

Gentlemen! Your President!



ALEX F. M. BIGGS HAS never made president in the Little League, where he's regularly been an enthusiastic baseball team manager, but as of today he's made it in the ACA's big league of advertisers.

He's a typical rugged individualist — so individual in fact that he denies having anything in the way of pet personal ideas or projects to thump the tub for as ACA president.

He intends to take up where George Meen left off, pursuing the policies laid down in the last couple of years with vigor and with maybe just a wrinkle or two of his own.

Biggs is a do-it-yourselfer and a family man. He makes modest claims as a cupboard-constructor and furniture-fabricator, but sloughs off his humility when he talks about his family.

A daughter, 19, is in her second year of college. Biggs' two sons, 17 and 15, are in school, and are the driving force responsible for drawing Alex into activities like Little League baseball and the Boy Scouts.

At 50, he's virtually a life member of that stateless breed of men claiming Toronto for a birthplace, Montreal for a home. He took his early education in Toronto and topped it off with a Bachelor of Commerce degree earned at Montreal's Sir George Williams University.

His route to management of the advertising and public relations department for Canadian Industries Limited, his post for the last five years, was all advertising.

Biggs started with J. C. Adams Limited, moved to Eatons' in Toronto, then to CIL in 1940 with the title of advertising assistant.

His wartime service was with the RCAF overseas as a radar officer.

After rejoining CIL he quickly became paints advertising manager, then headed up the entire advertising department from 1954 on.

He's a past president of the Advertising and Sales Executives Club and former vice-president of the Industrial Advertisers Association, both in Montreal.

"The advertising industry in Canada is now at the stage of coordinating and advancing the work that has already been done to provide for its future growth," Biggs believes.

His targets for the year ("They're also ACA's," he points out.) are:

Education and Training — "There are a lot of advertising courses going on in Canada," he says. "But it's uncoordinated. And there's no standard course of study, except CAAA's. We don't have a plan."

Biggs expects ACA to establish a study group on education. "The first year is going to be an analysis. We want to find out who's doing what, when and where."

Research and Measurement — He hopes to see ACA investigate ways to make research more forward-looking, more valid as a means of predicting future product movements rather than past performance.

Industry Coordination and Advertiser-Agency Relations — "ACA's got to find a better system of agency compensation. It's all very cloudy," Biggs says, "but we've got to get together."

Social Significance of Advertising — "Advertising is a scapegoat, a fall-guy for everybody with an axe to grind," Biggs says. He believes advertisers now have the facilities necessary to render collective social service through ACA, and should make more use of the opportunity. "We had a campaign for education a couple of years ago," he explains, "but I think that's all. We've got to do more."

He says, "In its relations with the public the advertising industry has a job to do in showing that it does, in fact, set and meet high standards and perform its necessary role responsibly."

Tonight at Seven!
GUY LOMBARDO
 and his
Royal Canadians
 at the
ACA ANNUAL DINNER



"You can tell the ideals of a nation by its advertisements."

-:George Norman Douglas

Trends in art make advertising pop and op

DELEGATES TO THE ACA convention in Toronto yesterday were called "professionals of awareness" by Dan Seymour, president of J. Walter Thompson Company, New York.

Seymour gave it as his view that advertising people must remain conscious of how people see, hear and comprehend. "Without this sensitivity we lose touch, we wither, we die as communicators," he explained.

The world is hungry and impatient, he said. New nations are hungry for tools and techniques as well as food. But the better-off nations are hungry too. "There is just no bottom to demand," he said.

"And everything in advertising is aimed at satisfying the world's wants."

Seymour asked the meeting to

remember this as the first generation ever to try dealing with all the problems of the entire world — the first international generation.

Then he said, "One fact slowly emerges: people are people, everywhere around the world, with the same human needs and wants. And the foremost effect of modern communications is that a trend, a product, a slogan, a novelty is instantly international."

In his view, the rapidity of communication automatically multiplies the rate ideas of the avant-garde become the accepted fads of the general public. The way-out concept of today is the commonplace of tomorrow.

Seymour backed up his argument with illustrations from three of today's fields of art, and showed

how each has affected contemporary advertising.

He also discussed new sounds, new music, experimental movies and the current wave of black comedy.

"Traditional forms, ideas and habits are not thrown away overnight," he said. "To conclude that everything is changing would be a real trap. But we must remember youth does not have our own traditional habits and attitudes."

Think young is the motto of the whole world, he said.

Seymour pooh-poohed the semi-facetious suggestion that the creative man of the future will not be able to depend on his experience at all, but will have to turn to the computer "to find out what people will be like six months ahead when an advertisement will run."

