Their incentive is profit. They compete on the marketplace for consumer acceptance."

"To make this competition effective we must have a reasonably freely operating marketplace, which means that consumers, choosing among many substitutable products or services, can determine freely what they will buy, what amount, and when."

The three vital functions in the competition of business on the marketplace, McLean said, are "first, it controls the level of profits in any business; second, competition is the stimulus which forces business to improve its products, its methods and its efficiency; third, competition is the key factor in the allocation of scarce economic resources."

"This is the essence of the competitive system," he said. "It is a sensitive self-regulating system which I believe arrives at more logical and equitable decisions than can be made by any concentration of decision-making power."

That is the chief virtue of the competitive system, he said, and "it forces a high degree of decentralization of decision-making. The results of these decentralized decisions are judged by the free choice of consumers among alternate products and services

on the marketplace.

"Business, as suppliers of alternate products and services, certainly has a responsibility to supply information which allows intelligent choice."

"Given this sort of information," McLean said, "I think that this power of consumers to determine the course of business by what they individually choose among alternate choices on the marketplace is essential to the long-term economic welfare of our country and our people."

Constraints are necessary, he added, and "there are a host of laws and regulations to protect consumers against fraudulent practices and dangers to health—to protect our physical environment against the very real danger of serious pollution, to control the use of property and to regulate many other aspects of our daily affairs."

"One trend that disturbs me is an apparent view that multiple choice offered to a consumer is somehow a disadvantage, because it is confusing."

"Business has a clear responsibility in this question," McLean said. "There is a degree of confusion which is caused by, for example, an unnecessary proliferation of package sizes and by multiple products or brands based on trivial differences in utility."

"I believe that business should honestly appraise the extent of this unnecessary confusion and work with goodwill to eliminate it. We should co-operate wholeheartedly with government agencies in this respect," he said.

There is constantly a need for change, McLean said, and "the record of business in coping with the necessity for change and adaptation to a rapidly changing world is by no means a dismal one."

"I think there is clear evidence," he said, "that our ways of handling management-labor relations are becoming obsolete. A catalogue of the need for change in existing institutions or methods would be a very lengthy document."

"What I am advocating is this," McLean said, "that in the course of these inevitable changes, we retain the best features of our system which have been proven by past experience."

"Public policy has imposed and will impose many justifiable restraints," he said. "Nevertheless, with all its faults, our business system has worked and continues to work better than any other yet devised. By all means, let us make changes and improvements, but let us not abandon the essential regulating and motivating features of a successful economic system."

"In short," he concluded, "let us not throw out the baby with the bath water."

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

*Welcomes over
one thousand
new families
to the Quinte
district this
year!*

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

ask Major Market Broadcasters

Competitors compete in 4-bank-owned credit-card project

"ON FEBRUARY 14, 1968, McCann-Erickson Advertising probably found a unique spot in Canadian advertising history. It was likely the first time an agency was asked to handle a new product launch for four competitors." Geoffrey W. Smith, advertising co-ordinator for the Chargex Credit Card Plan, Toronto, told the Advertising in Action session of the ACA Conference, Tuesday morning.

Describing how the four competitors, "four Canadian chartered banks—in active competition with each other"—got into the credit card business together, Smith said "a credit card is, basically, a medium of exchange. Like coins, bills, money orders and cheques, it is a payment medium.

"It was therefore logical that banks should look to credit cards as the next progressive step in making

the whole payment mechanism process as simple and as convenient as possible for their customers," he said.

"Individually, all of the Chargex banks—Banque Canadienne Nationale, Canadian Imperial Bank of Commerce, The Royal Bank of Canada and the Toronto-Dominion Bank—had been considering, discussing and studying bank credit card plans for a couple of years.

"I suppose the banking fraternity has the same kind of underground communications network this industry has, and each soon learned of the other's interest in bank-issued credit cards...they recognized a need for, and saw an interest in, an all-purpose *Canadian* credit card," he said.

It became clear that one bank could not do it alone and be successful, but "four banks could," Smith said. "Yet they needed a plan that would allow each bank to maintain close relations with its own customers—both private individuals and business establishments; a plan that would allow each bank to show profits; a plan that would allow each bank to attract new customers. In short, a plan that would allow each bank to retain its *own* identity and independence in financial and operational areas and in dealings with its own clients. The answer was found in one word—*interchange*."

Under the plan, "each bank would issue its own cards to its own customers. The cards would, however, bear a *common name* and be totally interchangeable. Each bank would honor the other's cards—as they have done for years with each other's cheques.

"This 'interchange', they realized, must be taken into the market as well. It was decided that merchants must be signed—by neutral representatives—to the credit card *concept*, so that they could accept *any* of the four cards—regardless of the issuing bank," Smith said.

It was realized that "from an advertising, public relations and promotion standpoint...if confusion were to be avoided, that the plan must be presented in a joint and neutral fashion, to *both* merchants and members of the general public," he said.

At that point, McCann-Erickson

was brought into the picture. "At the same time, I appeared on the scene as a 'neutral' advertising co-ordinator," Smith said, "to act as liaison and integrate activities between the four banks and the agency, the sales promotion house, Heilig, Suggit & Beaney, and Infoplan International, McCann-Erickson's public relations division."

They needed a name "that was modern, contemporary...that would still be fresh ten years from now...a name that would work equally well in English and French...easy to say, that everyone would understand, that was self-explanatory, that could be registered and that was unusual enough to compete with existing names," he said. And that's how *Chargex* was born...after narrowing down some six hundred suggestions.

Participating merchants were signed up, some 12,000 in Toronto and Montreal, and a whirlwind advertising, PR and sales promotion program went into action for the launch date, Aug. 19.

With extensive press coverage, and "because Chargex decals and point-of-sale material were everywhere," he said, "we decided our consumer advertising should also be everywhere—television, radio, newspapers, point-of-sale, outdoor boards and car cards. It was a real blitz."

Now almost nine months old, Smith said, the Chargex credit card plan is operational in Ontario, in Toronto and surrounding municipalities, Oshawa region, and the Ottawa area, and will soon be completely operational in the areas of Hamilton, St. Catharines, Niagara Falls, Kitchener, Galt and Guelph.

In Quebec, the plan is in effect in Montreal, Quebec City and Sherbrooke, and is soon to start in the Granby, St. Jean, St. Hyacinthe and Drummondville areas.

"In other words, we are presently concerned with expansion into southwestern Ontario and into the Eastern Townships region of Quebec," he said. "When we are operational throughout these areas, there will be approximately 20,000 Chargex member merchants, and over one and a half million Chargex cardholders in the two provinces."

HARDY...

A name that's been around
a long time
and more alive than ever
to this business
called broadcasting!

We represent forty of the best
radio stations in the country!

When you talk radio
talk to HARDY



TORONTO — MONTREAL
QUEBEC — WINNIPEG

\$ALES WINNER\$

are Bought on CFTM-TV Channel 10 Montréal

the all-day DOMINANT station so much preferred by greater Television Audiences

| STATION | TOTAL HOURS TUNED (WEEKLY) | ALL PERSONS | AVERAGE HOURS TUNED (WEEKLY) |
|----------------------|----------------------------|-------------|------------------------------|
| 1 - CFTM-TV MONTRÉAL | 39,445,600 | 2,778,800 | 14.2 |
| 2 - MONTRÉAL | 20,579,600 | 2,406,400 | 8.6 |
| 3 - TORONTO | 16,028,800 | 3,112,800 | 5.1 |
| 4 - TORONTO | 14,954,100 | 3,112,900 | 4.8 |
| 5 - QUÉBEC | 12,858,300 | 775,500 | 16.6 |

BBM BUREAU OF MEASUREMENT
NOVEMBER 1968
(Monday through Sunday)

A
MUST BUY
in
Montreal



Visit the
PAUL L'ANGLAIS INC.
suite at
the Royal York Hotel
during
the A.C.A. Convention
There's a winning show!

represented by:

PAUL L'ANGLAIS INC.



MONTREAL
1405 Alexandre-de-Sève Street,
Montreal 133 526-9201
TORONTO
2160 Yonge Street 487-1551
NEW YORK
230 Park Avenue 679-6820

More than half of 400 advertisements were confused, unbelievable or boring

OVER 50% OF THE 400 ENTRIES submitted to *Marketing* for judging in the annual competition, for the most outstanding and most notable campaigns of 1968, were not as effective as they might have been if they had a clear-cut objective that could be translated into advertising goals, said Editor Ted Earl, in making the presentation at the ACA Conference on Mon-

day afternoon.

"The major things for advertisers to eliminate," he said, "are confusion, unbelievability (statements made in such a way that they *seem* to be unbelievable), clichés, boring statements, flat or boastful claims, non-funny 'humor', and copy-cat material.

"Effectiveness of advertising dollars is lost because manufacturers

think they can make a bald or boastful statement about their products which will be accepted by the market," he said.

Earl added that "if there is any blame for inefficient advertising, it lies at the doorstep of the advertiser, not the advertising agency. It's the advertiser's money. The advertiser dictates his marketing's objective. The advertiser selects his agency. The advertiser accepts or rejects the creative proposals made by his agency. The advertiser, as purchaser of advertising, has the ultimate responsibility for his advertising."

The winners were chosen without consideration of the media they employed.

Six agencies shared the winner's honors for the most outstanding ad campaigns of 1968: MacLaren Advertising Co. Ltd. (H.J. Heinz Co.—Pickles); McConnell Advertising Ltd. (Hershey Chocolate); Baker Advertising Ltd. (Kodak); Foster Advertising Ltd. (Manitoba Department of Transportation-Safety); Sharabura & Lee Advertising Ltd. (McDermott's Discount Stores); Ogilvy & Mather (Canada) Ltd. (Shell Canada Ltd.—mileage campaign).

For the Most Notable Campaigns, Doyle, Dane, Bernbach (Canada) Ltd. took three awards, one for American Airlines and two for Volkswagen.

Winning two each were McCann-Erickson Advertising of Canada Ltd. for Benson & Hedges (Belvedere) and Encyclopaedia Britannica; J. Walter Thompson Co. Ltd. for B.C. Egg Marketing Board and Scott Paper (Confidets); MacLaren Advertising Co. Ltd. for *Toronto Daily Star* and Lever Bros. (Sunlight Liquid).

Other winners were Ogilvy & Mather (Canada) Ltd. for Campbell's Soups (Pepperidge Farms); Foote, Cone & Belding Advertising Ltd. for Clarke Foods; Foster Advertising Ltd. for Government of Ontario; Cockfield, Brown & Co. Ltd. for Montreal Trust Co.; Goodis, Goldberg, Soren Ltd. for Speedy Muffler King, and Sharabura & Lee Advertising Ltd. for Starkman Chemists.

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Ontario Parliament Buildings

Tune in Toronto CKFM/99.9

Radio Station CKFM is proud to be part of Toronto . . . informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

Impact on government, advertising, business and education

"THE DYNAMIC OF CHANGE has passed from government to society. Governments no longer *cause* change; change is something that *happens* to governments," said The Hon. Eric Kierans, Postmaster General, who became Minister of Communications on April 1.

One of four speakers in a panel discussion of *The Impact of our Changing Society...* at the ACA Conference, Tuesday afternoon, Kierans discussed the effect *on government*. "This development, this change," he said, "and there is no reason to be surprised that in a changing world the nature of change itself should have changed, negates most of our political tradition and experience...change is coming about as a result of forces over which the government has little control."

"Technology, which has superseded ideology, is the dynamo and the determinant of change," he said. "As technology advances, and pyramids new achievements upon its own past achievements, peoples, societies and governments are plunged, willy-nilly, into new patterns of behavior."

Technology presents a challenge "which society passes on to government," Kierans said. "It is *not* the challenge of change, because change is happening anyway. It is the challenge to control change, to direct it to human imperatives so that machines adapt to human needs instead of humans adapting themselves and their values to the needs of machines."

"Governments have yet to learn how to cope with this challenge," he added.

"Leadership and efficiency are no longer enough," he said. "Governments, I believe, must add to them a third, human dimension. The qualities within that dimension are those of creativity, flexibility, adaptability and sensitivity. And the greatest of these, is, I suggest, sensitivity."

Touching briefly on "the 'second generation' of communications satellites," Kierans said "the satellite system for which we are now in the process of securing parliamentary approval will only be a beginning or a first step in the era of satellite communications. We are already working towards the development of satellites able to broadcast directly to

home receivers. They will become economically feasible in perhaps a decade. The signals from broadcast satellites will of course not stop at national boundaries. These boundaries will no longer be a barrier to the flow of ideas and information. Direct broadcast satellites may in a very real way lead us towards the Global Village."

Kierans concluded that "governments do not, or should not exist apart from society. They are society. It is not *the* government but *your* government. Like any institution, governments are slow to change... in politics, despite all the machines and computers, one thing has not changed. What the voters demand, the voters get."

Speaking on *The Impact... on Advertising*, George Sinclair, president of ICA, and head of MacLaren Advertising Co. Ltd., said "of all the vast developments of the past twenty years Leo Cherne (executive director of the Research Institute of America) sees the most significant one to be the development of network television. The first network television show in history happened only as recently as 1951, and what it did, of course, was to take public communication out of the hands of community control."

"What it means," he said, "is that no longer can the editor of a newspaper in Mississippi censor pictures of distant clashes between white and negro and no longer can the local television station owner decide not to use film clips of such clashes. Now from some distant network headquarters the news comes as it happens through no local filter."

The conversation he had with Cherne, Sinclair said, had made the point that advertising is essentially anti-establishment, and "I see it as an active fomentor of pressure for social change."

Discussing advertising's role in this changing society, Sinclair said "as I examined social change, I found myself inevitably seeing it in terms of public scepticism—challenges to all society's institutions—and to my surprise *not* first against business. The demand upon all Canadians is for

(continued on page 13)

planning radio for your next campaign

?

Your best radio buys are the stations with the facilities and know-how to effectively merchandise and promote sales for your client. ... After all, the purpose of the campaign is to REACH PEOPLE and MOVE PRODUCT! ... Some stations do that particularly well. ... And we've got them!



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

*Southern
Saskatchewan's
only
Captive
Television
Market*

●
CJFB-TV

CHANNEL 5 – SWIFT CURRENT

CHANNEL 2 – EASTEND

CHANNEL 2 – VAL MARIE

CHANNEL 10 – RIVERHURST

Saskatchewan's economic base is expanding rapidly. Over the next two decades the province is expected to become a major industrial and commercial region in addition to the harvesting of its vast natural resources.

Swift Current and the booming centres covered by CJFB-TV as a market are running at 107% above national average. The current growth rate is running at 40% per decade compared with a 6% overall growth rate for the Province of Saskatchewan. The only audio, visual medium delivering this booming market to the national advertiser is CJFB-TV!

SEE:

*Radio-Television Representatives
Ltd., Toronto, Montreal,
Winnipeg, Vancouver.*

Now everyone knows MacMillan Bloedel

CREATING PUBLIC AWARENESS and building a strong corporate image for MacMillan Bloedel, the B.C.-based largest forest products company in Canada, brought in a flood of commendations for their outstanding commercials used in two TV specials. Peter M. Downes, vice-president, corporate communications for this giant company told this to the ACA Conference in a case history presented during Tuesday morning's Advertising in Action session.

Downes said the MacMillan Bloedel story differed from other case histories because the advertising was not designed to sell a product but to sell *ideas*, designed to create an awareness of the company and its policies. "Until a few years ago," he said, "hardly anyone east of the Rockies had heard of MacMillan Bloedel. Except the tax collector!"

Although one of the major companies in the forest products industry in the world, and seventh largest of all Canadian industrial or utility companies in terms of sales volume, which runs close to six hundred million dollars, only 25% of the company's production is sold in Canada, and little of this in the form of consumer products, he said. The balance is sold in over 50 countries around the world.

Management recently decided that a resource-based industry has an obligation to report on its stewardship, and the public has a right to know what they were doing and why, Downes said.

Print was tried, using *Maclean's* and *Time* (Canadian) in '65 and '66, aimed primarily at leaders of opinion across Canada, he said. But from the beginning, "we had firmly in mind that we must take our story to the man in the street from coast to coast...of the 33 leading companies operating in

Canada we ranked 30th in terms of public recognition."

To make the public aware of what MacMillan Bloedel had done, was doing and intended to do, "we decided that our story lent itself extremely well to television treatment," he said, "and evolved some ground rules.

"We felt our story required a substantial sequence of commercials—seven or eight of them—and they would have to be fairly long, from 90 seconds to two minutes...each contributing to a common theme. These requirements indicated that we should consider a series of TV specials which should be of no less than two hours in length," Downes said.

As a result, MacMillan Bloedel sponsored *The Strange Case of Dr. Jekyll and Mr. Hyde*, and later, *Heidi*. "What eventually emerged for the commercials," he said, "was a series of quietly stated miniature documentaries, filmed in visual settings that were impressive and credible because they were real."

Both shows brought a response far exceeding any expectations, and "what astonished us was the fervent reaction to the commercials. Letters and phone calls poured in from all across Canada, and virtually all of them commended us for providing tasteful and informative commercials that were a refreshing change.

"Judging by the deluge of correspondence these TV specials have stimulated," he went on, "the public has absorbed a good deal of our story, and is very favorably impressed with it.

"While we shall continue to use television, we shall also use other media," Downes said. "In fact, we have in the works right now, a campaign of national newspaper advertising which we hope to make as interesting as we think some of our television has been."



Do you know there are more
Italians in Toronto than people
in the city of Winnipeg?

There are also 50,000 Greeks.
Plus 200,000 other new Canadians.

Operation Mindbend



We're about to change your mind.

If that's ok with you.

You see, in the last few months, we've been doing a little private investigating. And the object of our interest has been your sales market. Your *real* sales market. Where the big money comes from.

Our findings were a shock.

Your real sales market is not nearly as young as you have been led to believe. We have the facts and figures to show that we've all been led down the garden path.

Comes the Revolution!!

If you're not afraid of the truth, we have a zappy, simultaneous, 4-screen visual pre-

sentation that will open eyes, bend minds, and challenge youth cultists to put their money where their mouth is.

This is the kind of myth-destroying presentation that advertisers are going to be talking about. So if you're an agency man, you'd do well to see it before your client does. It won't hurt a bit, we promise. We're not out to blow your mind.

Just bend it a little.



STANDARD BROADCAST SALES

2 ST. CLAIR AVENUE WEST
TORONTO 7, ONTARIO
(416) 924-5721

1407 MOUNTAIN STREET
MONTREAL 25, QUEBEC
(514) 849-2454

**Solely
French
marketing
concept . . .
a winner for
Quaker's
Tintin**

DEVELOPING A CONCEPT, for launching a totally French breakfast cereal into the Quebec market, not only brought home a winner which grabbed a sizeable share of the market but won for the Quaker Oats Co. of Canada Ltd. a coveted *Coq d'Or* from Le Publicité Club de Montréal for the most outstanding commercial.

The colorful story of *Tintin, La Céréale Sucrée, si bonne à croquer* (Tintin Cereal is sweet and fun to munch) was unfolded at yesterday's Advertising in Action session of the ACA Conference by Gaétan Robillard, merchandising manager, Quebec division, The Quaker Oats Co. of Canada Ltd., Montreal.

Using a slide and film presentation to illustrate his case history, Robillard said "Quaker's decision to launch a second pre-sweetened cereal in Canada was prompted by the success achieved by *Cap'n Crunch*. Corporately, Quaker was committed to a profit objective and a previous U.S. cereal concept was rejected by the Department of National Health & Welfare.

"All other alternatives involve considerable capital expenditure and time for product development. The alternative was to find a cereal product which could be produced from existing equipment and be launched

with a minimum of time."

In an analysis of the market, Robillard said "in 1965, the Quebec cereal market was considered under developed. The per capita consumption of ready-to-eat cereals in Canada was 6.5 pounds compared to 3.4 pounds in Quebec. The Quebec market also represented a market of five million pounds a year or 25 per cent of the total pre-sweetened cereal market in Canada.

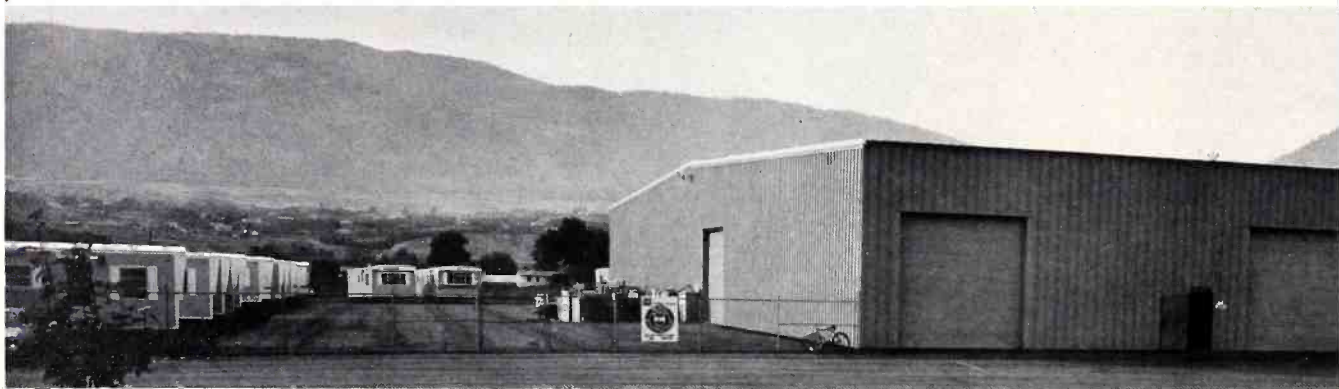
"In the pre-sweetened market segment, Quebec had shown a rather remarkable six per cent increase as compared to 2.1 per cent for the rest of Canada. Further analysis showed rice products to offer greater opportunity in Quebec than in any other region in Canada. This vital fact gave us the opportunity to market a product quickly with Quaker's experience with both puffed wheat and rice," he said.

Search for a concept

"On August 18, 1965, our advertising agency, Spitzer, Mills & Bates was given the assignment to find a concept for the cereal," Robillard said. "Coincident with this, the research and quality control division of Quaker set forth to test and develop various cereal products.

"Spitzer, Mills & Bates, through

**(MONEY-MAKING) THINGS ARE HAPPENING
IN OKANAGAN-MAINLINE LAND!**



Providing one low cost answer to Canada's housing problem has the Penticton plant of General Coach Works of Canada Limited already expanding production—although official opening of the plant has yet to take place. This branch of the world's largest mobile home builder is Canada's most modern, and it's helping to build a solid foundation of prosperity in Okanagan Mainline Land. Prosperity helps build sales—try our brand in your next campaign.

**OKANAGAN MAINLINE
RADIO**

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man

their French Creative Group in Montreal, recommended the character of *Tintin*," he said.

Robillard described *Tintin* as "the creation of a Belgian named Hergé, whom you might describe as Europe's Walt Disney. Since their creation in 1929, *Tintin* and his faithful dog, Milou, have travelled around the world capturing the minds of young and old alike.

"*Tintin* has become famous through a series of 23 full color Adventure Albums, the most recent of which was published last year," he said, and "over 15 million copies of the *Tintin* Adventure stories tell of his exploits in 15 different languages."

Robillard said "in French Canada, in addition to the Adventure Books, *Tintin* has become famous through comic strips, comic books, coloring albums, magazines, record dramatizations of the adventure stories, and full-length feature color movies in both theatres and on television. The *Tintin* adventure characters (in the stories) can be found in towels, hand puppets, dolls, coins and deluxe children's games."

With this background, Robillard said, "in August 1965, Canadian Facts conducted studies in Montreal to measure the awareness of the *Tintin* character among French-Canadian children and women. The result: an astonishing 99 per cent awareness level.

"This compares to 75 per cent awareness for such established characters as Donald Duck, Popeye, Superman and Batman," he said. "We knew, then, that we had a strong character, and unlike *Cap'n Crunch* it would be unnecessary to establish our brand name and character.

"In the meantime, development by our research and quality control division coupled with taste tests proved the merit of a par boiled puffed rice, coated with brown sugar," he said. "We now had a product and a name; it had to be a winner."

Planning the program

Robillard then told how "the next step was to plan and carry out a marketing program that would translate theories into facts, and hope into fulfillment."

Launched early in 1966, the marketing of *Tintin* "was not without its problems," said Robillard, "particularly in the production of the supporting advertising campaign."

He said "commercial production took place in Brussels, at Belvision, under the direct supervision of the creator of the *Tintin* characters, Hergé. The production studio in Brussels wanted to use the original voices for *Tintin* and his friends as they had regularly employed in full-length

feature films and on long play record adventure dramatizations. This of course would not be possible under Union des Artistes agreements in Canada. In fact, in our opinion," he said, "the talent which Spitzer, Mills & Bates selected in Quebec have consistently done superior voice characterizations to the Parisian originals."

"Another difficulty," he said, was that "in Europe, they do not have packaged breakfast cereals as we do in North America, and Benoit Jobin, the producer from Spitzer, Mills & Bates found it necessary to take actual breakfast utensils with him to Brussels for the live product shots. In spite of these difficulties, we were able to get our introductory commercials in six weeks."

SM&B also developed a series of ads in the form of color comic strips to support the launch, in all the color comics circulated in the Province of Quebec.

Robillard told of other promotional steps, including introduction to the trade, sample distribution, in-pack and write-in premiums, decals, shelf talkers and large life-size inflated in-store displays and "effective advertising 52 weeks of the year."

Following the launch, he said, two studies were conducted to measure the awareness level of the new cereal, and "by May, 96 per cent of the mothers had heard of the new *Tintin* cereal. By November of 1966, the awareness level was as high as 98 per cent."

He said *La Céréale Tintin* achieved a record peak for a pre-sweetened cereal entry with a 7.7 per cent share of the Quebec market.

"Because of the remarkable merchandising ability of the *Tintin* character," he said, "our agency SM&B recommended the introduction of a second *Tintin* cereal. Conceptual flavor testing followed to determine the most favored flavors amongst French-Canadian children. The results showed caramel and honey" to be the favorites.

Robillard said further market analysis favored Quaker's decision to use a pre-sweetened puffed wheat as a companion product for *Tintin* rice cereal, aiming this second entry at the high franchise held by Post Sugar Crisp in the Province of Quebec."

He said the packaging was completely re-designed and re-named *Tintin Pépites d'Or* (pieces of gold) and *P'Tits Trésors* (little treasures). "The new re-cycled *Tintin* products are now ahead of plan," he said, "and we will leave you to check with our competitors to measure the success of the first solely French marketing concept."



Remember...

65%
OF ALL
WOMEN

in the
Montreal
market
can be
reached
in
English!*

*D.B.S. 21% English
19% French
60% Bilingual

CJAD
800
CJFM
95.9

**TOP-RATED
COMBINATION
IN MONTREAL**

Represented by
**STANDARD BROADCAST
SALES LTD.**

MONTREAL TORONTO
WINNIPEG AND VANCOUVER
And CANADIAN STANDARD BROADCAST SALES INC., 654 Madison Avenue, New York, N.Y. 10021

Speedy sells mufflers TO PEOPLE

"WE USE TELEVISION because it is effective and it is so damn intrusive," said Selig Serber, vice-president, Speedy Muffler King, Toronto, as he told of the success of Speedy's business-building campaign at yesterday morning's Advertising in Action session.

Based on the slogan *At Speedy You're a Somebody*, developed by the firm's advertising agency, Goodis, Goldberg Soren Ltd., the all-media campaign won a *Marketing* "outstanding campaign" award in 1968, he said.

"Radio has been used to enable us to direct messages to the motorist at the times when he is most conscious of his car needs — namely when he is driving, during morning and drive-home times.

"We also use newspapers to extend reach," he said, "to support the base medium and to provide local advertising weight as required.

"This year," said Serber, "in most markets in Ontario, we are running an intensive billboard campaign which you have all seen 3,1416 times according to outdoor advertising research statistics."

Tracing the development of the campaign, he said "one of the most

important elements... is delivering the promise the advertising makes. And although consumer satisfaction preceded our slogan by nine years as the *basic* philosophy at Speedy Muffler King, our advertising has made people much more aware of our promise of friendly service."

When Speedy assigned responsibility for their advertising to GGS three years ago, Serber said, "our intention... was to accelerate our rate of growth — to build more stores in more markets and continue to be profitable. To do this, we had to hold present customers and attract new ones. More specifically, our advertising objective was twofold, one — to increase our volume and share of market by holding present customers, and secondly — to motivate a steadily increasing number of other car owners to have their muffler problems remedied at Speedy Muffler King rather than at any other place."

Emphasizing the differences in service techniques between car dealers and service stations and what Speedy offered, he said "essentially, what our *creative* had to communicate were the advantages of dealing with us... fast service, low price because

of free installation, and no appointment necessary because of service while you wait.

"It was established that, of all things that could be said of our company, the one upon which the campaign should turn was friendly, personal service. It was agreed that none of the other attributes (speed, price, etc.) taken singly or in combination had the universal appeal of personalized service. So there it was, the unique selling proposition, the core concept of our company philosophy, the objective of our advertising campaign... and from that "developed the slogan upon which all our communications advertising and other are now based — *At Speedy You're a Somebody*," he said.

"Our media objective was to direct advertising messages to men who owned cars that were two years old or older, in markets where Speedy Muffler King shops are located. Over the past three years we have used television as our base medium, mainly because of its ability to provide reach, frequency, and flexibility of regional selection, also its unique three-dimensional quality of sight, sound and motion."

Serber pointed out that "some mysterious things have happened since we started this campaign, like the cigar which was shown in a short sequence in our TV commercial, and which we decided to give away at stores just to kick the campaign off. Well, the cigar was such a symbolic communicator of our theme that just about everybody remembered it, and last year we gave away more than a quarter of a million of them. And I guess we will be giving away many more in the future.

"We also found that people did not play back the negative part of the commercial which showed the problem of getting muffler service at our competitors," he said, "so last year we concentrated on the positive aspects of dealing with Speedy Muffler King.

"However, recent research and personal judgment seems to indicate to us that although people don't play back the negative aspects, they do use them as a frame of reference.

"In our 1969 campaign," he said, "we've tried to use this knowledge to improve our advertising effectiveness."

N
CKFH-1430
ENCOMPASSING
THE PEOPLE
of
TORONTO
with
TODAY'S RADIO
S

(continued from page 7)

higher levels of responsibility and contribution in direct terms to raising the quality of life.

"Commercial advertising is more honest and in better taste than ever before—but it will have to meet higher standards yet.

"And non-commercial advertising," he said, "meaning advertising for social purpose, which we see today only in modest use, must come into massive use and it can do so only through a Government-Business collaboration by means of such a body as a Social Council of Canada."

Leonard Hynes, president, Canadian Industries Ltd., discussing *The Impact on Business*, asked "how is Canadian business going to react? It seems to follow from what I have reviewed of the views of students and academics that our lines of communication are clogged or non-existent.

"And yet, this Association of Canadian Advertisers should be the centre of expertise of the communicators of Canada. The members of this Association make their livings by collecting information on public attitudes, desires, needs, and you are here because you produce information about the products, the services and

the opportunities provided by the members of this association.

"Maybe the top priority for this association is to find out how it really is, and whether anyone is listening or looking. It seems to me we have a group of dissatisfied customers and we are in danger of having disenchanted producers."

The fourth speaker, Dr. John J. Deutsch, principal and vice-chancellor, Queen's University, Kingston, Ont., spoke on *The Impact...On Education*. "During the past year, education and, in particular, universities," he said, "have occupied an extraordinary amount of space in our newspapers and on our television screens...Education in all its aspects has become the largest single factor in our public affairs. More of our rising taxes are devoted to this function than to anything else."

Dr. Deutsch said "the accommodation of the universities and other educational institutions to the more mature and more adult roles sought by today's students, both in the regulation of their own lives and in the making of decisions, is now imposing severe strains on the old rules and the old way of doing things. However, change they must."

Meet the new ACA board

OFFICERS AND DIRECTORS of the ACA for 1969-70, elected to serve with president J.K. Davy, manager, advertising & sales promotion, The Steel Company of Canada, Limited, Hamilton, Ont., are: executive vice-president, T.A. Yellowlees, manager, public relations, Canadian General Company, Limited, Toronto; vice-president & treasurer, Maurice Brizard, marketing manager for Canada, Bovril (Canada) Limited, Montreal.

Managing director & secretary is B.E. (Ernie) Legate.

Vice-presidents are: D.A. Brown, president and general manager, Helene Curtis Ltd., Montreal; J.V. Dampsy, group product manager, Canada Packers Limited, Toronto; T. Ralph Hart, marketing services manager, Lever Brothers Limited, Toronto; A.Z. Pengelly, manager, corporate marketing and community services, Warner-Lambert Canada Limited, Toronto.

Directors include: Peter M. Downes, vice-president, corporate communications, MacMillan Bloedel Limited, Vancouver; John Foss, manager, marketing services, Canadian Canners

Limited, Hamilton; R.J. Galloway, marketing manager, Campbell Soup Company Ltd., Toronto; Boulton A. Hall, vice-president, consumer products division, The Canada Starch Company Limited, Montreal; A.J. Hodges, vice-president - marketing services, Sterling Products, Division of Sterling Drug Ltd., Aurora, Ont.; John E. Holmsted, manager, advertising & sales promotion, Cyanamid of Canada Limited, Montreal; H.W. Jefferson, manager, marketing services Coca-Cola Ltd., Toronto; Franz W. Martin, advertising manager, Chrysler Canada Ltd., Windsor, Ont.; Gilles Mercier, director of advertising, Dominion Corset Co. Ltd., Quebec City; L.L. Moore, manager, advertising & sales promotion, Nestle (Canada) Ltd., Toronto; Daniel E. Presley, director of marketing, Avis Transport of Canada Ltd., Montreal; E.J. Radigan, assistant vice-president (advertising) Bell Canada, Montreal; A.H. Shearer, merchandising manager, Honeywell Controls Limited, Toronto, and D.G. Twaits, manager, advertising and promotion, Imperial Oil Limited, Toronto.

you
can't
beat the
efficiency
of spot
television

Markets are what
you're after
and when you buy
stations selectively
you get the type of
audience you want
through participation
in top rated shows—
shows that deliver big
audiences at a good
efficiency. Only spot
television provides
maximum flexibility
and at the right cost.

For the right stations in
the right markets con-
tact your Paul Mulvihill
representative.



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

Advertising is the bulwark of business

THE ANNUAL CONFERENCE of the Association of Canadian Advertisers is a refresher course in advertising for management and advertising management of the ACA member companies.

With a minimum of propaganda, the advertisers really get down to the nuts and bolts of the business.

After a brief session for the election of officers, and other matters pertaining to the administration of the association, the three days of the Conference are dedicated to a series of instructive and informative craft talks and demonstrations, enabling the advertisers to exchange ideas with one another to the definite betterment of everyone in attendance.

Meetings are open to guests from all facets of the industry, and an opportunity is afforded them, especially the media men, to get a look behind the scenes and find out what goes on in the minds of the clients before the sales types appear on the scene with their statistics and rate cards.

Media people could render a better service to advertisers, if they had a keener appreciation of their problems, and also a greater understanding of what is being offered by their competitors in the other media.

A fuller comprehension on the part of everyone who has a share in buying or selling, planning or creating advertising in all its forms could make for more efficiency and more effectiveness to everyone's benefit. The ACA Conferences engender exactly this.

It would be a worthy objective for the whole advertising industry to adopt this as its professional credo, not just in the Royal York Hotel in May, when the ACA Conference rolls around, but also between Mays.

The healthy competitive spirit between media acts as a catalyst in keeping the industry continually stirred up, and this is fine. Every refinement in advertising owes its occurrence to the actions of the publishers trying to get the jump on the broadcasters,

or vice versa. This is what makes advertising the force for progress it has become and must be fostered at all costs.

But there is another force, a force which calls for the united effort of all the broadcasters and all the publishers and all the other media. They must forget competition with one another, and combine against those who distrust and criticize the whole principle of advertising and would like to see it outlawed.

This cult of critics would like to destroy our industry and, with it, our jobs. This is serious enough, but it goes deeper than this.

The country's economy has flourished on a foundation of competitive business, which, as everyone knows, supplies us with our high standards of living, to say nothing of our very jobs.

To survive, competitive business and the benefits of business have to be sold to the public, over and over again. Advertising serves a dual function, in that it is the show window and the bulwark of business.

In its role of show window, it is advertising—honest advertising—which lets people see what business really does for them. As its bulwark, its continuous dissemination of factual information, which serves the public as well as *selling* it, protects the whole structure against invasion and destruction by the critics.

Good advertising—by any medium—is the one force essential to the survival of our whole system of competitive business.

Through the Association of Canadian Advertisers, which steers and guides—but does *not* control—the destinies of this vital industry, the system of competitive enterprise has a good chance of survival. But to accomplish this, ACA must have the support and co-operation, not just of the advertisers, but of the advertising agencies, the advertising media and everyone who has even the remotest connection with this vital part of communications.

**Each week
60%
of the people
in metro Toronto,
18 years and over,
listen to
CFRB**

CFRB 1010

Ontario's Family Station.

Represented by:

STANDARD BROADCAST SALES
COMPANY LIMITED
2 St. Clair Avenue West
Toronto 7, Ontario
(416) 924-5721

1407 Mountain Street
Montreal 25, Quebec
(514) 849-2454

CANADIAN STANDARD
BROADCAST SALES INC.
654 Madison Avenue
New York 10021, N.Y.
(212) 838-5774

CFTO-TV FIRST AGAIN!*

FEBRUARY RATINGS CONFIRM

**THAT
CHANNEL**



**CONTINUES TO BE
CANADA'S MOST VIEWED STATION!**

| SIGN-ON to SIGN-OFF | |
|----------------------------|----------------------|
| | TOTAL VIEWERS |
| CFTO-TV | 165,000 |
| CBLT | 127,500 |
| WKBW | 126,400 |
| WBEN | 121,300 |
| CHCH | 115,300 |
| WGR | 94,000 |

*SOURCE: LATEST SURVEY REPORT

broadcaster

MAY, 1969



Peters: 8

Crépeault: 10

Talent: 4

Allard: 4

HIGHLIGHTS FROM THE 43rd ANNUAL CONVENTION OF THE CANADIAN ASSOCIATION OF BROADCASTERS

Awards: 4

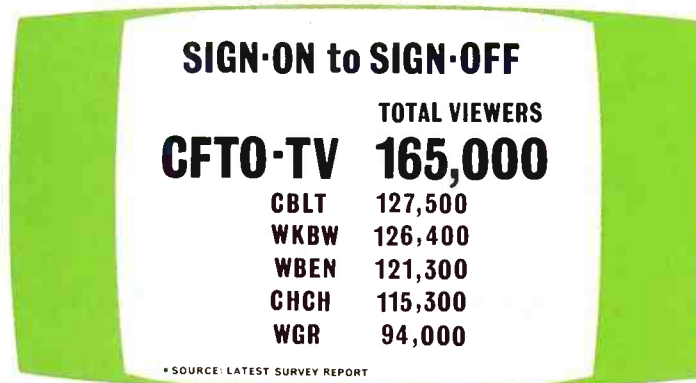
CFTO-TV FIRST AGAIN!*

FEBRUARY RATINGS CONFIRM

**THAT
CHANNEL**



**CONTINUES TO BE
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MAY, 1969



Peters: 8

Crépaud: 10

Talent: 4

Allard: 4

HIGHLIGHTS FROM THE 43rd ANNUAL CONVENTION OF THE CANADIAN ASSOCIATION OF BROADCASTERS

Awards: 4



Introducing action-reaction television. The device pictured here tells our story: it performs remarkable feats simply by making use of well defined theories.

So do we. Take, for example, our theory that efficient commercial groupings can be created through flexible scheduling. We know this brings remarkable results for our clients. With no network obligations, we have the flexibility and independence to schedule commercials and create combinations that will deliver our advertisers objectives.

Test our theory.
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Edmonton

SOME OF THE PEOPLE who featured in the 43rd Annual CAB Convention last month, can be seen on this month's cover.

Aurèle Pelletier (*top, left*), gm of CHRC Quebec City, accepted a plaque honoring Henri Lepage, a 35 year broadcasting pioneer and former general manager of CHRC. Pelletier also accepted the Station of the Year Award (FM) on behalf of CHRC-FM for "outstanding contribution to community service."

Ray Peters (*circle, top*), in one of his last functions as president of the CAB, set the pace for speakers with a fighting opening address (*page 8*), before handing over his office to Raymond Crépault (*circle, left*), who was elected CAB president (*page 10*).

If ever there was a case for Canadian talent in broadcasting it was supplied by the broadcasters themselves as represented by Conrad Lavigne, Bill Walker, Dalt Elton and George Brown (*circle, bottom*), who provided great entertainment at the annual dinner, scripted by Peg Miller.

CAB executive vice-president Jim Allard (*centre, right*), was honored in a surprise presentation of a sculpture in recognition of his 25 years of "leadership, integrity and loyal dedication to the interests of the broadcasting industry in Canada."

Lord Ritchie-Calder (*top, right*), eminent British science writer and broadcaster, delivered the keynote speech to the convention and gave a perceptive analysis of the international effects of communications in the past and in the future (*page 6*).

Honors in broadcasting were presented to the stations of the year, which included Radio Stations CJAD and CKAC Montreal who shared the John J. Gillin Jr. Memorial Award for community service in AM radio; CFQC-TV Saskatoon, the J.E. "Ted" Campeau Award for "devising a carefully planned answer to a unique problem"; CJMS Montreal, the BCAB/WAB/CCBA/AAB Award as the French-language station "making the most outstanding contribution to the further development of unity and understanding in Canada"; CFRA Ottawa, the ACRTF Trophy for the "English station making the best editorial efforts in 1968, to foster the comprehension and support of the French fact's importance" (to Canadian unity); and Radio CJCH Halifax, the H. Gordon Love News Trophy for "its mastery of the basics of good news gathering and presentation."

Those people presenting and accepting awards are pictured on the cover, and are, left to right: Fred Sheratt, CJCH Halifax; Jacques Goulet, CKAC Montreal; CAB executive vice-president T.J. (Jim) Allard; new CAB president Raymond Crépault; H.T. (Mac) McCurdy, CJAD Montreal; immediate past-president, CAB, Ray Peters; Terry Kielty, CFRA Ottawa; Faye Dance, 21 (winner of the 1969 Harry Sedgwick Memorial Award for outstanding graduate in Radio and Television Arts from Ryerson Polytechnical Institute); Blair Nelson, CFQC-TV Saskatoon.

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Government directives and delays are weakening Canadian broadcasting

THE HAM-IN-A-SANDWICH LOT of the Canadian broadcaster, caught between government policy and public opinion, was highlighted in a tough speech by Ray Peters, outgoing president of the CAB, when he opened the group's 43rd convention in Edmonton, April 28.

Speaking to 450 delegates and guests, Peters said that while every responsible broadcaster would agree with the government's policy to use broadcasting to define and strengthen the Canadian identity, broadcasters were, nonetheless, caught between two powerful public forces.

"On the one hand," said Peters, "is the public authority, usually political, instructing us to do everything possible to strengthen the Canadian identity. On the other hand, the Canadian people, the individual listener and viewer who over the years has shown an unmistakable and marked preference for program material originating from the United States.

"These problems are further complicated by the fact that many United States radio and television signals can be picked up in a substantial majority of Canadian homes. The number of homes that receive these signals is increasing daily (through cable systems). In addition to this, satellites will be beaming not only programs from the United States, but from almost every civilized country in the world into every Canadian home."

Policy is obsolete

"As a result of these technical developments," said Peters, "the so-called public policy objectives to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada are approaching the stage where a far more realistic objective must be sought.

"In fact... this long-standing... policy may be even now obsolete.

"It is a known fact," said Peters, "that you can legislate the broadcaster, but you cannot legislate the interests and desires of the Canadian public—and thank God for that."

Peters said the time had come for all private broadcasters to "make it

clear that if our authorities want the Canadian broadcasting industry to grapple successfully with this immense and utterly unique challenge, it cannot place any new and additional burdens upon us."

CRTC, DBS et al

Peters hit out at the multiplicity of government offices which draw heavily on the broadcaster's time and resources—the CRTC, the DBS, the Unemployment Insurance Commission, the Workmen's Compensation Board, the Department of Labor, DOT, etc.

"I do not know," Peters said, "of any other single industry in Canada which is required to cope with so much detailed clerical paper work.

"One of the major difficulties the broadcasters experience is the volume of reports, records and information that must be maintained and supplied to all levels of government," Peters said. "The additional staff and equipment requirements... seriously affect the cost of operation of every broadcasting station in Canada."

Peters called on all government bodies involved with broadcasting to get together to stop acting "as if each were the only unit concerned with broadcasting" in an effort to simplify and consolidate the growing volume of paper work demanded.

"Such a course of action would enable us to devote more of our resources in both time and money to programming and meeting the challenge of trying to seek out and strengthen the fabric of Canada," he said.

Order in Council "incredible"

Peters cited the government's Order in Council as an example of harassment of the private broadcasters, and called it "a broadcaster's nightmare".

Released last September, this Order could not be understood and apparently rendered many Canadian broadcasters ineligible to hold licenses.