All creative people will have to become deeply involved in the whole area of art, graphics and total communication, in his opinion — so they will never be caught asleep by a new trend, fad or fashion, because they've seen it grow from its roots.

"The challenge before us, as communicators, in the next decade is not for more mechanical perfection," he insisted, "but more human understanding."

The first essential is awareness, he said, awareness of the marvellous world we live in, all its difficult and wonderful people, their extraordinary needs and impossible desires.

"With awareness comes understanding," he explained, "and out of understanding come plans and programs leading to fulfilment of the demands of this changing world."

In his examples of way-out artistic influence on advertising, Seymour said op art, with its exciting visual effects, has affected visual communication dramatically. He cited op art illustrations from a Young & Rubicam house advertisement, from *Time* and television.

Pop art's impact is being felt all through the field of graphics, he noted. "It has naturally been adapted to advertising," he said — "which is the supreme irony, because pop art originated in part as a reaction to advertising." (He mentioned Andy Warhol's meticulous painting of a Campbell's soup can.)

Seymour demonstrated pop art's invasion of ("of all places") refrigerator design, and pointed to adaptations on record covers and paperback books.

He called Art a Go Go, the "next look" on its way in, "another assault on the eye", and explained that Go Go graphics are typified by calculated dissonance between pictures — in size, color and subject matter.

"It's designed to create unexpected excitement, stresses, rhythms and tensions on a page," he said. "Sometimes it's a combination of art and photography."

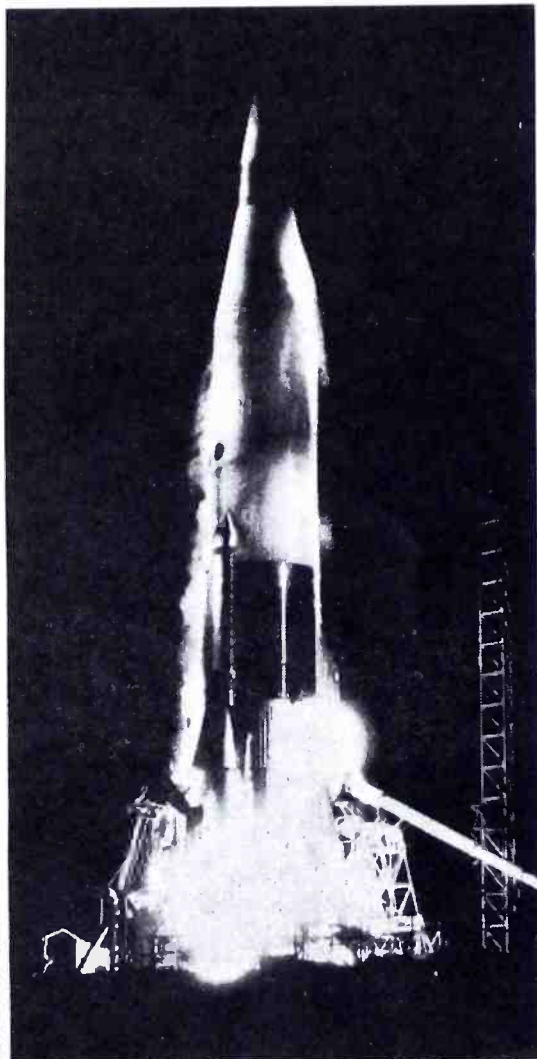
He took the view that Art a Go Go is already creeping into public notice in magazines like *Harper's Bazaar* and, soon, *McCall's*.

And the assault on the eye is paralleled in today's sounds, he said. "We live in the noisiest, gaudiest place, in the noisiest, gaudiest time in all the history of man," Seymour explained. "The effort to be heard above the noise is one of the major problems we face in advertising — and the noise will get louder."

"Half the children in grade school today will have to change careers — not just jobs — three times in the course of their lives because of technological advances."

Seymour quoted Alfred North Whitehead to the effect that "knowledge keeps no better than fish," and said:

"In the year of Our Lord 1965, brains are in."



Put CKBI on the firing line

Last year 869 (52% of total) retail outlets in the CKBI market used CKBI to get their sales story into 42,700 households.

Over 60% of these merchants have used CKBI continuously for more than ten years.

Confidence like this is only earned if you are delivering results.

FOLLOW THEIR LEAD —
ADD

CKBI

RADIO and TELEVISION

10,000 watts

Ch. 2, 4, 5, 7 and 10

Covering Central Saskatchewan
from Manitoba to Alberta

from PRINCE ALBERT

WHAT'S ON TODAY AT THE ACA?

Tuesday May 4 1965

9:30 a.m. Ballroom
"HOW MUCH TO SPEND FOR ADVERTISING"

THOMAS B. McCABE, Jr.
Vice-President and Director,
Scott Paper Company
Philadelphia, Pa.

2:15 p.m. Ballroom
"EXPO '67"

ROBERT F. SHAW
Deputy Commissioner General,
Canadian Corporation for the 1967 World Exhibition
Montreal, Que.

10:00 a.m.
"ADVERTISING AND DEALS: RIVALS OR PARTNERS?"

DEAN M. PRATHER
President,
A.C. Nielsen Company of Canada Limited
Toronto, Ontario.

2:45 p.m.
"HOW TO PLAN THE MARKETING BUDGET -
USING DISTRIBUTION RESEARCH"

CHARLES W. SMITH
Director of Distribution, Planning & Research,
National Biscuit Company,
New York, N.Y.

10:30 a.m.
"MEASURING THE EFFECT OF ADVERTISING ON SALES"

DR. DANIEL STARCH
Founder and President,
Daniel Starch & Staff,
Mamaroneck, N.Y.

3:30 p.m.
"THE MUSTANG - A MARKET IN MOTION"

ROBERT J. FISHER
Advertising Manager, Ford Division,
Ford Motor Company,
Dearborn, Mich.

12:30 p.m.
GOLD MEDAL AWARD LUNCHEON - Canadian Room

Speaker:

LEWIS E. PHENNER
Senior Vice-President,
Kimberly-Clark Corporation,
NEENAH, Wisconsin

Subject:

"ADVERTISING'S PLACE IN THE FUTURE GROWTH
OF THE ECONOMY"

6:00 p.m. COCKTAIL PARTY - Ballroom
(For Annual Dinner Guests)

7:00 p.m. ANNUAL DINNER - Canadian Room
Presenting:

"THE SWEETEST MUSIC THIS SIDE OF HEAVEN"

GUY LOMBARDO

And His

ROYAL CANADIANS

(Through the courtesy of CFCF - Montreal -
Television & Radio

Broadcasting Division, Canadian Marconi Company -
In association with -
All-Canada Radio & Television Limited)



HON. STANLEY J. RANDALL
Ontario Minister of
Economics and Development

WHY OAKVILLE?

...Once a Pleasant, Suburban Dormitory—

now emerging into

A \$500 MILLION INDUSTRIAL CENTRE

Read what the Minister said:

"In the next 5 years, 10
major industries will locate
in this area annually.

"Each major industry gen-
erates the need for four
service industries.

"This results in an addi-
tional 200 industries locating
in Oakville within the next
5 years."

● Earnings in Oakville are higher
than the Canadian average - even
higher than the Ontario average.

● Oakville is in the centre of
Canada's prime market area.

● Oakville's population - now
some 50,000 ... will exceed 143,000
in the next 20 years.

● A \$75,000,000.00 complex is
planned jointly by Canadian Petro-
fina Limited and Union Carbide of
Canada Ltd.

● Oakville will require... 37,000
new dwelling units, 12,600 owner
housing units and 12,000 rental
housing units.

● There are currently 135 indus-
tries in Oakville employing over
18,000 people.

● Assessment of real property -
not including business assessment -
will rise from the current 119 mil-
lion dollars to a whopping big \$500,
000,000.00 and the new 35 million
dollar residential development at
Sheridan homelands is to be started
immediately.

Get your share
of the Oakville Boom
via Oakville's own

CHWO

Already serving 150,000 prospects for your product in this fast-growing market place

TORONTO: 66 King Street West ● MONTREAL: Radio & Television Sales Inc., Windsor Hotel ●
WINNIPEG: Broadcast Representatives, 211 Dayton Bldg. ● VANCOUVER: Radio-TV Representa-
tives Ltd., 1131 Richards Street.

ALL-CANADA *delivers the goods!*



CONSUMERS / MARKET DATA / PRODUCTS / COMMUNICATIONS / SALES
*All-Canada Radio and Television delivers Canadian and U.S. advertisers
the essentials for a successful marketing-mix*

CONSUMERS — All-Canada repped Stations deliver 4,526,000 Radio and TV Homes* **MARKET DATA** — All-Canada stays right up to date on all developments in *every* market. The All-Canada Reference Library contains upwards of 500 publications on every aspect of local, regional, and national economy — together with the latest broadcast *facts*. **COMMUNICATION** — All-Canada represents *and works for* 70 Stations from the Atlantic to the Pacific. **SALES** — All-Canada repped Stations know their markets *in detail*. Their rapport with Jobbers, Distributors, Chain-Store and Supermarket Decision-Men carries the Advertiser and Station sales effort *right into the market-place*.