"Incredibly," said Peters, "talks (to revise the directive) took six long months," creating a situation in which about twenty broadcasting

stations were completely and totally uncertain whether they could continue to operate beyond midnight on March 31, the very same day the Order in Council was finally clarified.

On Canadian ownership

The Order deals primarily with foreign ownership of broadcasting stations, and Peters believes that the directive falls far short of building Canadian control of broadcasting.

"Instead," Peters said, "it seems to tear down the structure of our industry in a way that may weaken and not strengthen our Canadian fabric.

"If the government wants Canadians to invest in radio and television, and in production and programming in this country, then surely it should allow us to invest in our industry under the same ground rules that exist for other Canadian investment.

"My request for Canadian investors in Canadian broadcasting is not for special treatment," he said. "It is for equal treatment and the right to be governed by the same commercial rules that are applied to other Canadian industries and investments."

Ten-year licenses

"The broadcasters must know where they are going."

Peters urged that government, while it is clarifying the Order in Council, should also instruct the CRTC to issue licenses for broadcasting stations for no less than ten years.

"Surely the government and the CRTC must realize that it is an incredible situation when some of the largest, longest-established, best-operated broadcasting stations in Canada do not know whether they will be allowed to operate beyond a one or two-year period," said Peters.

"If the private broadcasting industry is that unimportant to the CRTC and the government, surely we are entitled to ask whether the government is really serious when it asks us to make imaginative and expensive program contributions to its chosen objective—the development of a Canadian identity and fabric."

The public is ready for a bolder approach

ANOTHER MYTH WAS SHATTERED to some degree by a panel of broadcasting experts at the CAB Convention, April 29.

The panelists, in a wide-ranging discussion on the future of broadcast programming, trampled the view that radio and television audiences were non-discriminating about what was served up to them and had a low mental age as a whole.

They recognized the public as an intellectual force which is currently finding it difficult to be stimulated by much of what is now broadcast and placed the onus on the broadcasters who, as panelist Harry Boyle said, "have inherited a responsibility whether they like it or not."

Murray Chercover, president of CTV Television Network, Toronto, chaired the panel made up of Boyle, vice-chairman of the CRTC, Ottawa; Charles Templeton, editor of Maclean's Magazine, (and a former CTV executive); Keith Campbell, CTV vice-president, marketing, Toronto; and Paul L'Anglais, president of Paul L'Anglais Inc., broadcast station representatives, Montreal.

Boyle: "more innovative..."

Boyle said there were three areas in which the youth of today were disaffected.

"They are the military, education and the church, all structured to tell, but not to listen. To the extent that broadcasting is also so structured, young people reject it," he said.

He urged that broadcasters become more innovative in an attempt to relate more successfully to young people and to "de-mystify" broadcasting by allowing people, particularly young people, to participate in it as a medium.

"Access to the means of communication by young people — may introduce into this country something no one else has been able to do: the breaking-down of the watertight compartments between English and French Canada."

"Broadcasters must ask why people are alienated from the medium," he said.

A head of steam

The broadcaster's "bête-noir," regulations, was also covered by Boyle.

"Don't get up a head of steam about regulations," he said. "A

regulation will never produce a program."

Where programming was concerned, Boyle said it was not a matter of fighting either the audience or fighting a regulatory body, "but of finding out what is wrong with that programming and correcting it."

While avoiding a statement on any unannounced CRTC policy, Boyle did suggest that there were no grounds for believing that the commission will regulate against sponsored news programs.

"If broadcasters are required to produce more news programming, then they will have to be allowed some latitude in seeking commercial sponsorship which could offset the increased costs," he said.

"But there must be safeguards to make sure that advertising does not impinge on the quality of the news."

Templeton: "extreme reaction..."

Charles Templeton expects an increasing trend in television news and public affairs programming to the bold expression of opinion and to more "point-of-view" programming.

"The public is ready for a bolder approach," he said, "but broadcasters must stop reacting violently to a handful of telephone calls of protest, which cannot be interpreted as representative of an audience of 100,000 people or more."

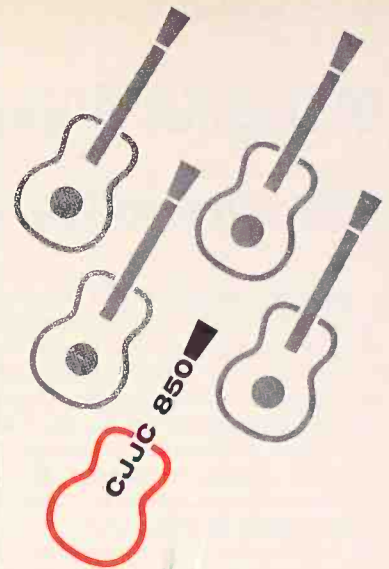
"Actualities, films of events as they happen, are what television does best," he said, "and there should be more of them. In particular, television should pay more attention to 'good news', to recording constructive events."

Talent? "We've failed".

Paul L'Anglais and Murray Chercover joined in condemning Canada for its attitude towards its creative talent, not only in television but in other media.

L'Anglais pointed out that Quebec has been forced to develop its own creative people "because of its position as a French-language island in North America.

Chercover said that opportunity to express themselves at home and through deliberate export of Canadian television and cinema films to the world at large would encourage creative and talented people in Canada to remain in this country.



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Bi-lingual 5-generation Canadian will symbolize a united industry

A FRENCH-CANADIAN LAWYER, Raymond Crépault, Q.C., a young-looking 47, was elected to succeed Ray Peters, CHAN-CHEK-TV Vancouver/Victoria, as president of the Canadian Association of Broadcasters at the CAB Convention in Edmonton last month.

Always active in industry affairs, for a few years Crépault appeared hesitant to accept this responsibility, but now he has firmly determined to leave his long and successful law career behind him and devote his whole time to the operation of his broadcasting stations and the presidency of the CAB.

Crépault made his first entry into the broadcasting industry in 1957, when he took hold of the ailing CJMS Montreal, reinfused it and has been its successful operator ever since.

He has been steadily building a young empire of broadcasting stations ever since, and now, besides CJMS and CJMS-FM, he owns four more French language radio stations, CJRC Ottawa, CJRS Sherbrooke, CJTR Trois Rivières and, very latterly, CJLR Quebec. He has also filed an application with the Canadian Radio-Television Commission for a UHF television station in Montreal.

Since taking over the CAB presidency, Crépault has resigned from the law partnership of Stewart, Crépault & McKenna, to give himself time, as he puts it, to serve as a liaison between the CAB office in Ottawa and the 345 privately-owned stations and one network, which go to make up the membership of the association. He plans opening a small law office of his own in Montreal, but purely to enable him to take care of his own broadcasting affairs. This move, he said, has necessitated his refashioning his whole personal and business life.

As his success story would indicate, Ray Crépault is a keen businessman, but he does not seem to confine his vigor to his own personal interests. He recognizes that the broadcasters, as an industry, are faced with innumerable problems, and, as a broadcaster himself, looks forward to playing his own part in helping solve them.

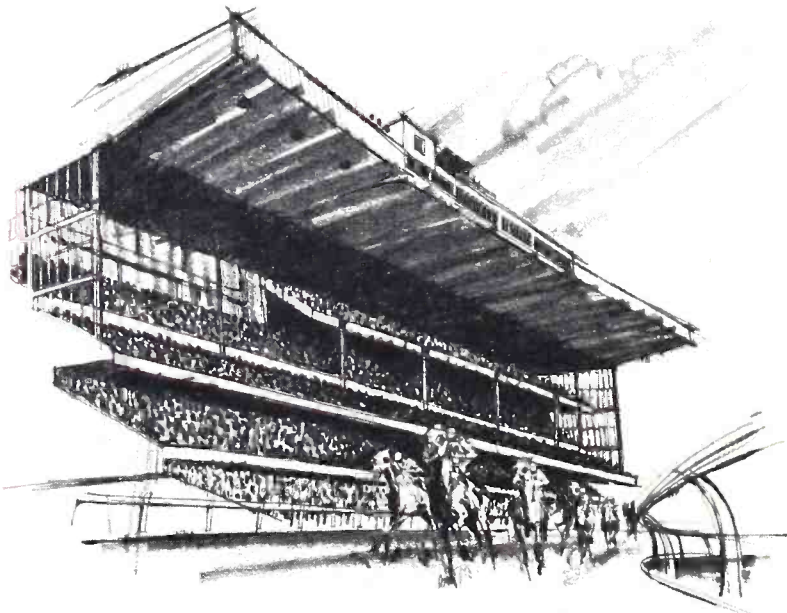
At this point, he says, cable television heads the industry's problem list. Part of the solution to this, as he sees it, is to make sure CATV operations are left in the hands of broadcasters. Otherwise, he says, if other people are allowed to program for cable and sell commercials, it will mean the end of private broadcasting as we know it.

The new CAB president is firmly convinced that private broadcasting is one of the strongest weapons the country has to insure Canadian unity. Private broadcasters are better qualified to achieve this aim than the CBC, he says, because they have local roots and are versed in talking to people, not on a broad, national, all-embracing plane, but on a neighborly person-to-person basis, coast to coast, market by market.

As a Canadian of over five generations, Ray Crépault is proud of his French heritage. Proud also of his language, he likes to speak it when it is appropriate, but he is equally at home in English, which he speaks impeccably, and unhesitatingly. Strictly a one-nation Canadian, Crépault believes Canada is the richer because of its two languages and two cultures which, he feels, together complement the English parallel into One Canada.

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Speaker and panel reject charges TV causes violence

PATTERNS OF ATTITUDE or behavior may be confirmed and reinforced by the media, including television, but they can be changed only very slowly and with great difficulty.

This was the theme of an address to the CAB Convention by Professor Martin J. Maloney, Department of Radio-Television-Film, North Western University, Evanston, Ill., April 29.

"Social organizations, from the family to the nation, are shaped around their communication systems," he said. "Communication is essential if human beings are to co-operate among themselves, or even to live together at all.

"The business of society is carried on through many communication media—a great deal of it through the public media, such as television, radio and the press, but probably more of it through interpersonal contacts—through people talking together within their families, in business, in politics."

Professor Maloney pointed out that television's enormous popularity leads one to believe that it must also be all-powerful in shaping the attitudes and behavior of its viewers, but research available today shows that people's attitudes, patterns of behavior and basic beliefs in life are formed within the primary social groups, the family and perhaps the peer group, very early in life.

"Advertisers conduct enormous and expensive campaigns to sell a product, only to discover that, often as not, people decided to buy or not to buy as a result of what a friend or neighbor said," said Maloney.

"Political parties conduct great media campaigns to elect their candidates, although the more sophisticated politicians know very well that the basic decisions have been made by most voters before the campaign has begun."

Violence is real

"Of course," he said, "this is not a peaceful generation. Violence explodes everywhere, from Vietnam to the Middle East, from the city streets to the home. This is real violence—not make-believe aggression or mimic warfare—and it springs from a long history of injustice, ruthlessness and insensitivity to human needs.

"The hatred and brutality which whites display toward blacks, and blacks toward whites, simply do not derive from the habit of watching cops-and-robbers shows on television. To argue that they do is either hypocrisy

or folly."

Professor Maloney said he thought that the crusade against violence on television was not only ridiculous and pointless but genuinely dangerous. He called it a distraction, a crusade without risk, pain or hard decision, and, if we join it, we may never find out where the social action really is.

"The medium has its faults," he concluded, "but contributing to the decline of the West isn't one of them."

Chicago coverage O.K.

In a subsequent panel discussion, CBS broadcast group president Richard Jencks supported Professor Maloney's statements and said that if his network had to do it again, there would be very little change in its coverage of the Democratic party convention in Chicago last August.

He remains convinced the network did the best job possible in Chicago in difficult circumstances, despite widespread criticism of television and radio treatment of violence.

His only regret was that some of the on-air commentary by announcers

at Chicago was not quite as sober in some instances as it might have been.

Professor Maloney joined Jencks, Dr. Du Wors, head of sociology and anthropology at the University of Calgary; Bert Cannings, director of news and public affairs at CFCF radio and television, Montreal; and Marcel Beauregard, news director of CKVL Radio, Verdun, P.Q., in outlining the following points regarding news coverage of violence:

- Violence is endemic in complex societies and there is no firm evidence that its portrayal on television or radio increases its extent.

- The fundamental tenet for journalists should be that it is better for people to be told everything possible—news media should not withhold information on any ground that it would be better for the people not to know;

- It is worthwhile for news media, especially television with conspicuous equipment, to work consciously to preserve balance in its reporting of violence and as much as possible to avoid provoking "staged" displays of violence by its mere presence.

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Paul Mulvihill, President, is pleased to announce the appointments of Roy Green and Leigh Kelk as national sales representatives in the radio division.

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Mr. Kelk began his business career in the media department of a major Canadian agency. Several years in broadcast sales in both Toronto and Montreal plus client marketing experience provide Mr. Kelk with a clear understanding of most agency and client marketing problems.

Both appointments are effective immediately.

CRTC June 10 hearings at Montreal's Bonaventure

LICENSES FOR SEVEN NEW STATIONS, an AM, an FM, four TV rebroadcasters and a French TV outlet, will be among the applications to be heard at the Montreal public hearing by the Canadian Radio-Television Commission when FM will also be discussed, on June 10. Sessions will be held in the Verdun Room, Hotel Bonaventure.

Radio Maria-Chapdelaine Inc., owning and operating CHVD Dolbeau, Que. seeks a license for a new AM station at Ch. bougamau, Que., to operate on 1240 KHZ, 1,000 watts days, 250 nights, omnidirectional, with another studio at Dolbeau, Que.

Radio Drummond Limitée, owning and operating CHRD Drummondville,

Que. will apply for an FM license, with stereophonic and subsidiary communication broadcasting services, on 104.3 MHZ, ERP 50,000 watts horizontal and vertical polarization, EHAAT 132 feet, omnidirectional.

The CBC will make application for a license for a new TV outlet at Yarmouth, N.S., on Channel 3-, ERP 2,060 watts video, 410 watts audio, EHAAT 558 feet, directional. The proposed station would receive the entire CBC French-language network program service from CBAFT Moncton, N.B. via microwave.

Skeena TV Association will seek a license for a new TV undertaking at Nine Mile Mountain, near New Hazelton, B.C., to receive programs off-the-air from CFTK-TV-2 Smithers, B.C. for retransmission on Channel 9 with a transmitter power of 5 watts, directional.

Kitsault Community Club will apply for a license for a new TV station at Kwinatahl, B.C. to receive programs off-the-air from CFTK-TV Terrace, B.C., for retransmission on Channel 7, transmitter power 1 watt, directional.

Also bidding for a license is The West Quatsino Radio & Television Society, for a new TV rebroadcaster at Holberg, B.C. to receive programs off-the-air from CFKB-TV-4 Sointula, B.C. for retransmission on Channel 4, transmitter power of five watts, directional.

Skeena Broadcasters Ltd. will ask for a license for a new TV rebroadcaster at Hudson Bay Mountain, B.C., to receive programs off-the-air from CFTK-TV Terrace, for retransmission on Channel 7, with transmitter power of one watt, directional.

Up for renewal will be the licenses of CKLW-FM and CKLW-TV Windsor, Ont., CFTM-TV Montreal, and CFOM Ville Vanier (Quebec City) Que.

Télémetropole Corporation, licensee of CFTM-TV Montreal, will make application for permission to transfer 279,486 Class A, 617,944 Class B and 544 Class A preferred shares of capital stock (77.6% of the voting shares) from the Estate of the late J.A. De Sève, to Marcel Faribault, Roland Giguère, Léo Lavoie, Lionel Leroux and J. Emile Maheu, executors of the estate.

Nine seek license amendments

Skeena Broadcasters Ltd. will also seek a license amendment for CFTK-TV-2 Smithers, B.C., to permit off-air pickup of programs from the proposed station at Hudson Bay Mountain instead of from CFTK-TV Terrace.

Wellport Broadcasting Ltd., licensee of CHOW Welland, Ont. will ask authority to establish a studio in Dunnville.

CFRB Limited will seek authority to change the antenna radiation pattern of CFRB Toronto on the present frequency of 1010 KHZ, with the present power of 50,000 watts, DA-2.

The CBC will seek amendments for seven LPRT licenses, for frequency changes for CBMD Chapais, Que. 920 HKZ to 1340, CBME La Tuque, Que., from 1140 to 990, and new antenna sites for CBXJ Jasper, Alta., CBDB Watson Lake, Y.T., CBKA Stewart, B.C., CBXW Edgewood, B.C. and CBLV Haliburton, Ont.

Kapuskasing Broadcasting Co. Ltd. will seek authority to change the location of the main studios for CKAP

BULLETIN

21 CANDLE SALUTE?

May marks ~~CHLO's~~ 21st anniversary. Happily, we're too busy to celebrate! (And our Fall '69 move to 1570 khz. with day/night 10 kw will take the cake!!)

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Sales Manager



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Group One Radio Ltd. - Toronto, Montreal, Winnipeg & Vancouver

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Northern Radio-Radio Nord Inc. will seek license amendments to increase the daytime power of its two stations, CHAD Amos, Que., and CHRN Rouyn, Que. from 250 to 1,000 watts, with night-time power to remain at 250 watts, omnidirectional.

Radio La Sarre Inc., operating CKLS La Sarre, Que. will seek to amend its license to increase daytime power from 250 to 1,000 watts, night-time to remain at 250 watts, omnidirectional.

Radio Richelieu Ltée will seek authority to change the daytime radiation patterns of CJSO Sorel, Que., on the present frequency of 1320 KHZ, with the present power of 10,000 watts days, 5,000 nights, DA-2.

Three other share transfers have been tabled for hearing. Radio 1540 Ltd., licensee of CHIN Toronto, will ask permission to transfer 324 common shares of capital stock from John B. Lombardi to John Longo, and 1 common share from John B. Lombardi to Donald Carr. Radio CHIN-FM Ltd. will ask to transfer 324 common shares from John B. Lombardi to John Longo, and 1 common share from John B. Lombardi to Mrs. Antonina (Lena) Lombardi. Peterborough Cable Television Ltd., operator of a CATV system at Peterborough, Ont. will ask to transfer 2,408 common shares to Maclean-Hunter Cable TV Ltd.

Montreal Baseball Club Ltd. will seek licenses for a French and an English radio network to carry scheduled games of the Montreal Expos. The French network would include CKJL St. Jerome, CJSO Sorel, CJLM Joliette, CHRD Drummondville, CFLV Valleyfield, CHEF Granby and CKLM Montreal. CKGM Montreal and CKPM Ottawa would form the English network.

45 CATV bids on agenda

Five applications for CATV licenses will be submitted by National Cablevision Ltd., to serve various areas of Greater Montreal.

Cable TV Ltd. will seek a license to carry on a cable TV service for Montreal and district, and John N. Daperis will apply for a CATV license to serve Montreal.

Multi-Vox Programs Ltd. will make application for licenses to provide CATV service for four Montreal hospitals: St. Michel, St. Luc, St. Justine and Maisonneuve.

Coratel Services Ltd. seeks a license to serve the Jewish General Hospital in Montreal.

Other applications are from various centres in Quebec and Ontario, and four from B.C.



STATIONS OF THE YEAR

MINISTER OF
NATIONAL HEALTH AND WELFARE
MINISTRE DE LA
SANTÉ NATIONALE ET
DU BIEN-ÊTRE SOCIAL
OTTAWA, CANADA

April 22, 1969

Mr. H. T. McCurdy,
President,
Radio Station CJAD,
1407 Mountain Street,
Montreal 107, Quebec.

Mr. Jacques-M. Goulet,
President,
Radio Station CKAC,
1400 Metcalfe Street,
Montreal 110, Quebec.

Gentlemen:

Please accept my sincere congratulations on the winning of the John J. Gillin, Jr. Award as STATION OF THE YEAR in Canada.

In my capacity as Minister of Health, I was pleased to learn that two Montreal Radio Stations, CJAD and CKAC, working together on an anti-pollution public service campaign have had their efforts recognized and honoured by the broadcast industry.

I wish you continuing success with your project.

Yours sincerely,

John Munro

CJAD/CKAC

RADIO MONTREAL

Bushnell TV buys CFCF. Sale of Canadian Marconi Co.'s broadcast division, CFCF Montreal, including its AM-FM-TV and shortwave outlets, to Bushnell Television Co., licensee of CJOH-TV Ottawa, was reported last week.

CFCF-TV is part of the CTV private television network, and the sale is conditional upon receipt of approval from the CRTC. Up to now, owners of stations making up the CTV network have been prohibited from buying any other station of the network.

The reported sale price was \$20,000,000.

Bushnell also operates CJSS-TV Lancaster (Cornwall) and has CATV interests.

The Bushnell firm had previously negotiated a deal to purchase the Canadian broadcasting interests of Lord Roy Thomson, including CFCF AM-TV North Bay, CKWS AM-TV Kingston, CHEX AM-TV Peterborough, CKGB Timmins and CJKL Kirkland Lake. This is also subject to acceptance by the CRTC.

SMB severs with Quaker. Spitzer, Mills & Bates Limited, Toronto, has announced the termination of its advertising agency relationship in Canada with the Quaker Oats Company.

The decision follows a move by Quaker to transfer control of its Canadian marketing operations to its Chicago headquarters. Product marketing personnel in its Peterborough head office have been invited to transfer to the United States.

Allan Yeates, SM & B president, said the decision was reached with "sincere and deep regret. We have had a long and most productive relationship with Quaker in Canada.

"The Quaker Oats Company has now advised us of its intention to manage Canadian marketing operations out of the United States", Mr. Yeates said. "As Canadian marketing and advertising people, we simply have little enthusiasm for this concept as it applies to Quaker's needs in Canada.

"Under these circumstances, I have advised The Quaker Oats Company of Canada that as a matter of principle, we do not believe we would be able to provide a workable and effective environment for a new advertising agency relationship with the company in Chicago."

The termination date has been established as July 31, 1969.

Stations impose own ban on cig ads. Two U.S. television stations, WTOP-TV Washington, D.C. and WJXT-TV Jacksonville, Florida, will not accept cigarette advertising after June 1. Both *Post-Newsweek* outlets announced their action in a letter to the FCC from Larry Isreal, chairman of the board.

In February, the FCC proposed banning cig ads on radio and TV but the proposal cannot become effective until Congress takes action on it.

Cigarette advertising accounts for 8.4 per cent of the U.S. television industry income, about \$225 million.

A WTOP-TV spokesman said income to *Post-Newsweek* stations alone, last year, from cigarette advertising amounted to \$700,000.

C. W. Rolph joins JWT. Charles W. Rolph, former account representative with Cockfield, Brown & Co. Ltd., Toronto, working in the packaged goods and food fields, has been named to an account rep post with J. Walter Thompson Co. Ltd.