TO ADVERTISERS, All-Canada delivers Canada
TO STATIONS, All-Canada delivers Advertisers TO BOTH, All-Canada delivers Results!

ALL-CANADA DELIVERS SALES!

ALL-CANADA RADIO AND TELEVISION LIMITED

TORONTO / MONTREAL / WINNIPEG / CALGARY / VANCOUVER
NEW YORK / CHICAGO / ATLANTA / DALLAS / SAN FRANCISCO / HOLLYWOOD



*B.B.M. Feb., 1965 Aggregate Weekly Reach

Drops class image for more sales

CANADIAN CONSUMERS IN 1962 considered Del Monte products too good to buy on a regular, high frequency basis — and that is not good, said John Foss, advertising manager for Canadian Cannery Limited.

Foss was discussing the marketing problems faced by Del Monte canned fruits and vegetables in Canada, and the novel solutions devised by his company. His talk was delivered during yesterday's sessions of the Association of Canadian Advertisers' convention in Toronto.

He said Del Monte had such a strong prestige image the brand was regarded as a high-priced item, in spite of being competitively priced.

After considerable analysis Canadian Cannery decided on a campaign to persuade the consumer Del Monte was a product not for special occasions, but for "tonight's dinner", Foss said.

"Secondly, we had to radically increase consumer awareness of Del Monte vegetables," he also said.

Del Monte added a local campaign to its "trade mark" of high-quality four-color ads, Foss said. "The local ones were simple advertisements, not calling for any exotic recipes."

But the competition was not only at the consumer level, he said. "Possibly more important, it was at the trade level. We were finding it increasingly difficult to get distribution for new lines and maintain good shelf positions."

Solution? Canadian Cannery drew up a master schedule of 1000-line black and white newspaper ads, presented it to the company's brokers — "then we took the master schedule, ripped it to pieces, and told the brokers, 'You schedule it; be your own advertising manager,'" Foss said.

He explained that the aim was to give brokers an advertising campaign with an element of saleability to the trade, but retain a sound consumer approach.

"The element of surprise was our best ally," Foss said. Broker salesmen could make their presentation for, say, Del Monte peas, he said. If the buyer countered with a pre-planned booking for a competitor's peas, "our man could decide on the spot to support peaches or corn instead."

"It worked amazingly well," Foss added. "Sometimes we only got the change order a day before press time, but the newspapers had all the product ads and could easily interchange."

Canadian Cannery also got about the same product frequency and successive scheduling as planned in the defunct master schedule, to everyone's surprise.

A selected base of 100 for 1957 sales had increased to 136 by 1961 and held this level in 1962, before the new campaign, Foss said. But in 1963 the level jumped to 156 and in 1964 to 172.

Right Guard Deodorant

Women bust in on male deodorant

THE WOMANIZATION OF RIGHT GUARD was described by Richard L. Thomas, director of advertising for Gillette Safety Razor Company, as the result of a "quirk of commercial history".

He was outlining the success of a 1963-64 campaign to attract female users for the aerosol deodorant, and spoke to the session of the ACA convention in Toronto, yesterday afternoon.

"In spring of 1963," he said, "Right Guard was rocking along with 25 per cent of the men's deodorant business." At that point three separate indications of female interest in the product appeared, and Gillette's marketers recalled a 1958 Right Guard product test that concluded:

"In view of the product's acceptability to women, the women's market need not be ignored."

Thomas said a test in two cities applied a new advertising plan. It increased advertising levels 100 per cent, placed the extra media investment entirely in daytime television, and changed copy emphasis to portray multi-person use.

"Nothing touches you but the spray itself," became the feminized copy catch-line.

Test area results were as follows, Thomas said:

● Awareness of Right Guard advertising went from 34.4 to 61.4 per cent

while remaining virtually unchanged in control areas;

● In just 90 days the percent of people thinking of Right Guard as a product suitable for men and women increased from 18.7 to 68.1 per cent;

● The percentage of people planning to buy the product doubled;

● Usage went from 8.0 to 14.4 per cent, and the increase was greater among women than men.

In addition, consumer purchases accelerated decisively over the first four test months, Thomas said, and Right Guard's market share went from a base of 31.5 to 45.2 per cent in July-August, while staying relatively level in control areas.

He said the test market commercials went national in September, but the daytime TV feature of the test plan was delayed until January 1964.

Was the campaign successful? Thomas said it was "an unequivocal testimony to the power of advertising in action".

"Right Guard went from a base of 26.1 to 41.2 per cent share of market by June," he said, "and to this date has continued to increase."

Introducing a slightly negative note he added, "The Right Guard story is also an indirect explanation of the presence in this market of so many new aerosol deodorant products."

Off-color theme sells hair dye

CLAIROL INC. SINGLEHANDEDLY revolutionized women's attitudes toward hair coloring, claimed John O. Maxwell in his presentation to the ACA convention yesterday.

Clairol did it with a single product, Miss Clairol, and a single creative idea protected, pampered and given time to grow, he said.

In the process Clairol came from obscurity to world leadership in hair coloring, in his words, and increased color usage from five per cent of women to forty per cent.

The product was invented in 1950, he said. It replaced hair coloring so unnatural everybody knew for sure.

Maxwell said early Miss Clairol advertising used a lot of cliché phrases, including the biggest cliché of them all — movie star testimonials. In 1955 when Clairol appointed Foote, Cone & Belding to the advertising account, the "does she or doesn't she" theme was conceived.

At first the catch-line's double entendre aspect frightened the media away.

Maxwell said *Life* originally turned ten four-color pages down because the copy was too suggestive. But at Foote, Cone's urging, *Life* researched the offending headline among its own creative staff. Result? Maxwell said the magazine "could not find one female who admitted getting a double meaning from the words", and accepted the campaign.

Safari contest outguns CIL's opposition

CANADIAN INDUSTRIES LIMITED faced a major threat in 1963, when Remington and Winchester decided to invade the Canadian market with plastic shotgun shells, Alex Biggs told the ACA convention yesterday.

Biggs is advertising and public relations manager for CIL Montreal. Yesterday he became president of the ACA.

CIL apparently could not incorporate a change to plastic in its 1963 product in order to protect its 90 per cent share of the Canadian market. "So a strategy of distraction was planned," Biggs said, "and it is estimated that CIL's market share dropped only eight points."

Price-cut schemes that might cheapen CIL's image were ruled out, he explained, along with premium promotions. Eventually CIL's African Safari contest was selected.

Two safaris, each for two persons, were established as top prizes. Thirty smaller prizes and prize bait for the retail trade were also offered, he added.

"Consumer advertising started early in September", he said. "Ten winners were picked in the first part of October so publicity could help maintain the momentum of the promotion."

Entries totalled almost 90,000, Biggs calculated, each one representing a purchase of three dollars or more.

MEMO

from the desk of

GORDON FERRIS

To — Ted Chapman and his production crew at CFCN-TV, Calgary

Congratulations on your work with Drs. Gibb and Lindstedt of the University of Alberta, Calgary. This has resulted in your station being deservedly recognized with a Beaver Award "for distinguished service to Canadian Broadcasting in 1964".

Based on a Broadcaster article — "TV Helps Teach the Teachers", the Beaver highlights your co-operative efforts with the University of Alberta. This gained the plaudits of the University and it also reflects the many purposeful projects undertaken, not only by CFCN-TV, but by private broadcasters across Canada.

T.G.F.

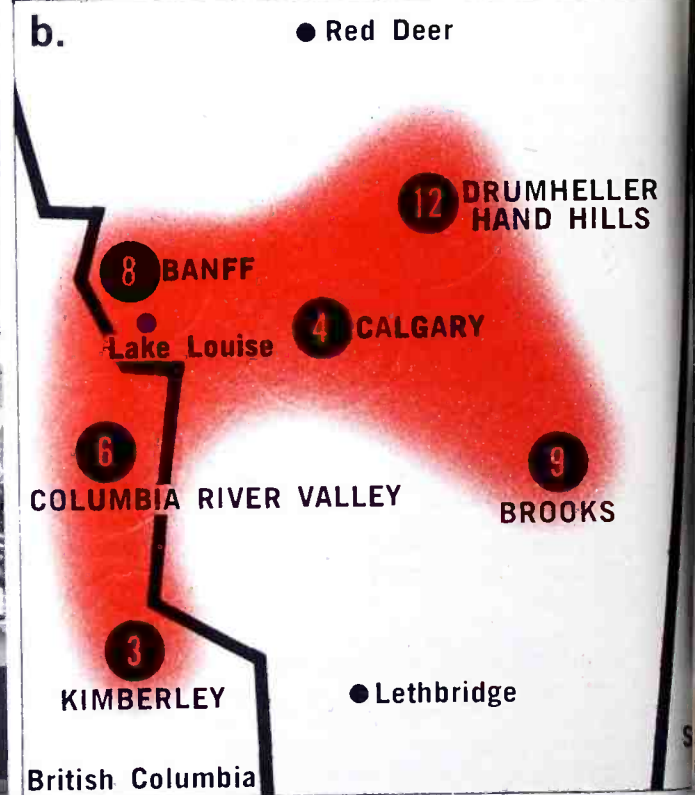
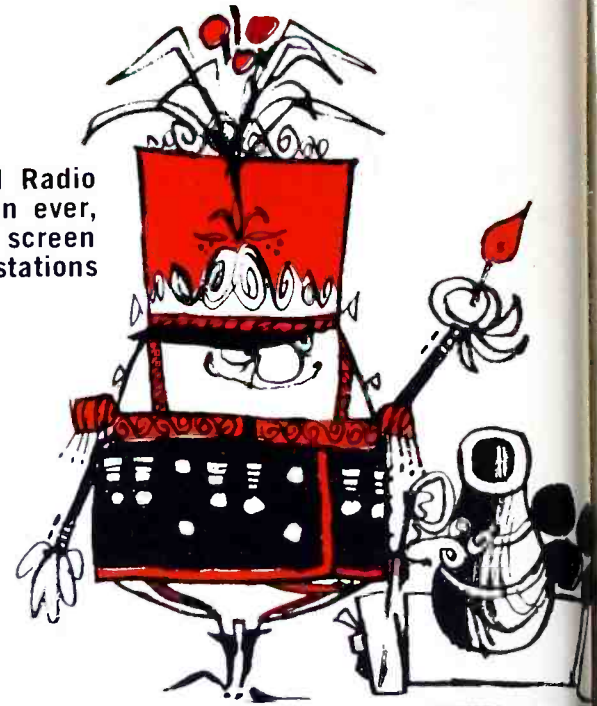
Radio-Television Representatives Limited