Rolph had been with C, B since 1964, and had also served as an ad consultant to accounts in the petroleum and publishing fields.

He had previously worked for McColl Frontenac Oil Co. and later with Colgate Palmolive Ltd. moving up from sales rep to product manager in '58.

Sheratt and Solway named VPs at CHUM. Fred G. Sheratt, vice-president and general manager, CJCH Halifax, N.S. has been moved to Toronto where he has been named vice-president, programming operations, for the CHUM Ltd. group, said Allan F. Waters, president.

Waters, who is also president of Radio CJCH 920 Ltd., Halifax, and Radio Station CFRA Ltd., Ottawa, said Sheratt's duties will include involvement at all levels of the CHUM Ltd. group, which also owns a half-interest in CKPT Peterborough, and two-thirds interest in CKVR-TV Barrie, Ont.

In another appointment, Larry Solway, who has been program director for CHUM Toronto, has been named vice-president of creative development for CHUM Ltd.

Sheratt will remain a vp and director of Radio CJCH 920 Ltd. Succeeding him is Bill Ozard, former program director and *Open Line* host.

Propose ownership ban in U.S. The U.S. Justice Department has urged the Federal Communications Commission to bar television stations and newspapers from owning a cable television system in their local areas.

The Department also urged the Commission to let the CATV systems originate their own programs and sell advertising time in direct competition with conventional television stations.

Wins Prairies Region news award.

For the second time in three years, CFRN-TV Edmonton, Alta. was selected by the Radio-Television News Directors Association for its top news award in the region.

The award was based on the documentary *Arctic Angel*, which relates the exploits of British scientists living in the Arctic to find out if it is possible for man to survive in that part of the world.

Regional winners go on to be judged in the national finals.

Novek heads NFB publicity. David H. Novek, former reporter for the now-extinct *Montreal Herald*, and later news editor at CFCF Montreal, has been named publicity chief for the National Film Board's Montreal headquarters.

Novek had previously worked in related fields with *Man and His World* and Bell Canada, and for four years edited and published the *Canadian Jewish Chronicle Review*.

Speers heads BN. W.A. (Bill) Speers of Vancouver was elected president of Broadcast News Limited, at the annual meeting in Edmonton.

Speers is vice-president of Selkirk Holdings Limited, owner and operator of a number of broadcasting stations in western Canada. He succeeds F.A. Lynds of CKCW AM-TV Moncton, N.B., who continues as a Broadcast News director.

J.R.H. Sutherland, publisher of *New Glasgow News* and president of *The Canadian Press*, was re-elected vice-president.

Other directors are: Jean Pouliot, CFCM-TV Quebec; Norman Smith, *Ottawa Journal*; Beland Honderich, *Toronto Star*; Douglas Trowell, CKEY Toronto; W.B.C. Burgoyne, *St. Catharines Standard*; W.J. Blackburn, *London Free Press*; and Jack M. Davidson, CJAY-TV Winnipeg.

Once upon a product.

IT was a new brand. In a rough, tough package goods category. The manufacturer who introduced it was instantly faced with the traditional dilemma of having to create demand.

He turned to his advertising agency.

The agency created the advertising that stimulated demand. But it didn't stop there.

The agency designed the packaging, assisted with pricing advice, distribution strategy, merchandising and promotion. It even developed the salesman's presentation to the trade.

Although the manufacturer began at zero,

his product captured 22.9% of the market in his first full year of national distribution. Five years later he has increased his share to 31.2% of a multi-million dollar market.

We relate this story because we want to pay the manufacturer—one of our clients—a compliment. He started with a good product. Then he did one more important thing. He put his agency in a position to help him to the fullest.

We'd like to help you do the same for *your* product.



RONALDS-REYNOLDS & COMPANY LIMITED

CRTC to group city bids.

Applications for station and cable TV licenses within specific areas will be heard by the CRTC beginning with the fall sessions.

At the October 15 hearings in Vancouver, B.C., AM, TV and CATV license applications will be heard for the city of Kamloops.

For the November 25 hearings in Ottawa, CATV and TV applications for the city of Sudbury, Ont. will be heard.

Five TV licenses extended.

On April 29, the CRTC issued a public notice that it "proposes to extend the licenses" of five stations to September 30, 1970, "to coincide with the expiry date of the authority for CTV network and other affiliates."

The stations are: CJON-TV St. John's, CJON-TV-1 Corner Brook and CJON-TV-2 Bonavista, all in Newfoundland; CFCN-TV-3 Brooks, Alta.; CFRN-TV-3 Whitecourt, Alta., and CHAN-TV-1 Chilliwack, B.C.

Join TV ad ban on cigs. Hot on the heels of the announcement by the CBC that it would not renew contracts for cigarette advertising carried by its radio and TV networks, came similar announcements from two private television stations, CFTO Toronto and CJOH Ottawa, both members of the CTV network.

John Bassett, CFTO president, said his station would end all cigarette advertising September 15.

Stewart Griffiths, executive vice-president and general manager of CJOH, said the Ottawa station would follow suit, "upon expiration of current contracts."

THE TSE INDUSTRIAL INDEX rose 3% over the month of April. The market action of communication stocks during the past month was mixed with publishing equities notably firmer—Maclean-Hunter (up 11%), Southam Press (9%) and Thomson Newspapers (2%). On the other hand the majority of broadcasting stocks in Canada declined in price.

Famous Players experienced the sharpest market decline, dropping from \$19 1/4 to \$16 3/8. This market action reflected investor disappointment with the CRTC's denial of the company's application to reorganize its broadcasting and CATV interests. Some analysts were more disturbed by the rapidity of the negative decision rather than the decision itself, after apparent encouragement of the intent of the proposal by Ottawa for some two years.

The company is investigating methods of disposing of the majority of its interests in communications, either through share exchange or cash deals.

The series of acquisitions recently announced by Bushnell TV (currently \$28 bid on the unlisted market) indicates that it will soon be applying to the CRTC for share transfers of almost the same magnitude as the Famous proposal.

Bushnell proposes to acquire certain broadcasting interests in Ontario, now owned by Lord Thomson, Community Video cable operations in Alberta and B.C. and most significant, the Montreal radio and television stations, CFCF and CFCF-TV, now owned by Canadian Marconi. Approval of ownership transfer of CFCF-TV Montreal would conflict

(Continued on page 35)

OBITUARIES

JOHN GEORGE (JACK) BEARDALL, 77, died in Chatham, Ont., April 16, following a lengthy illness. Founder of CFCO Chatham, he was one of Canada's best-known broadcast pioneers.

In 1926 he built and operated a simple transmitter in his home, which eventually developed into a commercial radio station now known as CFCO.

Jack Beardall retired in 1962, selling his interest in CFCO to Great Lakes Broadcasting System Ltd.

In 1951, he became a member of the CAB Quarter Century Club and he also served as a director of the Association for several years.

ARTHUR MOGG, secretary of Standard Broadcasting Co. Ltd. and Taylor, McDougald Co., died in hospital in Toronto, April 23, after a lengthy illness.

A native of England, Mr. Mogg had been associated for 23 years with Argus Corp., a holding company which has a substantial investment in Standard Broadcasting and several other companies.

LT. COL. JOSEPH-ROSAIRE SAMSON, 77, former personnel and administrative services manager for Radio-Canada, died in Montreal, April 28.

A veteran of both world wars, he began his career with Radio-Canada in 1944, in Ottawa. He was named personnel and administrative services manager in Montreal the following

year, and occupied that position until 1956.

He then became personnel technical adviser for the Quebec region, before retiring in April 1961.

FRED M. OLIVER, 53, widely-known in the broadcast industry as an FM consultant (as even his initials indicated) died suddenly May 1, from a heart attack.

A University of Toronto graduate draftsman, he had spent 15 years in the technical, programming and sales aspects of radio, the last seven years devoted completely to FM specialization.

Fred Oliver got his start in radio with CJKL Kirkland Lake, Ont. in late '52, where he worked as an announcer and as a salesman. He later joined the staff of CJOY Guelph, Ont.

Turning his interests to the FM field, Fred helped launch CKLB-FM Oshawa, and later CKFM Toronto. He joined All-Canada Radio & Television Ltd. in Toronto, in 1962, as FM sales consultant.

RAMSAY F. GARROW, director of sales and marketing for CHOY-TV Pembroke, Ont., died May 11, following a lengthy illness. He was born in Pembroke in 1917.

He was associated with CHOY AM-TV for 22 years, 14 as commercial manager in radio, and eight in television. He transferred to CHOY-TV when it went on the air in 1961.

WE ANSWER YOUR TELEPHONE
DAY AND NIGHT
BUSINESS OR RESIDENCE



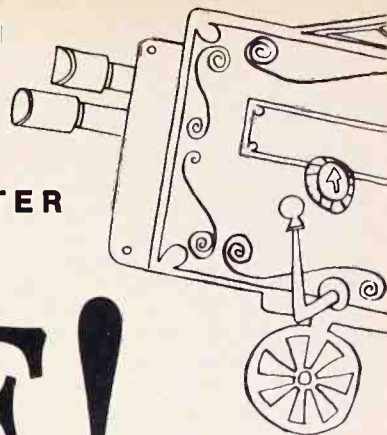
TAS
COMMUNICATIONS SERVICES

PHONE FOR BOOKLET

TORONTO MONTREAL
924-4471 866-6921

1969 ONTARIO RADIO & TELEVISION
MEN'S GOLF TOURNAMENT

JUNE 10th
TAM-O-SHANTER



FORE!

BULLETIN: Keep your eye on June 10th. The biggest fun day ever. Plenty of new surprises. Organize a foursome now, or let us help you. Limit — 260 golfers.

NEW!

We've formed a new hard-working committee and they already have the wheels in motion.

NEW!

The prize distribution system is completely changed. This year you'll choose the prize you want from the prize table.

NEW!

Continuous movies will be shown from Noon 'til Dinner for those who want to relax (Dick Shatto has a few surprises here too!)

NEW!

WESTERN OUTDOOR STEER DINNER
Barbecued over open coals on a huge spit. Carved on the spot. Served sizzling hot. "SCRUMPTIOUS"!

The whole day will be better — Improved Golf Course . . . Hidden Hole Contest . . . Great Prizes for Duffers and Scratch Golfers . . . Fun and Games . . . Better Bar Facilities (cheaper too!) . . . Gorgeous Models . . . A Fast-Paced Evening . . . A Great and Different Dinner . . . LOTS OF LUCK DRAW PRIZES.

Ticket application forms will be mailed within 3 weeks . . . If you want to be SURE of a reservation . . . write . . . wife or phone now for starting times.

HAROLD TOBIN

77 COURTON DRIVE - SCARBOROUGH, ONTARIO
OR PHONE CBC 925-3311 (TORONTO)

Talk it up Fellows: It's going to be the biggest and best Tournament our industry has ever seen!

**TUESDAY, JUNE 10th—TAM-O-SHANTER GOLF & COUNTRY CLUB.
MISS IT!!! AND YOU'LL BE SORRY. PLEASE POST THIS NOTICE
ON YOUR BULLETIN BOARD.**



Handwritten note: Give a hole-in-one to a fellow who has a Masterch

GEORGE CHANDLER,
Publicity Chairman

Contributed by
The Canadian Broadcaster

LAST WEEK'S ANNOUNCEMENT by CRTC Chairman Pierre Juneau, of the policy by which the Commission will be governed in supervising the cable sector of the Canadian broadcasting system is highly significant in that it gives Cable TV scope to expand into cable origination and to grow into regional TV outlets.

There are restrictive aspects, as was to be expected, but most of the cable people are encouraged, it would seem, by the freedom it does leave them.

TV broadcasters seem somewhat bewildered by questions about what it will do to their industry, but so far have not come forward with any comments to speak of, presumably because they do not know what to say.

The CRTC will have questions galore to answer when and if this "policy" is implemented, and now they have made the first move, it is to be hoped they will act fast in tying up the loose ends.

Cable television, which, as the CRTC statement says, "began as a service to remote communities with reception difficulties, has now become

a major factor in the Canadian broadcasting system and has a potential for a wide range of service in all communities. These community programming services can be of a complementary nature to those already provided by other broadcasting services."

"At present," the statement says, "the Commission will not, except under special circumstances or for experimental purposes, license CATV undertakings which carry commercials, other than those received in the programming broadcast by broadcasting stations."

Just what is the significance of the two qualifying words "at present"? Do they mean they will operate free of commercials or not? This, it seems, is a question to which the commercial broadcasters are entitled to an answer.

Cable television, in its new form, came into being at the insistence of the public, especially those now enjoying only one service. If we are honest about it, what they are after is an outlet in their homes for U.S. programs, especially movies.

Under the CRTC's guidelines in their policy statement, they list program priorities as follows:

- (1) CBC French and English networks
 - (2) Private Canadian Networks
 - (3) Independent Canadian TV stations
 - (4) Local and educational programming
 - (5) Non-Canadian Television stations
 - (6) Duplicate Channels
- They also say if a system carries

FM stations, it should carry all available Canadian FM stations in both official languages as a priority.

Our questions are:

(i) With U.S. programs relegated to fifth position in the priorities list, will the public be willing to pay the monthly fee for cable service?

(ii) Who, from a copyright point of view, owns the programming which will be picked up by the cable systems and who will pay for it?

(iii) On the basis of the CRTC policy statement, how will the cable systems be able to afford the required programming if they have no advertising revenue (at present)?

(iv) How will they be able to afford to wire their entire areas and not just the densely populated parts during the (two-year) life of their initial licenses?

(v) Will the Canadian public be willing to pay even the low monthly charge for cable service, if the fare is confined to a predominance of Canadian programming and information services?

The broadcasting industry has almost as big a stake in this development as the CATV services themselves.

Quoted elsewhere in this issue, the new CAB president, Ray Crépault, says if CATV is allowed to program and sell commercials independently of the broadcasters, it will be the end of commercial broadcasting as we know it.

Apparently the CRTC policy statement is not yet a law or a regulation. It is an emphatic call for action.

Buzz me if you hear anything.

Dick Lewis

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

Nearly one million
Holiday Makers from
U.S., Ontario & Quebec
will be enjoying
Quinte country
this summer
A sizeable plus
for Advertisers

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

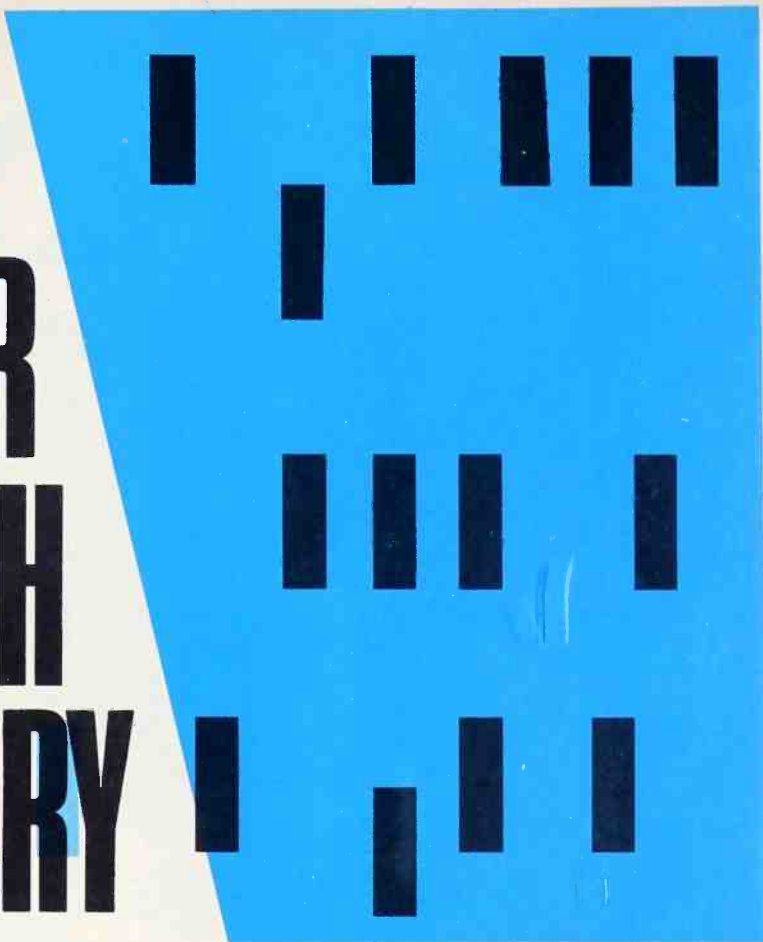
ask Major Market Broadcasters



Photo by Gerald Campbell

It was "Ruth Hancock Day" at the Broadcast Executives Society's May 13 lunch at Toronto's Park Plaza. CAB's Toronto office manager, who doubles as Executive Secretary of BES, was presented by President George Ralph with a "Gold Bessie" as a "Best in Class" award "with the love, respect and appreciation of the members of the Broadcast Executives Society." In the picture, Ruth is seen accepting the congratulations of Edna Grieve of Radio-Television Representatives Ltd. On Ruth's left is the beaming Gerry Carlino, Ruth's fetching secretary.

NO OTHER COMPUTER CAN MATCH OUR MEMORY



Increasing sophistication in media/marketing research activity poses ever new complexities for the national representative. Like other computer-age services, his must be “*plugged-in*” to the data sources—equipped to cope with today’s statistical avalanche.

All-Canada was the first Canadian representative to implement *EDP* in both media research and in internal data processing. But more importantly, *All-Canada* was first to develop the people to explore and interpret... to develop media solutions to marketing problems.

Our “*Computer*” is experienced people—broadcast specialists, carefully selected and integrated into a single compatible organization... across Canada and the U.S.A.

The best in the business.



All-Canada Radio & Television Limited

music
news
sports
open line
editorials

*Whatever they want,
Edmontonians get it
on these*

EDMONTON
RADIO
STATIONS

CHQT • CJCA • CFRN • CHFA
EDMONTON

Highlights from the 43rd



Annual Conference

Photo: Tom Bochsler Photography Ltd., Hamilton



ACA Gold Medallist
J. BRYAN VAUGHAN,
president of Vickers & Benson Ltd.,
and past president of ICA
(Story on page 31)

Meet the
new ACA president
(1969-70)
J. K. (KEN) DAVY,
advertising and
sales promotion
manager,
The Steel Company
of Canada Ltd.
(Story on page 22)



Photo: Herb Nott & Co. Ltd., Toronto

President Ken Davy will bring "more activist policy" to the ACA

JOHN KENNETH DAVY, the new president of the Association of Canadian Advertisers, believes in his industry's adage "advertising makes good things happen". He believes also that good things are happening to advertising itself more specifically within the association he will head for the next twelve months.

Davy states that the advertisers he represents are emerging from a "useful period of re-appraisal". This self-analysis he concedes has been prompted in part by a recent government concern over allegations that advertising was contributing to increased consumer prices but as well as being a response to its critics, the association re-assessment stems from a tremendous buildup in demand for increased member services.

The ACA has served its members well during its 54 years of existence according to Davy but the times now dictate a more activist policy.

Among the new activities which should create waves within the industry is a proposed series of task groups made up of professional advertising men who will undertake in-depth probes into many new ideas such as the use of computers in advertising. "Also," Davy says, "we hope to hold up a few old chestnuts for scrutiny."

For instance many advertisers believe that it is an anachronism to offer local advertisers lower media rates than national advertisers. It is not suggested that merchants who advertise on a local basis be required to pay higher rates but that a reasonably uniform rate be charged for both categories of advertising. After all the national advertiser usually requires little more servicing by the media than the local advertiser.

Commission vs. fees

Davy hopes these studies will provide

more information to advertisers on the subject of agency remuneration. "Probably in most instances, the 15% commission works for those advertisers with large expenditures in mass circulation media, but it often presents a problem for medium and small budget advertisers.

"This is the unfortunate aspect of the commission system because often the size of the budget is no yardstick by which to judge the value of the advertising to the advertisers. This is often the case among specialized advertisers such as those using direct mail, industrial or farm advertising. I believe a valuable service could be performed for advertisers and agencies alike by way of such a study and, hopefully stemming from this, some guide lines could be drawn up for those wishing to use a fee-system."

The ACA proposes to create and maintain an information bank on which its members can draw. Information derived from the task groups and the experience of members and advertisers in other countries will be deposited for the members' use.

The education of newcomers to the business and enrichment courses for professionals is to be stressed. This hopefully will be extended to include businessmen not involved directly in advertising but who nevertheless use this marketing tool.

Davy says that a broadening of representation of ACA is one of his chief objectives. To accomplish this the Board of Directors has been expanded not only to support the increased activities of the association but also to represent advertisers from coast to coast, advertisers in the French language and also those in many specialized facets of the industry such as retail, industrial and direct mail advertising.

Advertiser to industry

Davy's desire to broaden ACA's representation is by his own admission, influenced by his own business background. As advertising and sales promotion manager for the Steel Company of Canada Limited in Hamilton a large part of his experience has been in industrial advertising. Stelco has been a consistent advertiser to industry since the company's inception but in recent years as the company has increased its market development activities, advertising has expanded its role into both consumer advertising, reaching the public as well, and industrial advertising, aimed at carrying Stelco's message to architects, engineers and industrial designers and purchasing agents in industry.

Stelco uses advertising to develop new markets for steel. He cites his company's contribution toward the promotion of soft drinks in cans as an example of what a basic materials producer can do to influence sales volume. The promotion of steel in homes is one of the current programs in which Stelco is employing advertising to reach the home buyer and the home builder.

Mr. Davy is married and lives in Burlington with his wife and four children. His interests away from advertising, outside of surviving in a home over-run with pets, include sketching and — he smiles — collecting worthless antiques.

Davy has spent most of his working life with Stelco's advertising department in Hamilton. This year he marks 20 years with the company. Prior to joining Stelco he received his early training in the graphic arts industry and in a Hamilton advertising agency.

Broadcasting needs broadcasters' initiative

WE ALL KNOW THAT ADVERTISING is an essential part of the Canadian broadcasting system.

In an address to the ACA Conference, CRTC chairman Pierre Juneau said:

"To obtain the same broadcasting services now enjoyed by Canadians without the support of advertising, the government would have to add approximately \$200,000,000 to what it is now spending for the CBC."

Juneau said the Commission decided to start dealing with program policies right at the beginning of its second year.

He mentioned the Commission's concern about ownership and said it is "quite well informed about who owns what communications in Canada... about the opinion behind the corporate structure."

He said broadcasters in general have decided to take a positive attitude towards broadcasting in Canada, to consider themselves as an integral part of the Canadian Broadcasting System—to use the words of the Act—and do so without any feeling of inferiority.

"What does the CRTC want?" he wanted to know. The CRTC does not want anything, he said. "Basic policies have fortunately been very forcefully expressed in Section 2 of the Broadcasting Act. Our role is to interpret and implement those policies. We shall develop new program policies in the course of the present year."