"ACTION STATIONS!"

Yes, there have been changes in the Calgary market. Most significant of all, CFCN Radio and CFCN-TV have emerged as a greater selling force than ever - selling better than ever, harder than ever, over a more extensive coverage area than ever. Now that the smoke screen of claims and counter-claims has cleared, let's get down to solid selling with the stations that go all out for action where it counts - at the cash register!

One of the family!

CFCN RADIO / TV CALGARY



a. Action at any altitude:

CFCN mobile crews climbed Whitehorn Mountain to cover the famous Beehive Giant Slalom Ski Event for CTV's "Wide World of Sports". Outstanding on-the-spot sports coverage for local and network audiences makes CFCN "one of the family".

b. Our "Action Area":

CFCN-TV coverage area has been doubled by strategic satellites like Drumheller/Hand Hills (see map). CFCN Radio now reaches more homes per week, in more BBM census divisions, than any other Calgary radio station. And radio selling power will soon increase to 50,000 watts!

c. Action "at the races":

CFCN-TV's Tel-A-Races - a proven winner for mail-pull response! The show that pulled 13,270 proof-of-purchase labels per week for Sunbeam Bread in a recent ten-week period!

d. Action at sun-up:

25,000 of your Calgary customers turn out at the crack of dawn to join CFCN in our annual pre-Stampede Breakfast. Another big selling opportunity during white-hat week is CFCN's Stampede Guide, with advertising for radio sponsors - its circulation now doubled to 10,000.

e. Action in the market-place:

CFCN Radio cruiser-car promotions mean an "instant" sales increase for our sponsors. Example: CFCN's Don Wood was a persuasive potentate for Nabob in a recent successful promotion.

f. Action in store:

This April a typical CFCN radio remote helped move 10,380 cartons of assorted Betty Crocker mixes (from a single supermarket outlet). This weekend "Sell-athon" put Betty Crocker in one out of every nine Calgary homes.



Would penalize TV east of Ontario

A NEW TAX MAY hit at the CTV and CBC television networks and every broadcaster east of Ontario, if the Quebec Legislative Assembly passes Bill 37 on presentation sometime in May.

The "Telecommunications Tax Act" as it's called, seeks to impose a six per cent tax on charges for telecommunication transmission within the Province of Quebec.

At first blush the tax would seem to apply to all microwave fees and all charges for land line transmission of broadcast and other material within the province.

The tax would bounce hardest off Quebec's television stations — thirteen privately owned and three CBC owned, with 21 rebroadcasting satellites. All would have to pay a six per cent levy on microwave program pickup billings.

Canada's TV networks would presumably be charged for feeding programs across Quebec to points east.

In radio's case, the cost of inter-station hookups for program purposes would hike six per cent.

Bell Telephone Company officials have been pressing the Quebec government for a firm interpretation of Bill 37 since they first got wind of it in early April. A Bell spokesman said on April 27 that nobody on the government side or on Bell's side was prepared at that point to say whether or not the new six per cent

tax would apply to television and radio broadcast material.

The spokesman hinted there were signs the Quebec government had not given full consideration to all implications of the Bill before drafting it.

But as presently worded the Bill appears to apply the tax at very least to "hired-out" transmissions of broadcast material between stations and may be stretched to tax the cost of operation of microwave or land line systems wholly owned by Quebec stations.

Following is the text of relevant portions of Bill 37:

Telecommunications Tax Act

"Her Majesty, with the advice and consent of the Legislative Council and of the Legislative Assembly of Quebec, enacts as follows:

(1) In this act:

- (a) "telecommunication" means a message transmitted by means of electro-magnetic waves or otherwise in the form of words, writing, images, symbols or other indications;
- (b) "line" includes the space between a transmitter and a receiver of telecommunications and any other channel of transmission of telecommunications;
- (c) "rent" includes any sum payable for the use of a tele-

communication service;

(d) "user" means a person who sends or receives a telecommunication at his own expense, in the Province, or who used in the Province a telecommunication service other than a telephone service which is moveable property within the meaning of the Retail Sales Tax Act (Revised Statutes, 1964, chapter 71.)

(2) A tax of six per cent is imposed on the price of every telecommunication sent or received by a user, and on the rent due or paid by a user.

In the case of rent payable for the private use of a line partly outside the Province, such tax shall only be imposed in the proportion of the length of the part of the line within the Province to the total length.

If the rent is only partly payable for the private use of such a line, the Minister of Revenue may determine what portion is imputable to such use.

Similarly, if a charge includes rent and payment for anything else, the Minister of Revenue may determine what portion of such charge is rent.

(7) This act shall have effect from the 1st of May 1965.

(8) This act shall come into force on the day of its sanction.

Pop cans by Stelco will reach 5 million pop drinkers

A TWO-AND-A-HALF-YEAR old Canadian marketing plan to stir up consumer acceptance for cans as pop containers will be expanded to reach five million potential soft-drink consumers after mid-May.

J. Ken Davy, advertising manager for the Steel Co. of Canada, made the announcement while delivering one of several "Advertising in Action" presentations to the annual convention of the Association of Canadian Advertisers at the Royal York Hotel in Toronto yesterday.

"There may be a question in some of your minds about the connection between our company and the ubiquitous tin can," he said.

"Well, the tin can is actually a steel can — 99 per cent steel to be exact — and tin plate, the basic material used to make the can, is a principal Stelco product."

Davy related the drive to put soft drinks in cans to Stelco's search for future markets, and explained that if even only a small percentage of buyers bought their soft drinks in cans, it would create a sizeable Stelco sales boost.

The advertising campaign conceived by Stelco started off in 1962 with an approach to the camper and hunter through the woodsy symbol of a bear. Next year it switched to a home-use slant that was adjusted in 1964 to be of a more educational nature — emphasizing the can's benefits in detail.

The result has been the capture of an impressive four per cent share of total soft-drink container volume, Davy said.

Even in 1963, when share of market was only two per cent, "it was all new business for the industry," he pointed out.

Stelco used its advertising to hail the unbreakability of the cans (a safety argument), the no-return, no cash deposit feature, as well as quick chilling and easy stacking characteristics.

The company opened its campaign in Toronto-Hamilton, Davy said, using half-page color print ads, outdoor posters, and supplementary spot radio during 1962's summer months.

The Vancouver market wasn't tackled until 1963. Montreal, which Davy called "one of the world's biggest per capita consumption areas for soft drinks", wasn't pitched till 1964.

In his view, merchandising Stelco's efforts to retailers and bottlers has been as important as the advertising aimed at the general public.

And he added, "As an adjunct, we ran a promotion within the company directed toward Stelco employees and shareholders. Special mailings were made to both groups.

"We theorized that we could recruit an additional 60,000 consumers and potential salesmen in this way," he said.

"We are optimistic that the big boom in cans will continue," he forecast. "And in our judgement, advertising will continue to play a key role in future successes."



**NEW UNIQUE
SCOTIABANK
SERVICE**

*Get \$4 for every \$3
with six-year Scotiabank
Savings Certificates*

Buy as little as \$10 worth or as much as you like — cashable any time.



Not only good but good and big



VAUGHN BJERRE was well-qualified to deliver his address on FM Broadcasting to the Spring Convention of the Canadian Association of Broadcasters because he is vice-president and program director of Toronto's CHFI-AM-FM. Another of Vaughn's attributes is that he has, from a programming point of view, nursed these two stations from infancy to their present mature position in the broadcasting industry.