"However I and my colleagues have said on several occasions that in our view the progress of broadcasting in Canada will have to come more from initiative among broadcasters and by fostering and development of creativity among broadcasting professionals than by regulations. We still believe this."

Concerning Canadian music

"Another area that could bear some scrutiny and thinking is the relationship between radio broadcasting and Canadian music," he said. "I mean music composed or performed and recorded in Canada. Some very laudable initiatives have been taken in this field by standard Radio and by the CBC. Even more important, of course, is the considerable impetus

that was given to the music and recording industry and the encouragement given to composers and artists in French Canada by the extensive support of French Canadian radio and television stations. Not only have they played the records, but they have hired the artists. CJMS Montreal has organized concerts and CKVL Verdun even published a fan magazine."

The situation in the rest of Canada is far from encouraging, but not inevitable, he said.

On television entertainment, Juneau said he had been convinced for a long time "that Canadian companies must co-produce with companies in other countries in order to further develop skills and obtain the necessary co-operation to penetrate other markets. Such productions would have to correspond to international production standards, which already are the

only standards acceptable to the Canadian public, for a large part of the program spectrum. There are ways to reconcile this requirement with the need for authentic national expression.

"I know of at least four broadcasting companies who are thinking of projects in this direction," he said, "and at least one company among them which has already embarked on two projects."

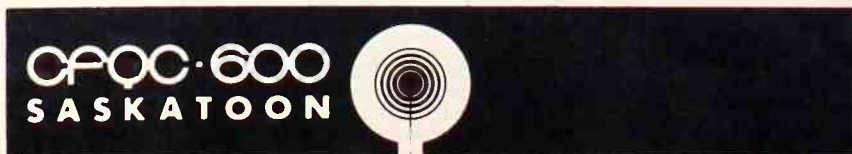
Juneau, who faced a panel of print and broadcast men at the end of his speech, said "there remains the field of current affairs and information... and I'm wondering whether we have not beaten the technique of interview confrontations to near death. It's an interesting technique and I'm sure it will recover and stay with us. But will not television have to develop more sophisticated techniques to deal with facts and opinions?"



CFQC's The Most Powerful SELLING Buy in The Market. Why? It's Our Personality.

CFQC's primary signal covers the entire Saskatoon market... and then some. Actual listening area is 246,176 Square miles. The total number of persons reached by CFQC is 221,700*, as compared to the next most popular station's coverage of 109,000. Makes good sense to advertise on the one that r-e-a-c-h-e-s... the one that SELLS... CFQC!
*BBM Nov. 1968

The Wal'N'Den Show 6:00 a.m. to 12 noon. Daily except Sunday. Wally Stambuck and Denny Carr are two good reasons CFQC 600 means sales. They brighten up the early hours of the day with good music, up-to-the-minute news, sports, weather, community projects and lots of laughter. Next to the Rough Riders, Wal'N'Den are Central Saskatchewan's favourite team.



Don't high pressure French buyers

ADVERTISING AND MARKETING in Quebec requires a totally different approach than that used in the rest of Canada, said Lucien Roy, vice-president and secretary of McKim/Benton & Bowles Ltd., Montreal.

Examining the communication of the sales message to French-speaking consumers, he told the ACA Conference he believed "marketers are well-advised to re-appraise advertising techniques for the French market.

"In the past," he said, "whether a marketer had the right or the wrong approach in Quebec, he would not hear too much about it, one way or the other."

Today things have changed... "the market is now more sensitive to selling messages—both good and bad. Because the French consumer is more alert," he said. "He is more vocal in research interviews, in the press and in group discussion. In years past, he would simply not pay attention to a unilingual or almost unilingual English label.

"Today he resents it and he says so. He wants to understand everything the marketer says about the product. And very often, the trade and sales people in French Canada reflect his concern."

In past years, Roy said, bad literal translations simply failed to arouse interest or response. "Now, such translations can harm a company's image."

Differences in marketing characteristics were detailed by Roy, using slides and film to illustrate his points. Only 49% of French-Canadian women shop at supermarkets in Quebec, compared to the English shoppers' 87% in Ontario. "But the French woman spends more time cooking what she buys," he said, "and she cooks more because she stays home more than the English woman.

"The French wife is more home-oriented, and that's an important fact to remember in advertising in Quebec," Roy said. Because she is home more, she is more easily reached by a medium like radio. Surveys indicate that Quebec women listen to the radio, every week, for 2 hours and 48 minutes more than their counterparts in the rest of Canada.

"The surprising thing," he said, "is that the difference in radio listening between French and English males is even bigger. Weekly radio

listening by French men in Quebec is nearly five hours above the national average.

"Quebec leads all of Canada in ownership of car radios," Roy pointed out, "and these radios are in operation almost two-thirds of the total time the automobile is being used."

Different media policy needed

"You do find differences in the value of media in Quebec," he said. "This is why a media policy designed for English-speaking Canada is not always applicable to the same degree in Quebec."

Referring to daily newspapers, Roy said "there are 45 dailies in Ontario but only 14 in Quebec. Although existing French dailies are well read, and they play a big role in the life of French-Canadians, the fact remains that there is only one Quebec daily against three Ontario dailies.

"Therefore a national campaign, mainly using dailies, should probably be supplemented in some other way, in Quebec—that is, if you want to cover the market adequately.

"Contrary to the limited number of dailies," he said, "there are radio stations in all sizable towns in Quebec. There are 12 centres in Quebec with a population of less than 8000 which have a radio station, yet there are only two towns of this size in Ontario which have a radio station."

Wives control purse strings

When creating a sales message aimed at the French housewife, Roy said, it is important to know that "in almost half the families, the wife and mother alone controls the use of revenue. She hands it out as she sees fit. And, the French housewife plays an important role in over 80% of the family spending."

French Canadians have a natural predisposition for certain products that they don't have for others, Roy said. "These market differences cannot be denied...they are not traditionally eaters of lemon pies, but instead prefer chocolate, butterscotch or 'tarte au sucre' (sugar pie). They have a real sweet tooth, and sweet biscuits, cakes, cola drinks and other sweet products sell more in Quebec."

French consumers are not necessarily conservative toward all innovations, Roy said. "They may have taken

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Furthermore, in today's advertising, Bloede said, "we are being more modest in our statements. We are making fewer outrageous claims, but we are frequently making them in a more outrageous manner. You have to be a *little* outrageous these days to stand out in the crowd.

"More than ever, advertisers are deliberately seeking advertising that is *different*," he said. "They want to be, above all else, unique and different from their competitors. Sometimes this

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Toronto



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Toronto



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Gene Plouffe
Toronto



Pat Rowsell
Toronto



Weldon Wilson
Toronto



HARDY RADIO & TELEVISION LIMITED

QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER

President Ken Davy will bring "more activist policy" to the ACA

JOHN KENNETH DAVY, the new president of the Association of Canadian Advertisers, believes in his industry's adage "advertising makes good things happen". He believes also that good things are happening to advertising itself more specifically within the association he will head for the next twelve months.

Davy states that the advertisers he represents are emerging from a "useful period of re-appraisal". This self-analysis he concedes has been prompted in part by a recent government concern over allegations that advertising was contributing to increased consumer prices but as well as being a response to its critics, the association re-assessment stems from a tremendous buildup in demand for increased member services.

The ACA has served its members well during its 54 years of existence according to Davy but the times now dictate a more activist policy.

Among the new activities which should create waves within the industry is a proposed series of task groups made up of professional advertising men who will undertake in-depth probes into many new ideas such as the use of computers in advertising. "Also," Davy says, "we hope to hold up a few old chestnuts for scrutiny."

For instance many advertisers believe that it is an anachronism to offer local advertisers lower media rates than national advertisers. It is not suggested that merchants who advertise on a local basis be required to pay higher rates but that a reasonably uniform rate be charged for both categories of advertising. After all the national advertiser usually requires little more servicing by the media than the local advertiser.

Commission vs. fees

Davy hopes these studies will provide

more information to advertisers on the subject of agency remuneration. "Probably in most instances, the 15% commission works for those advertisers with large expenditures in mass circulation media, but it often presents a problem for medium and small budget advertisers.

"This is the unfortunate aspect of the commission system because often the size of the budget is no yardstick by which to judge the value of the advertising to the advertisers. This is often the case among specialized advertisers such as those using direct mail, industrial or farm advertising. I believe a valuable service could be performed for advertisers and agencies alike by way of such a study and, hopefully stemming from this, some guide lines could be drawn up for those wishing to use a fee-system."

The ACA proposes to create and maintain an information bank on which its members can draw. Information derived from the task groups and the experience of members and advertisers in other countries will be deposited for the members' use.

The education of newcomers to the business and enrichment courses for professionals is to be stressed. This hopefully will be extended to include businessmen not involved directly in advertising but who nevertheless use this marketing tool.

Davy says that a broadening of representation of ACA is one of his chief objectives. To accomplish this the Board of Directors has been expanded not only to support the increased activities of the association but also to represent advertisers from coast to coast, advertisers in the French language and also those in many specialized facets of the industry such as retail, industrial and direct mail advertising.

Advertiser to industry

Davy's desire to broaden ACA's representation is by his own admission, influenced by his own business background. As advertising and sales promotion manager for the Steel Company of Canada Limited in Hamilton a large part of his experience has been in industrial advertising. Stelco has been a consistent advertiser to industry since the company's inception but in recent years as the company has increased its market development activities, advertising has expanded its role into both consumer advertising, reaching the public as well, and industrial advertising, aimed at carrying Stelco's message to architects, engineers and industrial designers and purchasing agents in industry.

Stelco uses advertising to develop new markets for steel. He cites his company's contribution toward the promotion of soft drinks in cans as an example of what a basic materials producer can do to influence sales volume. The promotion of steel in homes is one of the current programs in which Stelco is employing advertising to reach the home buyer and the home builder.

Mr. Davy is married and lives in Burlington with his wife and four children. His interests away from advertising, outside of surviving in a home over-run with pets, include sketching and — he smiles — collecting worthless antiques.

Davy has spent most of his working life with Stelco's advertising department in Hamilton. This year he marks 20 years with the company. Prior to joining Stelco he received his early training in the graphic arts industry and in a Hamilton advertising agency.

Broadcasting needs broadcasters' initiative

WE ALL KNOW THAT ADVERTISING is an essential part of the Canadian broadcasting system.

In an address to the ACA Conference, CRTC Chairman Pierre Juneau said:

"To obtain the same broadcasting services now enjoyed by Canadians without the support of advertising, the government would have to add approximately \$200,000,000 to what it is now spending for the CBC."

Juneau said the Commission decided to start dealing with program policies right at the beginning of its second year.

He mentioned the Commission's concern about ownership and said it is "quite well informed about who owns what in communications in Canada... about what goes on behind the corporate veil."

He felt broadcasters in general have decided to take a positive attitude towards broadcasting in Canada, to consider themselves as an integral part of the Canadian Broadcasting System—to use the words of the Act—and this without any feeling of inferiority.

"What does the CRTC want?" he wanted to know. The CRTC does not want anything, he said. "Basic policies have fortunately been very forcefully expressed in Section 2 of the Broadcasting Act. Our role is to interpret and implement those policies. We shall develop new program policies in the course of the present year.

"However, I and my colleagues have said on several occasions that in our view the progress of broadcasting in Canada will have to come more from initiative among broadcasters and by fostering and development of creativity among broadcasting professionals than by regulations. We still believe this."

Concerning Canadian music

"Another area that could bear some scrutiny and thinking is the relationship between radio broadcasting and Canadian music," he said. "I mean music composed or performed and recorded in Canada. Some very laudable initiatives have been taken in this field by Standard Radio and by the CBC. Even more important, of course, is the considerable impetus

that was given to the music and recording industry and the encouragement given to composers and artists in French Canada by the extensive support of French Canadian radio and television stations. Not only have they played the records, but they have hired the artists, CJMS Montreal has organized concerts and CKVL Verdun even published a fan magazine."

The situation in the rest of Canada is far from encouraging, but not inevitable, he said.

On television entertainment, Juneau said he had been convinced for a long time "that Canadian companies must co-produce with companies in other countries in order to further develop skills and obtain the necessary co-operation to penetrate other markets. Such productions would have to correspond to international production standards, which already are the

only standards acceptable to the Canadian public, for a large part of the program spectrum. There are ways to reconcile this requirement with the need for authentic national expression.

"I know of at least four broadcasting companies who are thinking of projects in this direction," he said, "and at least one company among them which has already embarked on two projects."

Juneau, who faced a panel of print and broadcast men at the end of his speech, said "there remains the field of current affairs and information... and I'm wondering whether we have not beaten the technique of interview confrontations to near death. It's an interesting technique and I'm sure it will recover and stay with us. But will not television have to develop more sophisticated techniques to deal with facts and opinions?"



CFQC's The Most Powerful SELLING Buy in The Market. Why? It's Our Personality.

CFQC's primary signal covers the entire Saskatoon market... and then some. Actual listening area is 246,176 Square miles. The total number of persons reached by CFQC is 221,700*, as compared to the next most popular station's coverage of 109,000. Makes good sense to advertise on the one that r-e-a-c-h-e-s... the one that SELLS... CFQC!
*BBM Nov. 1968

The Wal'N'Den Show 6:00 a.m. to 12 noon. Daily except Sunday. Wally Stambuck and Denny Carr are two good reasons CFQC 600 means sales. They brighten up the early hours of the day with good music, up-to-the-minute news, sports, weather, community projects and lots of laughter. Next to the Rough Riders, Wal'N'Den are Central Saskatchewan's favourite team.



CFQC-600
SASKATOON



Don't high pressure French buyers

ADVERTISING AND MARKETING in Quebec requires a totally different approach than that used in the rest of Canada, said Lucien Roy, vice-president and secretary of McKim/Benton & Bowles Ltd., Montreal.

Examining the communication of the sales message to French-speaking consumers, he told the ACA Conference he believed "marketers are well-advised to re-appraise advertising techniques for the French market.

"In the past," he said, "whether a marketer had the right or the wrong approach in Quebec, he would not hear too much about it, one way or the other."

Today things have changed... "the market is now more sensitive to selling messages—both good and bad. Because the French consumer is more alert," he said. "He is more vocal in research interviews, in the press and in group discussion. In years past, he would simply not pay attention to a unilingual or almost unilingual English label.

"Today he resents it and he says so. He wants to understand everything the marketer says about the product. And very often, the trade and sales people in French Canada reflect his concern."

In past years, Roy said, bad literal translations simply failed to arouse interest or response. "Now, such translations can harm a company's image."

Differences in marketing characteristics were detailed by Roy, using slides and film to illustrate his points. Only 49% of French-Canadian women shop at supermarkets in Quebec, compared to the English shoppers' 87% in Ontario. "But the French woman spends more time cooking what she buys," he said, "and she cooks more because she stays home more than the English woman.

"The French wife is more home-oriented, and that's an important fact to remember in advertising in Quebec," Roy said. Because she is home more, she is more easily reached by a medium like radio. Surveys indicate that Quebec women listen to the radio, every week, for 2 hours and 48 minutes more than their counterparts in the rest of Canada.

"The surprising thing," he said, "is that the difference in radio listening between French and English males is even bigger. Weekly radio

listening by French men in Quebec is nearly five hours above the national average.

"Quebec leads all of Canada in ownership of car radios," Roy pointed out, "and these radios are in operation almost two-thirds of the total time the automobile is being used."

Different media policy needed

"You do find differences in the value of media in Quebec," he said. "This is why a media policy designed for English-speaking Canada is not always applicable to the same degree in Quebec."

Referring to daily newspapers, Roy said "there are 45 dailies in Ontario but only 14 in Quebec. Although existing French dailies are well read, and they play a big role in the life of French-Canadians, the fact remains that there is only one Quebec daily against three Ontario dailies.

"Therefore a national campaign, mainly using dailies, should probably be supplemented in some other way, in Quebec—that is, if you want to cover the market adequately.

"Contrary to the limited number of dailies," he said, "there are radio stations in all sizable towns in Quebec. There are 12 centres in Quebec with a population of less than 8000 which have a radio station, yet there are only two towns of this size in Ontario which have a radio station."

Wives control purse strings

When creating a sales message aimed at the French housewife, Roy said, it is important to know that "in almost half the families, the wife and mother alone controls the use of revenue. She hands it out as she sees fit. And, the French housewife plays an important role in over 80% of the family spending."

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Steve Hand
Toronto



Doug Loney
Toronto



Gene Plouffe
Toronto



Pat Rowsell
Toronto



Weldon Wilson
Toronto



HARDY RADIO & TELEVISION LIMITED

QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER



Ask Gordon Jones to drop in.

Because now is the time to do your Fall and Christmas shopping. Gordon has an unbeatable package of *Canadian* and American Network shows. He gives great service, too. That's why so many customers believe in him.

Great Fall Shows are Gordon's bag. And the ones you see here, like "Wish You Were Here", "Uncle Bobby", the "Flying Nun", and other greats*, all stack up as consistently top-rated shows in the country's toughest markets. Along with the widest selection of Canadian shows, Gordon's top American Network shows are all in color. And immediately available.

This Fall, give your viewers the gift of superb all-round entertainment. Ask Gordon Jones to drop in. And shop from his bag of drama, comedies, musical variety, documentaries, travel, sports and specials.

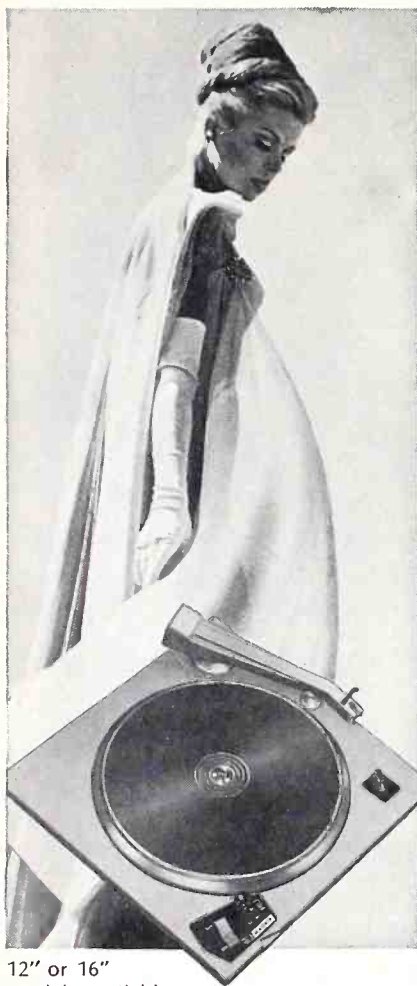
GLEN-WARREN PROGRAM SALES

For full details, call or write
Gordon Jones, Sales Manager,
Glen-Warren Program Sales,
111 Richmond Street West,
Suite 412. 363-5291.



**Our Great Outdoors, Catherine McKinnon Show, Department S, This Is Tom Jones, Untamed World, Strange Report, Randall and Hopkirk (Deceased), Joe 90, Mod Squad, The Glen Campbell Good Time Hour, The F.B.I., Andy Williams, The Challenging Sea, Here's Lucy. Specials: National Geographic and Ice Capades.*

Smooth as silk with a GATES turntable



12" or 16"
models available.

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment.

Both turntable models achieve new lows in rumble, wow and flutter - without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.



GATES

GATES RADIO COMPANY (CANADA)

A division of Harris-Intertype (Canada) Ltd.

Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario

Rising costs will absorb half of national ad. budget boost

FOR THE FIRST TIME, advertising expenditures in Canada by national advertisers should top half a billion dollars this year, said James W. Baldwin, outgoing president of the Association of Canadian Advertisers, in a statement made prior to relinquishing his office.

Baldwin, associate in the Innotron Division of Imperial Tobacco Sales Ltd., Montreal, said rising production and media costs will account for about half of the estimated seven to eight per cent rise in advertising budgets this year, as was forecast.

He cited a number of major opportunities for the advertising industry to demonstrate its leadership: bilingualism, the growing complexity of relationships with consumers, media and government, and the technological revolution in communications.

The very nature of advertising, he said, has made it a force for national unity. In its institutional form, advertising has played a significant role in making Canadians more aware of the nation's social, economic and

cultural bonds.

"The need to communicate bilingually has long been recognized by many advertisers as an essential element in national marketing plans," said Baldwin. "Indeed, it is perhaps fair to say that advertising's bilingual awareness has contributed substantially to the extended use of Canada's two official languages."

He said ACA is stepping up its liaison and communication with government bodies such as the food and drug and consumer affairs departments.

Effective and substantial support has been given to the Canadian Advertising Advisory Board in this area, he said.

The complexity of problems has also necessitated much closer consultation with allied groups such as the Institute of Canadian Advertising, Grocery Products Manufacturers of Canada, Magazine Bureau of Canada, the Canadian Daily Newspaper Publishers Association, the Canadian Association of Broadcasters and similar organizations.

Meet the new ACA board

OFFICERS AND DIRECTORS of the ACA for 1969-70, elected to serve with president J.K. Davy, manager, advertising & sales promotion, The Steel Company of Canada, Limited, Hamilton, Ont., are: executive vice-president, T.A. Yellowlees, manager, public relations, Canadian General Company, Limited, Toronto; vice-president & treasurer, Maurice Brizard, marketing manager for Canada, Bovril (Canada) Limited, Montreal.

Managing director & secretary is B. E. (Ernie) Legate.

Vice-presidents are: D.A. Brown, president and general manager, Helene Curtis Ltd., Montreal; J.V. Dampsy, group product manager, Canada Packers Limited, Toronto; T. Ralph Hart, marketing services manager, Lever Brothers Limited, Toronto; A.Z. Pengelly, manager, corporate marketing and community services, Warner-Lambert Canada Limited, Toronto.

Directors include: Peter M. Downes, vice-president, corporate communications, MacMillan Bloedel Limited, Vancouver; John Foss, manager, marketing services, Canadian Canners

Limited, Hamilton; R.J. Galloway, marketing manager, Campbell Soup Company Ltd., Toronto; Boulton A. Hall, vice-president, consumer products division, The Canada Starch Company Limited, Montreal; A.J. Hodges, vice-president - marketing services, Sterling Products, Division of Sterling Drug Ltd., Aurora, Ont.; John E. Holmested, manager, advertising & sales promotion, Cyanamid of Canada Limited, Montreal; H.W. Jefferson, manager, marketing services Coca-Cola Ltd., Toronto; Franz W. Martin, advertising manager, Chrysler Canada Ltd., Windsor, Ont.; Gilles Mercier, director of advertising, Dominion Corset Co. Ltd., Quebec City; L.L. Moore, manager, advertising & sales promotion, Nestle (Canada) Ltd., Toronto; Daniel E. Presley, director of marketing, Avis Transport of Canada Ltd., Montreal; E.J. Radigan, assistant vice-president (advertising) Bell Canada, Montreal; A.H. Shearer, merchandising manager, Honeywell Controls Limited, Toronto, and D.G. Twaits, manager, advertising and promotion, Imperial Oil Limited, Toronto.

(Blush.)

Dear Bud,
Well I guess you've gained a
convert tonight. Being confined to bed
because of the "flu" I tried your
little experiment. I kept switching
stations every 10 minutes and actually
found that the only talk on CKEY was
the informative type (weather, time & news).
I found myself enjoying your music
and being able to relax by it. I
have to admit that 590 does have
much more of the better music! Your
news coverage is of the very best also.
So I've switched from the #1 station
to the #2 station and finally to the
590 - the best station!

Sincerely yours

Diana Adams

157 REGINA AVE,
TORONTO 19

We've been running ads inviting people to try a little experiment. Namely, to come on over to the more, good music on 590/CKEY. Here's someone who did. And who was kind enough to write to our Bud Davies (who does our evening show).

It's things like this that make us feel it's all worth while.

**more music !
good music !
590/CKEY music !**

Represented by the Stephens and Towndraw Organization.

Which Quebec
radio station
is best recognized for

public
service

THE ANSWER:

- CHRC 53%
- SECOND BEST STATION 18%
- THIRD —
- FOURTH —
- NO ANSWER 11%

One million Quebecers consistently place CHRC way ahead in public confidence, ratings, power, programming, public, service, and influence. These facts and many others were born out by a May, 1967 survey conducted for CHRC by International Surveys Limited in Metro and Rural Quebec.

Yes, BBM figures showing constant CHRC leadership are accurate!

No wonder CHRC Radio also leads in awards and sales.

CHRC
RADIO-QUEBEC CITY

AM: 50,000 WATTS/800 KCS
24 HRS. A DAY
FM: 81,000 WATTS/98.1 McS
13 HRS. A DAY
SEPARATE PROGRAMMING
(STEREO)

REPS:
CANADA—
HARDY RADIO & TV LTD.
MONTREAL • TORONTO
WINNIPEG • VANCOUVER
U.S.A.—CSBS

Impact on government, advertising,
business and education

"THE DYNAMIC OF CHANGE has passed from government to society. Governments no longer *cause* change; change is something that *happens* to governments," said The Hon. Eric Kierans, Postmaster General, who became Minister of Communications on April 1.

One of four speakers in a panel discussion of *The Impact of our Changing Society...* at the ACA Conference, on May 6, Eric Kierans discussed the effect on government. "This development, this change," he said, "and there is no reason to be surprised that in a changing world the nature of change itself should have changed, negates most of our political tradition and experience...change is coming about as a result of forces over which the government has little control.

"Technology, which has superseded ideology, is the dynamo and the determinant of change," he said. "As technology advances, and pyramids new achievements upon its own past achievements, peoples, societies and governments are plunged, willy-nilly, into new patterns of behavior."

Technology presents a challenge "which society passes on to government," Kierans said. "It is *not* the challenge of change, because change is happening anyway. It is the challenge to control change, to direct it to human imperatives so that machines adapt to human needs instead of humans adapting themselves and their values to the needs of machines.

"Governments have yet to learn how to cope with this challenge," he added.

"Leadership and efficiency are no longer enough," he said. "Governments, I believe, must add to them a third, human dimension. The qualities within that dimension are those of creativity, flexibility, adaptability and sensitivity. And the greatest of these, is, I suggest, sensitivity."

Touching briefly on "the 'second generation' of communications satellites," Kierans said "the satellite system for which we are now in the process of securing parliamentary approval will only be a beginning or a first step in the era of satellite

communications. We are already working towards the development of satellites able to broadcast directly to home receivers. They will become economically feasible in perhaps a decade. The signals from broadcast satellites will of course not stop at national boundaries. These boundaries will no longer be a barrier to the flow of ideas and information. Direct broadcast satellites may in a very real way lead us towards the Global Village."

Kierans concluded that "governments do not, or should not exist apart from society. They are society. It is not *the* government but *your* government. Like any institution, governments are slow to change... in politics, despite all the machines and computers, one thing has not changed. What the voters demand, the voters get."

Speaking on *The Impact... on Advertising*, George Sinclair, president of ICA, and head of MacLaren Advertising Co. Ltd., said "of all the vast developments of the past twenty years Leo Cherne (executive director of the Research Institute of America) sees the most significant one to be the development of network television. The first network television show in history happened only as recently as 1951, and what it did, of course, was to take public communication out of the hands of community control."

"What it means," he said, "is that no longer can the editor of a newspaper in Mississippi censor pictures of distant clashes between white and negro and no longer can the local television station owner decide not to use film clips of such clashes. Now from some distant network headquarters the news comes as it happens through no local filter."

The conversation he had with Cheme, Sinclair said, had made the point that advertising is essentially anti-establishment, and "I see it as an active fomentor of pressure for social change."

Discussing advertising's role in this changing society, Sinclair said "as I examined social change, I found
(Continued on page 35)



J. BRYAN VAUGHAN

Gold medal winner has "continuing concern for the social responsibilities of advertising"

CANADIAN ADVERTISING'S HIGHEST AWARD, the ACA Gold Medal, was fittingly presented to J. Bryan Vaughan, president of Vickers & Benson Ltd., in recognition of his services to, and interests and accomplishments in, the industry and related fields over the past 35 years.

Honored at the May 5 opening luncheon of the 1969 ACA Conference, Vaughan was cited for his many contributions to the industry, and the broad field of communications, generally. The citation read:

"Presented to J. Bryan Vaughan, whose career as a writer, businessman, and lecturer reflects his deep personal convictions on the vital role of communications in a free and innovative society; and who, when president of the Institute of Canadian Advertising, and as one of the moving spirits of the Canadian Advertising Advisory Board, has displayed a sensitive awareness of, and a continuing concern for, the social responsibilities of advertising to the Canadian community."

Bryan Vaughan got his start in the communications field very early. While still in public school he published his own newspaper, printed on his own press. Instead of a B.A. at university, he got an A.B. as an able-bodied seaman.

With printer's ink in his veins, he started to work at 16, beginning with the *Toronto Daily Star* as a copy boy, rising to city editor, and also becoming an editor of *The Star Weekly*.

Broadening his experience, he became a business paper editor for Maclean-Hunter Ltd. and was chairman of the business publications editors' group.

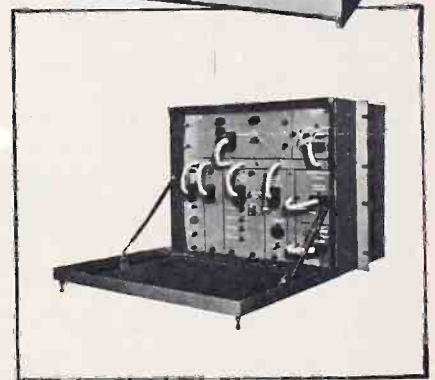
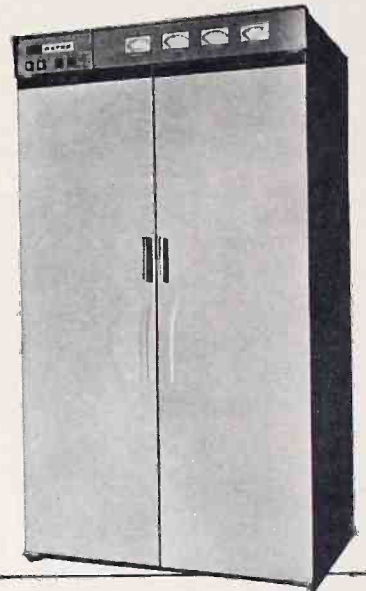
Swinging into public relations, he headed Canada's largest counselling firm, Public & Industrial Relations Ltd., and was president of the Canadian Public Relations Society.

During wartime, in government service, Vaughan became deputy information officer of the Wartime Prices & Trade Board, in charge of its field information offices from coast to coast.

Vaughan is past president of the Institute of Canadian Advertising. In his extra-curricular activities, he is past president of the Canadian Arthritis & Rheumatism Society, a trustee of the Ontario Cancer Institute, the Princess Margaret Hospital, and Toronto Arts Foundation, and he has been an executive committee member of the Art Gallery of Ontario.

His hobbies include photography, woodworking and collecting Canadiana. He is married, and has seven children.

What FM transmitter power do you need?



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The TE-1 exciter is the heart of all H series transmitters - one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8202 today.

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Bitter criticism but a new wealth of information

BBM'S OUTSTANDING ACHIEVEMENT last year was the gigantic switchover into a new reporting format, said Dr. B.K. Byram, president of the BBM Bureau of Measurement, in a 25th anniversary report to the opening session of the ACA Conference.

"I use the words 'reporting format' carefully because once the Personal

Diary was innovated in 1967, there was a wealth of data available for individuals, which was not previously available from any kind of household, or so-called household-personal diary," he said.

Byram said "all this information was neither extracted nor published previously. As a result of the recom-

mendations made by several users' committees, the board of directors agreed to publish some of this data, mainly to make the BBM reports more informative and more convenient to use by all its members.

"The major change," he said, "for both radio and television was the reporting of listening and viewing by eight different age and sex groups. Adult male and female audiences were measured separately for the 18-34, 35-49 and 50-plus age groups, and in addition the woman-of-the-house category was broken up into the same three age groups plus woman-of-the-house-with-children.

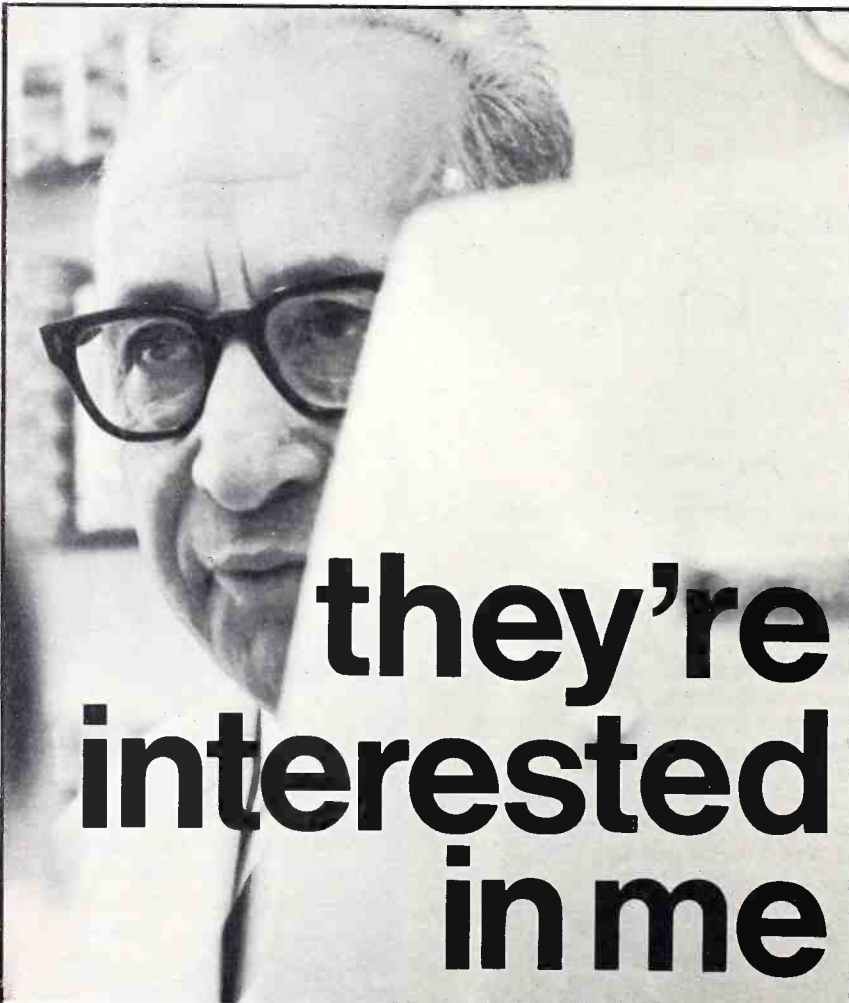
"Another important addition to the radio reports was each station's average and cumulative audiences during the time blocks shown in the station's own rate card. This provides a simple and direct approach to the available audience and the cost to the advertiser," he said.

"Also for the greater convenience of the user, television reports were provided for the first time in separate market books—49 of them, comprising 50 different markets. In addition to the main *Television Tuning*, the report also shows audience summary by time blocks and separate weekly information whenever there is a program pre-emption.

"From the national television advertisers' point of view," Byram said, "the most significant change will be found in the Television Network Reports, which are now produced in two volumes, cover 26 different categories of audiences, provide a handy comparagraph of prime time programs on Canadian networks, and a complete list of station line-ups for each program.

"A time-saving and helpful innovation, provided exclusively by BBM, is a descending order list of programs and numbers watching, for each of the 26 reported demographic groups of audience," he said.

Byram mentioned the "controversial comment and bitter criticism" which flared up as a result of the changes, and said "in spite of the controversy, I think everyone will admit that a whole new wealth of information has been provided for the use of the entire advertising and broadcasting industries, and there has been no significant increase in cost for this remarkable co-operative service provided by the BBM Bureau of Measurement on a non-profit basis."



"I'm convinced that Channel 10 bends over backwards to put on programs so that everybody gets what they want . . . I think they're interested in me."

Ralph Waldman of Silverstein's Fish Market in London is just one of the more than a million people in our coverage area . . . and we're interested in all of them.

CFPL-TV serves Western Ontario—*completely*.



\$ALES WINNERS\$

are Bought on CFTM-TV Channel 10 Montréal

the all-day DOMINANT station so much preferred by greater Television Audiences

| STATION | TOTAL HOURS TUNED (WEEKLY) | ALL PERSONS | AVERAGE HOURS TUNED (WEEKLY) |
|----------------------|----------------------------|-------------|------------------------------|
| 1 - CFTM-TV MONTREAL | 39,445,600 | 2,778,800 | 14.2 |
| 2 - MONTREAL | 20,579,600 | 2,406,400 | 8.6 |
| 3 - TORONTO | 16,028,800 | 3,112,800 | 5.1 |
| 4 - TORONTO | 14,954,100 | 3,112,900 | 4.8 |
| 5 - QUEBEC | 12,858,900 | 775,500 | 16.6 |

BBM BUREAU OF MEASUREMENT
NOVEMBER 1968
(Monday through Sunday)

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ROBERT S. HURLBUT

The battle of Business

Hampered by suspicion — burdened by taxation — hamstrung by restrictions

BUSINESS CAN DO MUCH MORE than contribute to the economic progress and welfare of our country. It should take stock of itself to see how it can do more to help alleviate some of our social ills and face up to the changes and challenges outside the traditional business activities.

Robert S. Hurlbut, president of General Foods Ltd., Toronto, addressing the kick-off luncheon of the 54th ACA Conference, said he'd "like to take an audit of our record as corporate citizens, of our attitudes and our contributions to the making of a better society."

He offered suggestions for certain ways in which "we can improve this social, or human, balance sheet."

On the debit side, Hurlbut mentioned the war on poverty, the plight of the Indians and Eskimos, and other minorities, our current living standards which "range from the high to the deplorably low — due to tremendous regional disparities in this country, the problems of pollution and housing, student protest and unrest, consumer protection, education, unemployment, and the ledger doesn't end here," he said.

"Does business really have a role here?" he asked. "I believe it does. But first, I would like to make one point very clear. There are certain limitations upon what business can do."

Hurlbut pointed out that "the very success of business enterprise, in discharging its primary function (of making a profit) seems to have

accentuated some of the problems we face today."

He said he knew many of his colleagues would be very prompt, not only to stress the economic performance of business, but to point out that business over the years has made a tremendous contribution to the social and moral betterment of our society — and they are quite right. As any university, or hospital, or United Appeal organization will tell you, this involvement by business in the welfare and concerns of its community, is significant."

Measuring this effort is quite another thing, Hurlbut said. "It is astounding that some of the best business libraries in the country yield so little information about the activity of our business community in these matters."

He said "we have nothing in Canada, as far as I know, that compares with the *Action Report* of the Chase Manhattan Bank — regular reports that keep business, government and the public informed of what business is doing and what business leaders are thinking in the area of social problems."

There were many examples of business action "that not only go beyond considerations of profit and loss," he said, "but beyond the ordinary boundaries of business philanthropy. All this is promising. But the *total* effort by business, whether we communicate it or not, in my opinion, falls *short* of what we could do, and falls *far short* of

what is expected of us."

Hurlbut urged that "we in business must become more deeply involved in public affairs. We must do so, because such involvement will enhance the long-term best interests of our free enterprise system and make it work better.

"Now, if this role by business is a practical one, then it would seem to me that we, as managers, must begin a drastic overhauling and improvement of our communications — especially our communications with government.


"This must be a two-way process, of course," he said. "Business needs to explain its viewpoints and proposals, but government also must be prepared to make known its problems, needs and plans."

He stressed that "all too often, business communication with government has essentially been to argue a self-centered point of view, or to react negatively to some proposal that someone else has made. The result, in many instances, is that we are not being heard or taken seriously, either by the government or our many publics.

"There is a special urgency today," he said, "that business and government understand one another. For our part, we must make a greater attempt to understand how government operates, why it responds to public demands, how it drafts legislation, and how business can best present its case.

"And certainly government," he said, "and the public, must better understand how the business system works, and the importance of the profit motive to our way of life.

"Business cannot function well in an atmosphere of suspicion and distrust," he said. "It cannot perform effectively under an unrealistic burden of taxation, or in a maze of impractical restrictions."



FM 101 **CHIN** AM 1540

RADIO INTERNATIONAL

**Do you know there are more
Italians in Toronto than in
the city of Florence.**

*There are also 130,000 Germans,
Plus 200,000 other new Canadians.*

with the long-standing policy of the CRTC and its predecessor BBG, not to permit ownership of more than one CTV affiliate station by a single operator. Some two years ago Maclean-Hunter was required to dispose of its controlling interest in the Halifax CTV affiliate station, CJCH-TV, before recovering approval of its acquisition of CFCN-TV Calgary.

For the year ending March 31, Western Broadcasting's sales rose 10% and earnings increased to \$0.77 up per share 14% from \$0.68 over the previous fiscal year. Their increased interest (now 33%) in B.C. Television was only effected on the last day of the fiscal year and therefore had no bearing on the year's results.

On the other hand, earnings of Selkirk Holdings for the three months ended March 31, 1969 were below those of the corresponding period 1968 (\$0.07 per share versus \$0.09 per share). While income from investment increased considerably, earnings from operation declined about 30%. In addition, the accounts provided for a \$15,000 share of loss of the company's non-consolidated subsidiary.

Another company which underwent declines in both total revenues and net incomes in 1968 turned around in the first quarter of 1969, achieving sharp increases in both categories. Maclean-Hunter's total revenues increased 21.5% in the three months ended March 31, 1969 compared with the same period in 1968. Consolidated net income more than doubled during the same period, amounting to 19 cents per share. The outlook in national advertising in both press and broadcasting areas continues to be favorable in comparison with 1968, according to the company. However, it is unlikely that the same magnitudes of earnings gains can be maintained in view of the postal rate increase which was only effected on April 1, 1969. Advertising and subscription rates were increased earlier to try to offset part of these costs.

Similarly, Southam Press experienced an excellent first quarter with both revenues and net income up substantially. Earnings increased from \$0.52 to \$0.61 per share after making allowance for the additional shares issued on the *Montreal Gazette* acquisition. While not detailed in the quarterly report, it was indicated at the annual meeting that the first-quarter percentage increase was not likely to be matched in the remaining nine months of the year. The postage increases here too were defined as a significant cost factor. In particular this affected the volume of magazine pages printed for the company's own account and others.

myself inevitably seeing it in terms of public scepticism—challenges to all society's institutions—and to my surprise *not* first against business. The demand upon all Canadians is for higher levels of responsibility and contribution in direct terms to raising the quality of life.

"Commercial advertising is more honest and in better taste than ever before—but it will have to meet higher standards yet.

"And non-commercial advertising," he said, "meaning advertising for social purpose, which we see today only in modest use, must come into massive use and it can do so only through a Government-Business collaboration by means of such a body as a Social Council of Canada."

Leonard Hynes, president, Canadian Industries Ltd., discussing *The Impact on Business*, asked "how is Canadian business going to react? It seems to follow from what I have reviewed of the views of students and academics that our lines of communication are clogged or non-existent.

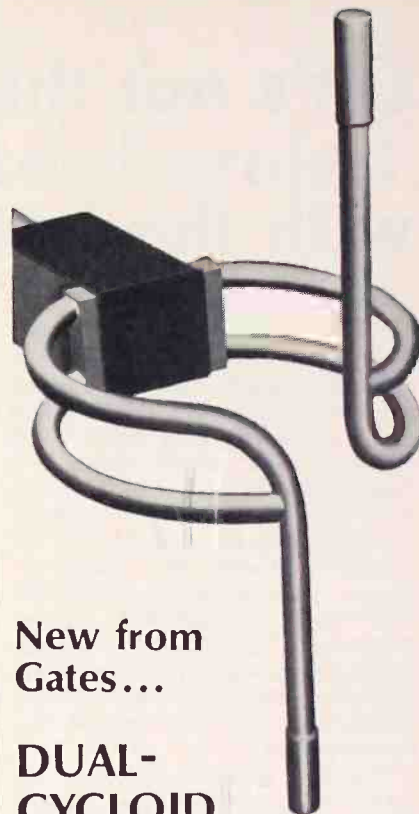
"And yet, this Association of Canadian Advertisers should be the centre of expertise of the communicators of Canada. The members of this Association make their livings by collecting information on public attitudes, desires, needs, and you are here because you produce information about the products, the services and the opportunities provided by the members of this association.

"Maybe the top priority for this association is to find out how it really is, and whether anyone is listening or looking. It seems to me we have a group of dissatisfied customers and we are in danger of having disenfranchised producers."

The fourth speaker, Dr. John J. Deutsch, principal and vice-chancellor, Queen's University, Kingston, Ont., spoke on *The Impact...On Education*. "During the past year, education and, in particular, universities," he said, "have occupied an extraordinary amount of space in our newspapers and on our television screens...Education in all its aspects has become the largest single factor in our public affairs. More of our rising taxes are devoted to this function than to anything else."

Dr. Deutsch said "the accommodation of the universities and other educational institutions to the more mature and more adult roles sought by today's students, both in the regulation of their own lives and in the making of decisions, is now imposing severe strains on the old rules and the old way of doing things. However, change they must."

The soundest sound in FM is the new sound of GATES



New from Gates...

DUAL-CYCLOID CIRCULARLY POLARIZED FM ANTENNA

Now you can have circular polarization without individual horizontal and vertical transmitting bays on the tower.

The new Gates FM antenna combines in a single unit the time-proven features of the individual Gates Cycloid and vertical-type 300G antennas.

Designed for rugged, trouble-free operation. No power divider required. Any number of elements from 1 to 16 may be utilized for maximum flexibility in power gain selection. Special antenna with null fill and beam tilt also available.

The new Gates antenna is ideal for transmission of today's complex FM monaural, stereo and SCA multiplex signals.

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Let's not throw out the baby with the bath water!

"ECONOMIC SUCCESS is the foundation of a successful democratic society and the pursuit of other values is not practical, to a marked degree, in a society which cannot maintain a reasonable level of economic success. There is little freedom for creative ideas in a subsistence society."

This statement by William F. McLean, president of Canada Packers Ltd., Toronto, on May 6, at the Key Executives' Luncheon of the ACA Conference, prefaced his views of the essential features of our business system which should be retained in a changing world.

"It is a competitive system," he said. "The competition arises because of the free operation of the market-

place. Individual businesses produce and market goods or services. Their incentive is profit. They compete on the marketplace for consumer acceptance.

"To make this competition effective we must have a reasonably freely operating marketplace, which means that consumers, choosing among many substitutable products or services, can determine freely what they will buy, what amount, and when."

The three vital functions in the competition of business on the marketplace, McLean said, are "first, it controls the level of profits in any business; second, competition is the stimulus which forces business to improve its products, its methods and its efficiency; third, competition is the key factor in the allocation of scarce economic resources.

"This is the essence of the competitive system," he said. "It is a sensitive self-regulating system which I believe arrives at more logical and equitable decisions than can be made by any concentration of decision-making power."

That is the chief virtue of the competitive system, he said, and "it forces a high degree of decentralization of decision-making. The results of these decentralized decisions are judged by the free choice of consumers among alternate products and services on the marketplace.

"Business, as suppliers of alternate products and services, certainly has a responsibility to supply information which allows intelligent choice.

"Given this sort of information," McLean said, "I think that this power of consumers to determine the course of business by what they individually choose among alternate choices on the marketplace is essential to the long-term economic welfare of our country and our people.

Constraints are necessary, he added, and "there are a host of laws and regulations to protect consumers against fraudulent practices and dangers to health—to protect our physical environment against the very

real danger of serious pollution, to control the use of property and to regulate many other aspects of our daily affairs.

"One trend that disturbs me is an apparent view that multiple choice offered to a consumer is somehow a disadvantage, because it is confusing.

"Business has a clear responsibility in this question," McLean said. "There is a degree of confusion which is caused by, for example, an unnecessary proliferation of package sizes and by multiple products or brands based on trivial differences in utility.

"I believe that business should honestly appraise the extent of this unnecessary confusion and work with goodwill to eliminate it. We should co-operate wholeheartedly with government agencies in this respect," he said.

There is constantly a need for change, McLean said, and "the record of business in coping with the necessity for change and adaptation to a rapidly changing world is by no means a dismal one.

"I think there is clear evidence," he said, "that our ways of handling management-labor relations are becoming obsolete. A catalogue of the need for change in existing institutions or methods would be a very lengthy document.

"What I am advocating is this," McLean said, "that in the course of these inevitable changes, we retain the best features of our system which have been proven by past experience.

"Public policy has imposed and will impose many justifiable restraints," he said. "Nevertheless, with all its faults, our business system has worked and continues to work better than any other yet devised. By all means, let us make changes and improvements, but let us not abandon the essential regulating and motivating features of a successful economic system.

"In short," he concluded, "let us not throw out the baby with the bath water."

ANNOUNCEMENT

HARDY RADIO & TELEVISION



JACK BROOKS

Arthur Harrison, General Manager, Hardy Radio & Television Ltd., announces the appointment of Mr. Jack Brooks as Sales Representative (Television) in Montreal. Mr. Brooks comes to Hardy with extensive experience in both advertising and broadcasting, most recently as National Sales Manager of a Montreal station. His appointment is effective immediately.

Competitors compete in 4-bank-owned credit-card project

"ON FEBRUARY 14, 1968, McCann-Erickson Advertising probably found a unique spot in Canadian advertising history. It was likely the first time an agency was asked to handle a new product launch for four competitors," Geoffrey W. Smith, advertising co-ordinator for the Chargex Credit Card Plan, Toronto, told the Advertising in Action session of the ACA Conference.

Describing how the four competitors, "four Canadian chartered banks—in active competition with each other"—got into the credit card business together, Smith said "a credit card is, basically, a medium of exchange. Like coins, bills, money orders and cheques, it is a payment medium.

"It was therefore logical that banks should look to credit cards as the next progressive step in making the whole payment mechanism process as simple and as convenient as possible for their customers," he said.

"Individually, all of the Chargex banks—Banque Canadienne Nationale, Canadian Imperial Bank of Commerce, The Royal Bank of Canada and the Toronto-Dominion Bank—had been considering, discussing and studying bank credit card plans for a couple of years.

"I suppose the banking fraternity has the same kind of underground communications network this industry has, and each soon learned of the other's interest in bank-issued credit cards...they recognized a need for, and saw an interest in, an all-purpose Canadian credit card," he said.

It became clear that one bank could not do it alone and be successful, but "four banks could," Smith said. "Yet they needed a plan that would allow each bank to maintain close relations with its own customers—both private individuals and business establishments; a plan that would allow each bank to show profits; a plan that would allow each bank to attract new customers. In short, a plan that would allow each bank to retain its own identity and independence in financial and operational areas and in dealings with its own clients. The answer was found in one word—*interchange*."

Under the plan, "each bank would issue its own cards to its own cus-

tomers. The cards would, however, bear a *common name* and be totally interchangeable. Each bank would honor the other's cards—as they have done for years with each other's cheques.

"This 'interchange', they realized, must be taken into the market as well. It was decided that merchants must be signed—by neutral representatives—to the credit card *concept*, so that they could accept *any* of the four cards—regardless of the issuing bank," Smith said.

It was realized that "from an advertising, public relations and promotion standpoint...if confusion were to be avoided, that the plan must be presented in a joint and neutral fashion, to *both* merchants and members of the general public," he said.

At that point, McCann-Erickson was brought into the picture. "At the same time, I appeared on the scene as a 'neutral' advertising co-ordinator," Smith said, "to act as liaison and integrate activities between the four banks and the agency, the sales promotion house, Heilig, Suggit & Beaney, and Infoplan International, McCann-Erickson's public relations division."

They needed a name "that was modern, contemporary...that would still be fresh ten years from now...a name that would work equally well in English and French...easy to say, that everyone would understand, that was self-explanatory, that could be registered and that was unusual enough to compete with existing names," he said. And that's how *Chargex* was born...after narrowing down some six hundred suggestions.

Participating merchants were signed up, some 12,000 in Toronto and Montreal, and a whirlwind advertising, PR and sales promotion program went into action for the launch date, Aug. 19.

With extensive press coverage, and "because Chargex decals and point-of-sale material were everywhere," he said, "we decided our consumer advertising should also be everywhere—television, radio, newspapers, point-of-sale, outdoor boards and car cards. It was a real blitz."

Now almost nine months old,

Smith said, the Chargex credit card plan is operational in Ontario, in Toronto and surrounding municipalities, Oshawa region, and the Ottawa area, and will soon be completely operational in the areas of Hamilton, St. Catharines, Niagara Falls, Kitchener, Galt and Guelph.

In Quebec, the plan is in effect in Montreal, Quebec City and Sherbrooke, and is soon to start in the Granby, St. Jean, St. Hyacinthe and Drummondville areas.

"In other words, we are presently concerned with expansion into south-western Ontario and into the Eastern Townships region of Quebec," he said. "When we are operational throughout these areas, there will be approximately 20,000 Chargex member merchants, and over one and a half million Chargex cardholders in the two provinces."

ANNOUNCEMENT

CFCF RADIO



Ron Hore

Mr. Walter Machny, general manager, CFCF Radio, Montreal, is pleased to announce the appointment of Mr. Ron Hore to the position of director of advertising and promotion for CFCF Radio and CFQR-FM.

Mr. Hore has extensive experience in advertising and promotion and most recently was promotion supervisor, CFCF-TV.

Solely
French
marketing
concept . . .
a winner for
Quaker's
Tintin

ANNOUNCEMENT

CHFI APPOINTMENT



Gerry Bascombe

E. S. Rogers, President of Rogers Broadcasting Limited, in keeping with the continuing policy of the company to present the finest in programming service to the listening public, is pleased to announce the appointment of Gerry Bascombe as Program Director of Radio Station CHFI-AM and FM. Previously Program Manager for CFCF-AM and CFQR-FM, Montreal, Gerry Bascombe is known for the development of distinctive programming with wide audience appeal.

DEVELOPING A CONCEPT, for launching a totally French breakfast cereal into the Quebec market, not only brought home a winner which grabbed a sizeable share of the market but won for the Quaker Oats Co. of Canada Ltd. a coveted *Coq d'Or* from Le Publicité Club de Montréal for the most outstanding commercial.

The colorful story of *Tintin, La Céréale Sucrée, si bonne à croquer* (Tintin Cereal is sweet and fun to munch) was unfolded at the May 6 Advertising in Action session of the ACA Conference by Gaétan Robillard, merchandising manager, Quebec division, The Quaker Oats Co. of Canada Ltd., Montreal.

Using a slide and film presentation to illustrate his case history, Robillard said "Quaker's decision to launch a second pre-sweetened cereal in Canada was prompted by the success achieved by *Cap'n Crunch*. Corporately, Quaker was committed to a profit objective and a previous U.S. cereal concept was rejected by the Department of National Health & Welfare.

"All other alternatives involve considerable capital expenditure and time for product development. The alternative was to find a cereal product which could be produced from existing equipment and be launched with a minimum of time."

In an analysis of the market, Robillard said "in 1965, the Quebec cereal market was considered under developed. The per capita consumption of ready-to-eat cereals in Canada was 6.5 pounds compared to 3.4 pounds in Quebec. The Quebec market also represented a market of five million pounds a year or 25 per cent of the total pre-sweetened cereal market in Canada.

"In the pre-sweetened market segment, Quebec had shown a rather remarkable six per cent increase as compared to 2.1 per cent for the rest of Canada. Further analysis showed rice products to offer greater opportunity in Quebec than in any other region in Canada. This vital fact gave us the opportunity to market a product quickly with Quaker's experience with both puffed wheat and rice," he said.

Search for a concept

"On August 18, 1965, our advertising agency, Spitzer, Mills & Bates was given the assignment to find a concept for the cereal," Robillard said. "Coincident with this, the research and quality control division of Quaker set forth to test and develop various cereal products.

"Spitzer, Mills & Bates, through their French Creative Group in Montreal, recommended the character of *Tintin*," he said.

Robillard described *Tintin* as "the creation of a Belgian named Hergé, whom you might describe as Europe's Walt Disney. Since their creation in 1929, *Tintin* and his faithful dog, Milou, have travelled around the world capturing the minds of young and old alike.

"*Tintin* has become famous through a series of 23 full color Adventure Albums, the most recent of which was published last year," he said, and "over 15 million copies of the *Tintin* Adventure stories tell of his exploits in 15 different languages."

Robillard said "in French Canada, in addition to the Adventure Books, *Tintin* has become famous through comic strips, comic books, coloring albums, magazines, record dramatizations of the adventure stories, and full-length feature color movies in both theatres and on television. The *Tintin* adventure characters (in the stories) can be found in towels, hand puppets, dolls, coins and deluxe children's games."

With this background, Robillard said, "in August 1965, Canadian Facts conducted studies in Montreal to measure the awareness of the *Tintin* character among French-Canadian children and women. The result: an astonishing 99 per cent awareness level.

"This compares to 75 per cent awareness for such established characters as Donald Duck, Popeye, Superman and Batman," he said. "We knew, then, that we had a strong character, and unlike *Cap'n Crunch* it would be unnecessary to establish our brand name and character.

"In the meantime, development by our research and quality control division coupled with taste tests proved the merit of a par boiled puffed rice, coated with brown sugar," he said. "We now had a product and a name; it had to be a winner."

Planning the program

Robillard then told how "the next step was to plan and carry out a marketing program that would translate theories into facts, and hope into fulfillment."

Launched early in 1966, the marketing of *Tintin* "was not without its problems," said Robillard, "particularly in the production of the supporting advertising campaign."

He said "commercial production took place in Brussels, at Belvision, under the direct supervision of the creator of the *Tintin* characters, Hergé. The production studio in Brussels wanted to use the original voices for *Tintin* and his friends as they had regularly employed in full-length feature films and on long play record adventure dramatizations. This of course would not be possible under

Union des Artistes agreements in Canada. In fact, in our opinion," he said, "the talent which Spitzer, Mills & Bates selected in Quebec have consistently done superior voice characterizations to the Parisian originals."

"Another difficulty," he said, was that "in Europe, they do not have packaged breakfast cereals as we do in North America, and Benoit Jobin, the producer from Spitzer, Mills & Bates found it necessary to take actual breakfast utensils with him to Brussels for the live product shots. In spite of these difficulties, we were able to get our introductory commercials in six weeks."

SM&B also developed a series of ads in the form of color comic strips to support the launch, in all the color comics circulated in the Province of Quebec.

Robillard told of other promotional steps, including introduction to the trade, sample distribution, in-pack and write-in premiums, decals, shelf talkers and large life-size inflated in-store displays and "effective advertising 52 weeks of the year."

Following the launch, he said, two studies were conducted to measure the awareness level of the new cereal, and "by May, 96 per cent of the

mothers had heard of the new *Tintin* cereal. By November of 1966, the awareness level was as high as 98 per cent."

He said *La Céréale Tintin* achieved a record peak for a pre-sweetened cereal entry with a 7.7 per cent share of the Quebec market.

"Because of the remarkable merchandising ability of the *Tintin* character," he said, "our agency SM&B recommended the introduction of a second *Tintin* cereal. Conceptual flavor testing followed to determine the most favored flavors amongst French-Canadian children. The results showed caramel and honey" to be the favorites.

Robillard said further market analysis favored Quaker's decision to use a pre-sweetened puffed wheat as a companion product for *Tintin* rice cereal, aiming this second entry at the high franchise held by Post Sugar Crisp in the Province of Quebec."

He said the packaging was completely re-designed and re-named *Tintin Pépites d'Or* (pieces of gold) and *P'Tits Trésors* (little treasures). "The new re-cycled *Tintin* products are now ahead of plan," he said, "and we will leave you to check with our competitors to measure the success of the first solely French marketing concept."

CARF

Completes studies for print media

IN A STATUS REPORT on the Canadian Advertising Research Foundation, delivered at the ACA Conference Monday, May 6, retiring chairman J. Murray Philp said over the past year CARF has completed two studies initiated in the previous year.

One of these studies was a survey of newspaper reader characteristics for the *Toronto Daily Star*. The other was a survey of magazine and newspaper supplement readership for the Magazine Advertising Bureau.

The MAB study, Philp said, has been the subject of considerable publicity and some controversy on several fronts. "Like any other study, it is a truism to say that were it to be done over again, some aspects of it might be done differently.

"Without in any way dismissing the technical questions," he said, "I suggest we not lose sight of the fact that this was the first time in Canada that any study attempted to provide reach and frequency data for periodicals on a comparative basis."

Another survey is "just entering the field in Montreal," he said, and another which CARF was asked to consider for last spring had to be put off until fall "because of inadequate time to plan, and to establish a technical committee."

Philp retires after five years service as chairman, having begun as technical director for CARF, which is a non-profit organization operating under joint sponsorship of ACA and ICA.

Urging that CARF, which "is in fact the research arm of the advertising industry" should be a stronger and longer arm than it is at present, Philp said "the Foundation had little to do with marketing, or even advertising research, in the full sense of the words. It is in fact, a consultant-cum-watchdog-cum-appraiser and auditor of media research studies, with the initiative for such service being at the discretion of those who foot the research bill usually the media themselves."

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*Source: 1968/69 Survey of Markets.

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Now everyone knows MacMillan Bloedel

CREATING PUBLIC AWARENESS and building a strong corporate image for MacMillan Bloedel, the B.C.-based largest forest products company in Canada, brought in a flood of commendations for their outstanding commercials used in two TV specials. Peter M. Downes, vice-president, corporate communications for this giant company told this to the ACA Conference in a case history presented during the Tuesday, May 6, Advertising in Action session.

Downes said the MacMillan Bloedel story differed from other case histories because the advertising was not designed to sell a product but to sell ideas, designed to create an awareness of the company and its policies. "Until a few years ago," he said, "hardly anyone east of the Rockies had heard of MacMillan Bloedel. Except the tax collector!"

Although one of the major companies in the forest products industry in the world, and seventh largest of all Canadian industrial or utility companies in terms of sales volume, which runs close to six hundred million dollars, only 25% of the company's production is sold in Canada, and little of this in the form of consumer products, he said. The balance is sold in over 50 countries around the world.

Management recently decided that a resource-based industry has an obligation to report on its stewardship, and the public has a right to know what they were doing and why, Downes said.

Print was tried, using *Maclean's* and *Time* (Canadian) in '65 and '66, aimed primarily at leaders of opinion across Canada, he said. But from the beginning, "we had firmly in mind that we must take our story to the man in the street from coast to coast...of the 33 leading companies operating in

Canada we ranked 30th in terms of public recognition."

To make the public aware of what MacMillan Bloedel had done, was doing and intended to do, "we decided that our story lent itself extremely well to television treatment," he said, "and evolved some ground rules.

"We felt our story required a substantial sequence of commercials—seven or eight of them—and they would have to be fairly long, from 90 seconds to two minutes...each contributing to a common theme. These requirements indicated that we should consider a series of TV specials which should be of no less than two hours in length," Downes said.

As a result, MacMillan Bloedel sponsored *The Strange Case of Dr. Jekyll and Mr. Hyde*, and later, *Heidi*. "What eventually emerged for the commercials," he said, "was a series of quietly stated miniature documentaries, filmed in visual settings that were impressive and credible because they were real."

Both shows brought a response far exceeding any expectations, and "what astonished us was the fervent reaction to the commercials. Letters and phone calls poured in from all across Canada, and virtually all of them commended us for providing tasteful and informative commercials that were a refreshing change.

"Judging by the deluge of correspondence these TV specials have stimulated," he went on, "the public has absorbed a good deal of our story, and is very favorably impressed with it.

"While we shall continue to use television, we shall also use other media," Downes said. "In fact, we have in the works right now, a campaign of national newspaper advertising which we hope to make as interesting as we think some of our television has been."

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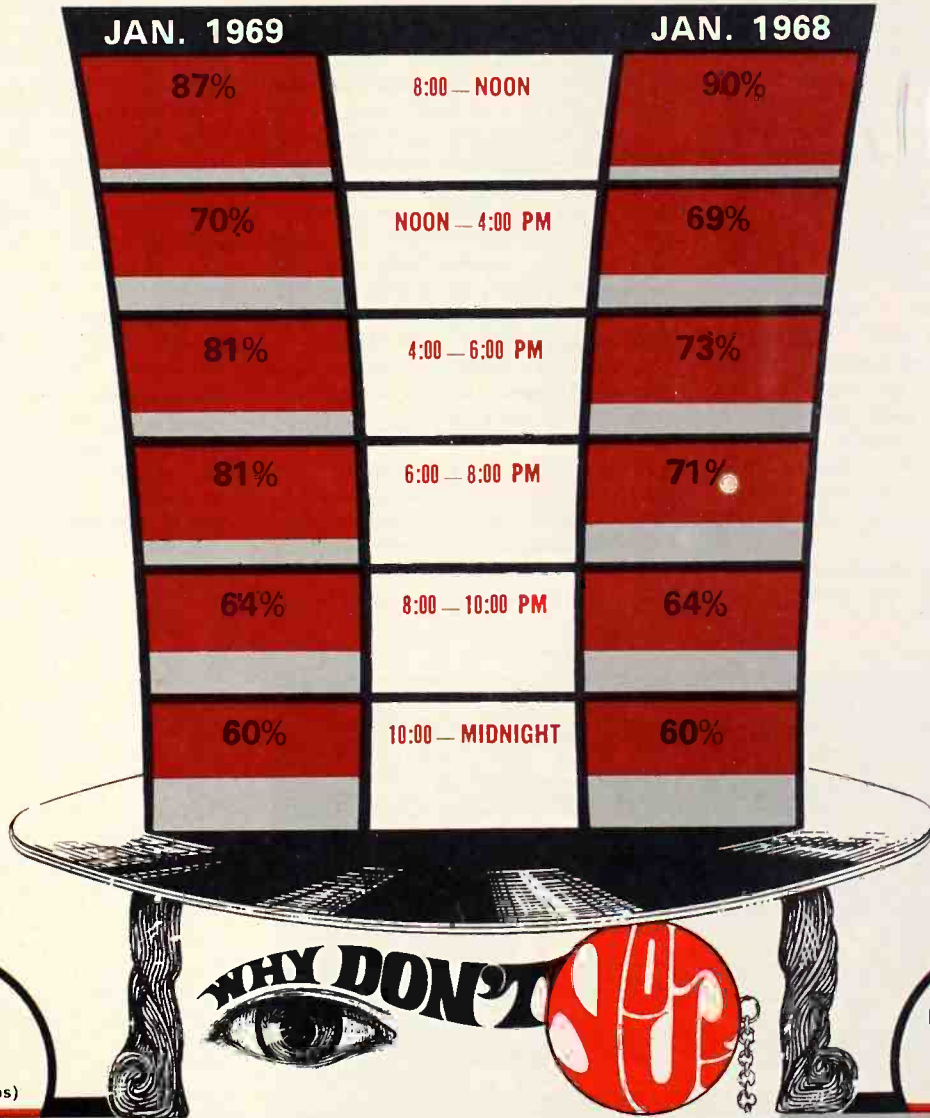
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Speedy sells mufflers TO PEOPLE

"WE USE TELEVISION because it is effective and it is so damn intrusive," said Selig Serber, vice-president, Speedy Muffler King, Toronto, as he told of the success of Speedy's business-building campaign at Tuesday morning's Advertising in Action session.

Based on the slogan *At Speedy You're a Somebody*, developed by the firm's advertising agency, Goodis, Goldberg Soren Ltd., the all-media campaign won a *Marketing* "outstanding campaign" award in 1968, he said.

"Radio has been used to enable us to direct messages to the motorist at the times when he is most conscious of his car needs — namely when he is driving, during morning and drive-home times.

"We also use newspapers to extend reach," he said, "to support the base medium and to provide local advertising weight as required.

"This year," said Serber, "in most markets in Ontario, we are running an intensive billboard campaign which you have all seen 3.1416 times according to outdoor advertising research statistics."

Tracing the development of the campaign, he said "one of the most

important elements... is delivering the promise the advertising makes. And although consumer satisfaction preceded our slogan by nine years as the *basic* philosophy at Speedy Muffler King, our advertising has made people much more aware of our promise of friendly service."

When Speedy assigned responsibility for their advertising to GGS three years ago, Serber said, "our intention... was to accelerate our rate of growth — to build more stores in more markets and continue to be profitable. To do this, we had to hold present customers and attract new ones. More specifically, our advertising objective was twofold, one — to increase our volume and share of market by holding present customers, and secondly — to motivate a steadily increasing number of other car owners to have their muffler problems remedied at Speedy Muffler King rather than at any other place."

Emphasizing the differences in service techniques between car dealers and service stations and what Speedy offered, he said "essentially, what our *creative* had to communicate were the advantages of dealing with us... fast service, low price because

of free installation, and no appointment necessary because of service while you wait.

"It was established that, of all things that could be said of our company, the one upon which the campaign should turn was friendly, personal service. It was agreed that none of the other attributes (speed, price, etc.) taken singly or in combination had the universal appeal of personalized service. So there it was, the unique selling proposition, the core concept of our company philosophy, the objective of our advertising campaign"... and from that "developed the slogan upon which all our communications advertising and other are now based — *At Speedy You're a Somebody*," he said.

"Our media objective was to direct advertising messages to men who owned cars that were two years old or older, in markets where Speedy Muffler King shops are located. Over the past three years we have used television as our base medium, mainly because of its ability to provide reach, frequency, and flexibility of regional selection, also its unique three-dimensional quality of sight, sound and motion."

Serber pointed out that "some mysterious things have happened since we started this campaign, like the cigar which was shown in a short sequence in our TV commercial, and which we decided to give away at stores just to kick the campaign off. Well, the cigar was such a symbolic communicator of our theme that just about everybody remembered it, and last year we gave away more than a quarter of a million of them. And I guess we will be giving away many more in the future.

"We also found that people did not play back the negative part of the commercial which showed the problem of getting muffler service at our competitors," he said, "so last year we concentrated on the positive aspects of dealing with Speedy Muffler King.

"However, recent research and personal judgment seems to indicate to us that although people don't play back the negative aspects, they do use them as a frame of reference.

"In our 1969 campaign," he said, "we've tried to use this knowledge to improve our advertising effectiveness."

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Our television is warm and friendly but lacks wonder and imagination

"TELEVISION IS first of all a delivery system, a really remarkable delivery system," said Eugene Hallman, CBC's vice-president and general manager, English network broadcasting.

"You can feed it film, tape, live events and sales messages, and television will shoot them into every home in the country with a receiver," he told the ACA Conference in Toronto this month. "Having television is like having hot and cold running water, electric lights, paved streets and an indoor toilet. TV is a creature comfort in 1969. It is taken for granted by us and by our viewers."

But, "television has become both middle-aged and profoundly middle-class in outlook," he said. "And in today's world, that's out of touch."

"The learning society has arrived. And the big question is, are we in broadcasting, and in advertising, ahead or behind the market demand?"

"The economics of television," Hallman said, "is so closely related to the profitability of the delivery system that technological change of a significant character—direct home satellite reception or massive cable multiplication or EVR availability—could affect television profoundly."

"We in television are in for a big shake-up," he said.

"Technologically speaking, television networks and stations are middle-aged. The 70s are going to test the great television networks of America. They may already be going obsolete in both economic and service terms."

There are good or excellent pro-

grams in almost every category of presentation, Hallman said, "but the overall message of this highly successful medium is something else."

With malice to none

"We present hour upon hour of low grade serial fiction, be it adventure, situation comedy, espionage or crime or western or World War II. Hour upon hour of daytime quiz and games shows, and interview shows and cartoons and old movies. And then there are the commercial messages, messages by the dozen, the hundred, the thousand, interrupting programs, dividing programs, surrounding and sometimes burying programs."

Boiled down, he said, "the dominant message we deliver in television" is purported to show a cross-section of people living "in a white, middle-class, affluent society, made up mainly of happy, gay, young suburban couples and families, and contented, irascible, lovable old codgers. The past was peopled by heroic, wise, brave frontiersmen. Contemporary entertainers are old familiar friends to us all... Their guest stars love them, and together they invite us to share their inside, amusing, personal jokes and reminiscences, their synthetic reputations for miserliness, drinking or chasing girls."

"Briefly, then," he said, "our stations and networks wear their entertainment programs like a pair of comfortable old slippers, pinching and provoking no one, evoking a kind of friendliness and warmth but little wonder or imagination."

Apparently, "all's right with the

world," Hallman said. "Only it isn't. Somewhere in the week in the news, in special reports or information programs, another side of television creeps in"—the actual happenings that affect our lives—"a gigantic complex and absurd world tries to be seen and heard... in crises, conflict and disaster."

"The picture tube is in danger of becoming a cracked and distorting mirror," he said.

New art forms for other media

Hallman charged that "the style of our entertainment is bland and repetitive and ritualistic. Meanwhile the cinema and theatre and literature are off searching madly for new forms and perceptions."

"I don't suggest that we have to imitate these other forms of art and entertainment," he said. "The four-letter words, the pleasures and perils of sex and nudity and protest, are after all, not the only ways to entertain and divert."

"But these other media have one thing in common," Hallman said. "They recognize the audience's need to participate, to be involved."

"I suggest television must find its own two-way street for the audience. At the moment the traffic seems to be all one way — out."

On the news side, he said "we give scant time to the background of issues. We ignore or smother the voices and views of the inarticulate sectors of our society."

"Quite frankly," he said, "we have not developed adequate techniques in television journalism to give shape and meaning and context to the headline impressions of the medium... Television journalism, our information programs must also take lessons from the theatre and cinema. How do we give our various publics a genuine sense of participation in the medium? How can we make the traffic a two-way street?"

To keep pace with the time, Hallman said "the young people of our times are not going to be satisfied with the bland entertainment of song and dance and verbal gags and personalities that now prevail in television."

"They are looking for new relevance and new meaning. They may even be searching for purpose. Television programs and television advertisers should take a cue," he said.



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Our findings were a shock.

Your real sales market is not nearly as young as you have been led to believe. We have the facts and figures to show that we've all been led down the garden path.

Comes the Revolution!!

If you're not afraid of the truth, we have a zappy, simultaneous, 4-screen visual pre-

sentation that will open eyes, bend minds, and challenge youth cultists to put their money where their mouth is.

This is the kind of myth-destroying presentation that advertisers are going to be talking about. So if you're an agency man, you'd do well to see it before your client does. It won't hurt a bit, we promise. We're not out to blow your mind.

Just bend it a little.



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French Canadians are modernizing too

THE FRENCH-CANADIAN MARKET of the future will not be an extension of the past, C. Robert McGoldrick, professor of marketing, Université Laval, Quebec City, told the ACA Conference. "As modernization progresses we can expect an increase in the demand for goods associated with modern life," he said. "Thus some of the trends presently observed are likely to continue.

"But to believe on the basis of this that the market's overall direction is necessarily or completely towards more uniformity with the rest of the Canadian market, is open to question.

"Because of its vulnerable position on the continent," McGoldrick said, "French Canada cannot emerge from the present transformation without making sure it develops a much reinforced and vital culture.

"The individual consumer will certainly be deeply affected in the process," he admitted. "Culture, it must be remembered, is a main determinant of personality for it affects the formation of one's ideas, attitudes, values, and habits, all of which are important dimensions of behavior in the market place."

To better understand the French-Canadian consumer today, in this period of transition, McGoldrick said "first, the system of values no longer is what it used to be.

"Religious and rural values are a case in point," he noted. "The Church in Quebec is now in the *avante-garde* of reform. It has abandoned its leading role in education and in many cases today's priests often foster a new approach to social and family problems.

"This," he said, "combined with more education and the mass media has led, for instance, to changes in the birth rate, family size, and the presence of married women in the workforce and in higher education, developments of much significance to marketers."

Examining what he termed the extended kinship system, in Quebec, McGoldrick said "the French-Canadian family, like the modern family elsewhere, has changed. The causes and effects of this are known to all. One related aspect however deserves special attention.

"The extended kinship system in Quebec in the past was a phenomenon of major significance. Under the stresses of mobility and changing values, it has lost much of its usefulness," he said.

"I sometimes think that the notion of kinship, of common values, and common interests, still remains, but at the collective national level. While modern life has disrupted the smaller group, the advent of mass communications and mobility has made the whole French-Canadian society akin to a 'family' in the context of the larger North American or world community.

"This explains the present feeling of solidarity," McGoldrick said, "with traditional family pride being transformed into national pride. Evidence of the value of this analogy

can be seen in the interest and affection with which television personalities are considered in Quebec, the proliferation of gossip-heavy weekly newspapers, or the adulation given to writers, actors or singers, irrespective of whether or not they are equally successful in Paris or Toronto. For the Quebec family, the outside world is not really expected to fully appreciate its members.

"One of the implications of this," he said, "in the commercial world, is the frustration which French Canada often feels when the 'products' of its culture must be diffused through organizations and establishments whose management doesn't appreciate their importance. Films and books are cases in point. Because of this, government intervention may be demanded," he said.

ACA: Humor in Advertising

. . . must amuse AND sell

"**HUMOR IN ADVERTISING** can work," Henry E. (Hank) Karpus, senior vice-president, creative operations, Ronalds-Reynolds & Co. Ltd., Toronto, told the ACA Conference. "But, in Canada, we've just scratched the surface."

Using tape and film, he screened numerous commercials to point up the good and the bad in some of today's most familiar radio and TV attention-grabbers. "In my opinion," he said, "for every good humorous commercial, there are ten bad ones.

"And there are far too many sub-standard humorous advertising campaigns, because there simply aren't enough talented and fully experienced copywriters who can write humorous advertising that's persuasive.

"There are a few excellent people in Canada who can create selling humor," he said, "but they are a rare bird.

"Unfortunately, the ones who

can't write it, think they can, but I am not convinced. I see many good humorous concepts and ideas that almost make it. But they suffer because they're poorly written, weakly executed and they lack the professional humorist's selling touch."

Karpus, who started out as a comedy writer, 19 years ago, said "I believe humor in advertising is like dynamite. With skilled hands you can build bridges, roads and dams. In the hands of an amateur, you can not only destroy, you can blow yourself up!"

He told the advertisers "if you've never used humor in advertising, even some of you modest industrial advertisers, you may be missing a great new opportunity.

"Humorous advertising works, when it's humor for selling's sake," he said, "and when it's skilfully applied to the problem. It's tough enough to make them laugh, but we must also make them buy!"

EXTRA HOT SPOTS

SUMMER PLAN

Announcements not earning continuity discount or package plan discounts and aired during the period June 8 – August 30, 1969 inclusive will earn dividend announcements as follows:

Sign-on - 6.00 p.m.

6.00 p.m.- 9.00 p.m.

9.00 p.m.- Sign-off

One dividend for one purchased

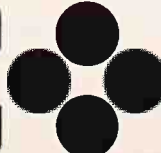
One dividend for two purchased

One dividend for three purchased

Dividends will be scheduled where possible in the same time classifications and in the same month as related purchased announcements.

The Summer Plan is an important part of our rate cards again. For 12 summer weeks you can earn *dividend spots*. Warm up to your CBC TV Selective Rep for details and availabilities. Now.

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Winnipeg - CBOT Ottawa - CBLT Toronto
- CBMT Montreal - CBHT Halifax - CBYT
Corner Brook - CBNT St. John's, Nfld.
CBCT Charlottetown

CBC  **TV**

Is the message really the medium?

"THE MEDIUM IS THE MESSAGE" was right for the 60s, but it is wrong for the 70s, Hanley Norins, vice-president and associate creative director, Young & Rubicam Inc., San Francisco, Cal., told the ACA Conference in Toronto. In fact, he said, the exact opposite of McLuhan's slogan will be true in the next decade.

Speaking on *Why McLuhan is Wrong*, Norins said he "was right for the past, and that is why the slogan was so popular. Most of us are so slow with our feedback that we just begin to be flattered when someone tells us something we think is relevant...at the time when what he has told us is no longer relevant any more."

McLuhan's slogan "was true for the first generation of television viewers," Norins said. "The onslaught of television was such an overwhelming experience that the medium itself was bound to affect its audience. The content on the tube was not so important as the fact of the tube itself."

Telling why he believes the exact opposite will be true in the 1970s, Norins said "in the pluralistic society of the future, with multi-media and infinite individual choice, content will become king. The *medium* will not be the message, the *message* will be the medium.

"And for all of us who are in the communication business, this message has enormous consequences. It means that we will have to communicate better than ever before, that we will

have to concern ourselves far more with our messages than with the statistics of reach and frequency."

New revolution underway

Explaining his view, Norins said, "We are now engaged in a revolution, and it is *not* the Information Revolution, which, again with our slow feedback, the mass media would have us believe is now happening.

"The Information Revolution is already won. It is behind us. The revolution we are now undergoing is the Revolt of the Individual...he is rebelling against the very system which we communicators have helped to create...the system of mass communications, mass conformity, mass education."

Noting the advances in the Learning Industry providing for greater individual choice, Norins said "these are all evidences of response to the Revolt of the Individual, and this brings up the nature of all the media we advertisers have to cope with in the future. Take the most powerful medium—television.

"The same thing is happening to television that happened to radio 25 years ago. There were about 500 radio stations in the United States then. What did they do, with such formidable competition as TV? Instead of lying down and dying, they proliferated. So now there are more than 5000 radio stations.

"Just so," he said, "monopoly by our TV networks is on the way out. Add to these networks the new UHF stations. Add ETV and ITV which are beginning to get money and talent... add CATV, which, in the few short years it has been around, already has more installations than there are commercial stations."

EVR creates individual TV

"These will be nothing," he said, "compared with the individual television represented by such a new medium as EVR—the Electronic Video Recorder developed by Dr. Peter Goldmark of CBS.

"This is the box you attach to your TV set into which you put audio-visual cartridges. That invention will lead not to broadcasting but to what I like to call *deepcasting*. Infinite individual choice of programs, at the individual's own time and pace and choosing."

Now the individual is going to be his own broadcaster, his own librarian and his own publisher, Norins said. "He will have so many messages to choose from that we will have to make better messages if we expect to reach him...messages that involve the viewer...that reward him...encourage him to participate.

"We must create open-ended messages," he said, "the opposite of hard-sell...messages that cause the viewer to be, in effect, a collaborating copywriter."

In the future, when the *message* is the medium, he warned, "we advertisers may not be advertising at all.

"We may have to get into show biz and education...to get through to the individual by being better informers, better educators and more enticing entertainers."

Summing up, Norins said "this whole chaotic state of affairs may be the best thing that ever happened to us.

"If I am right, and the message is becoming the medium, we are going to have to learn a powerful lot about messages," he said.

"Maybe, in having to cope with the messages instead of the media, we will at last learn to communicate with our fellow man."

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105 CARLTON STREET TORONTO 2, ONT.

This mission IS possible

ISN'T IT TIME YOU COMMUNICATORS of private enterprise, who are gathered together at this 54th annual convention of the Association of Canadian Advertisers, got up off your butts and took a long and objective look at what is happening to business, all of it? This does not mean the principles of marketing research and effective advertising copy, but of plain ordinary survival.

Business is tottering on the brink of an abyss, as our governments – all of them – are exercising more and more controls over and actually walking in on more and more of our industries, and the results are nothing short of disastrous.

To mention a few instances, we are faced with monotonous regularity with disrupted postal services, suspension of flight schedules, threats of disturbance on government railroads, revolt among harbor workers, interruptions in the state-owned broadcasting system, disruption of provincial hydro and municipal garbage collection services.

There is not one of these areas where a competitive enterprise could not function more efficiently and economically to the definite benefit of individual citizens and the country's economy as well.

Success would lie, not in curtailing, and minimizing, but increasing and improving, because bureaucracy would be replaced with a system of competition, which is the only healthy economic system there is.

Take the chaotic state of the postal department, into which governments of all colors have been steadily leading us through the years.

Right now Ottawa is making it appear that it is taking steps to set it straight. Credit is due the present administration that it is finally doing something – anything. Yet all it is actually doing is raising the postal rates and lowering the service, on the unsound basis of taking in more and putting out less. And it is steadily getting worse.

For years, Ottawa has controlled civil aviation through the state-owned Air Canada. It has gone so far as to allow competition, but on such a limited scale that when it is strike-bound, both the travelling public and business find themselves virtually crippled.

In the vital area of communications called broadcasting, which might be described as the only

means of maintaining national unity across the country, Ottawa not only maintains inordinate and often stifling control over the private enterprise segment, through the CRTC, but also competes with this self-supporting industry, for both audience and advertising, through the publicly-subsidized and, of necessity, politically-hamstrung, Canadian Broadcasting Corporation.

Here are three areas in the communications complex, all vitally necessary to our national economy, and so to the whole population, which are in a perpetual state of turmoil.

As our many governments are walking in on more and more industries and other organizations, they are steadily leading the country straight into bankruptcy. Our economy is thwarted and frustrated by one apparently insurmountable handicap. It is simply a fact, clearly substantiated by the current state of affairs, that government – of all political persuasions and at all levels – is incapable of handling the labor employed by the many enterprises it has either fettered with regulations or usurped in the name of public ownership.

Through the years, government has wound its tentacles tighter and tighter around our economic necks. In so doing it has become the best customer of many of our private industries to the point where they find themselves dependent, on government for their survival.

Stated bluntly, industry finds itself unable to muster the guts to revolt against what is steadily developing into an economic break-down.

Isn't it obvious that the administration of a business – any business – requires the services of people of wide experience?

Isn't it obvious that the business of Canada is the biggest business we have?

Isn't it obvious, natural even, that the people in government lack this essential quality?

Isn't it obvious that this experience only exists among men seasoned in the ways of business?

Isn't it obvious that the one group which is capable of sowing the seed and familiarizing everyone with this vital need is you, the communicators of business?

Isn't it time you communicators of private enterprise got up off your butts?

When we're
kidding around,
we mean

BUSINESS FOR YOU!

WKBW-TV's quality
children's programming
dominates the
booming Toronto market.

ROCKETSHIP 7
with
DAVE THOMAS
7:30-8:55 am

COMMANDER TOM SHOW
with
TOM JOLLS
3:30-4:30 pm
EVERY WEEKDAY



WKBW-TV
Buffalo, N.Y.



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

classified advertising

BROADCAST ENGINEER wishes to relocate. All areas considered. References.

Box 251
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

AVAILABLE IMMEDIATELY
15 years experience, all phases of radio & TV.

John Murphy
71 Roslyn Rd., Suite 503
Winnipeg 13, Man.
(204) 284-3497

ANNOUNCER

Fully experienced.
Radio & television.
For resume, write to:

Mr. S.P. Finlay
5 Whaley Drive,
Toronto 520, Ontario

AVAILABLE

Radio announcer fully versed in all phases of music, some experience.

Bill Watkins
38 Hazlewood Avenue
Toronto, Ontario
(416) 465-8106

AVAILABLE

Experienced - 11 years - all phases MOR-AM & FM-program, production, news, knowledge of sports. Would like to relocate and settle in Southern Ontario.

Box 253
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ontario

FOR SALE

Two 296 foot by 2 foot square heavy duty ajax antenna towers complete with lighting equipment, base insulator, and guys. At present installed on original site. \$500.00 each plus dismantling and shipping. Two Canadian General Electric tuning and phasing units designed for 5kw, 790 kcs. Complete with lighting chokes and 3 RF ammeters. \$500.00 each plus shipping.

Towers and tuners 6 years old in very good condition.

CFDR Radio
Box 1007, Dartmouth, N.S.
Phone: 902-469-9231

WANTED TO BUY

Small or medium size Radio Station in Ontario, the Prairies, or B.C. Send confidential reply to:

Box 240
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

Program-Production Manager

Wishes to relocate, preferably in medium Western Canadian market. Fully experienced and capable of organizing and managing a competitive and economical on-air operation. For resume write to:

Box 250
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

Radio-TV newsman, 4 years experience in gathering, airing radio news. Shoot, process script TV film. Experienced feature interview TV.

Seek position in responsible news department.
24 years old, single.

Box 249
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

FOR SALE

- ONE Gates tube type limiter amplifier.
- ONE RCA power max. negative peak limiter.
- ONE B & W Model 410 distortion meter.

For further information, please contact Engineering Department, Radio Station CJRN, P. O. Box 1600, Niagara Falls, Ontario. Phone 416-358-7151. All items in like-new condition.

Available - Announcer

Five years experience - M.O.R. - Pop/Contemporary - some C&W. One year's experience as assistant operations manager. Currently residing in U.S. Will relocate anywhere in Canada. Draft exempt, no ulterior motive. Tape and resumé available.

Box 243
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

TV ARTIST

We're looking for an experienced man to handle TV graphics and set design. Right man could also do well with commercial printers as supplement to income. Write, stating experience and salary desired and enclose sample of work to:

G. N. Conger,
Station Manager CKPR TV,
87 N. Hill Street,
Port Arthur, Ontario.

Two-thirds of Canada's major TV stations use this.



CGE Color Camera.

When most of the biggest TV stations in the country decide to purchase the same type of color camera, that camera must deliver an unusual performance. It does... it's the CGE PE-240 TV Color Film Camera.

Clean sharp wipes from the optical multiplexer helped to gain this wide acceptance. But there is more. Low initial cost. Low operating cost. Low maintenance cost.

Next, there's completely automatic operation. Automatic exposure control. Automatic black level control. Automatic contrast control.

Then there's convenience. The exclusive drawer mount construction of the CGE-PE-240 permits maintenance without interruption of operation, without modular extenders, without multi-contact connectors.

Parts and service? Well, since the CGE-PE-240 is the only TV color film camera produced in Canada, you get parts and service 24 hours a day, 7 days a week from Toronto.

What's more, the separate encoder can be located wherever the operator chooses. And the complete op-

tical system from film dyes through to dichroics is designed and manufactured by Eastman Kodak.

Station yourself with the leader. See this colorful camera in action in Toronto or the comprehensive Telecenter, Syracuse, N.Y.

Broadcast Equipment Sales,
Canadian General Electric,
100 Wingold Avenue,
Toronto 395



CANADIAN GENERAL ELECTRIC



Introducing the new CHFI sales team

Now hear this!... exclusive!... CHFI have snapped up the exclusive rights to all the 1969-70 Argonauts games, pre-season, regular season, playoffs, and Grey Cup. This 680 exclusive is all part of the continuing growth of CHFI. Torontonians will be listening to us, will they be listening to your clients?

CHFI 680 the radio station to watch

Nationally represented by All-Canada.

www.americanradiohistory.com