FM WAS INTRODUCED TO THE North American public on a fairly large scale just after the end of the Second World War. Its appearance was highlighted by a remarkable lack of acceptance. The reason for this was two-fold. First, TV was just making its appearance and stole the thunder from FM. Second, the public was ignorant of the high fidelity reproduction characteristics of FM.

In spite of this, FM did make a come-back because it did have something tangible to offer. By the late 1950's, the novel and sometimes ephemeral qualities of TV had worn off. In the interval, FM had also received a large boost from the record companies, which had spent many millions of dollars educating the public to the advantages of high fidelity. They later did the same for stereophonic sound. We merely had to tell the public that we could do the same thing with FM radio as they did with records.

For this we should be eternally grateful to the record companies and particularly to such people as Bob Martin of Columbia Records, Whitey Haines who used to be with Capitol Records, Mike Doyle of RCA Victor and to the many others who have not only willingly co-operated with us but who had faith and saw the great potential of FM right from the beginning.

In the early years of FM, set

penetration was low, hence business was poor. As a result, FM broadcasting had to learn to operate as efficiently and economically as possible. Sometimes this meant rolled music. Needless to say there weren't many commercials. What appeared to be a liability was turned into an asset. We had accidentally discovered that there were many people who liked this approach.

This then is our background and heritage. It explains why many of us still offer uninterrupted pools of music and limited commercials. It laid the foundations for the present generation of AM broadcasters who program in a similar vein. It also laid the foundations for our present BBG regulations governing FM broadcasting.

Where Do We Go From Here

There are two conditions that we must all accept:

- (1) We have to market, that is program so that we can produce a

product (i.e. listeners) which is economical or saleable.

(2) We have been directed by the BBG and I believe that most of us are agreed, to provide a service that offers an alternative to that which is available on AM. We also have our FM regulations concerning a 20 percent content from the program categories "Arts", "Letters" and "Sciences". At this point, I do not wish to get into a large discussion on the esthetics of FM programming, but I would imagine that you would concur that the alternative to AM programming on most FM stations has meant something that is better. It may well be that as FM penetration increases, the profile of FM audiences will change and as a result, some FM broadcasters may tend to place as much stress on the "Alternative" aspect of FM programming as on the "Better" aspect.

These are the conditions that give us our starting point. To this we can factor in two other considerations. First, the high fidelity and stereophonic ability of FM transmission tends to favor music more than any other kind of pro-

Continued on page 10



A NEW FACE ON THE PRAIRIES

This Potash miner is just a part of the enormous mining developments that are sweeping the Saskatoon market. His product is Potash (potassium chloride), which supplies vital Potassium (K) for the rapidly expanding fertilizer market. How big is this exciting prairie harvest? In the Saskatoon area . . . THREE HUNDRED MILLION

DOLLARS . . . is new Potash investment, and there is more to come.

CFQC-TV serves this market with exclusive television coverage, polished with ten years of practical experience. Examine Saskatoon closely, and capture this market with the powerful voice of CFQC-TV.



...reaches people who are dissatisfied and are looking for an alternative

Continued from page 9

gramming. For this reason it is likely, at least initially, that we will stress music above all else. The second consideration is the characteristics of the person who buys an FM set, the location and type of FM set purchased.

Here it gets tricky. Because FM broadcasters have had to offer an alternative to AM broadcasting, FM programming has generally been better. This means that we have shied away from *Hit Parade* type of music and have not attracted the teenager. What we have attracted is the person with a better than average taste and educational level. Because FM is new and different it has attracted people who have been adventurous in trying new things and who are not creatures of habit. What I am saying is that it has eliminated the elderly whose ways were formed before the advent of FM. This has left us with the large and very saleable group of adults between 20 and 50.

Further, because an FM set can represent a sizeable investment we have attracted the affluent, although in the last couple of years the price of FM sets has come down and we are now broadening our base of operations so that we can justifiably talk about our audiences not only being good, but good and big, or if you prefer, "class-mass".

Let us review. Primarily, an FM station reaches people who are dissatisfied with AM programming and who are looking for an alternative. Their dissatisfaction generally means that they are in a state of mind that leads to sophistication and an awareness of better things, both material and otherwise. They often have better than average occupations and incomes. From this description, do not conclude that I am talking about a small intellectual group.

Fit the Moods of the Day

Here is another point to consider. Until very recently, most FM sets sold have been relatively expensive console models and have therefore been located in the living room. This is where people are during the dinner hour and evenings but not in the early mornings. Because of this, FM audiences tend to peak in the dinner hour or early evening, but are often poor in the morning periods.

This pattern has led some FM

broadcasters to believe that whatever programming was good for the dinner hour was equally good or appropriate for any period of the day. I believe this to be an erroneous assumption and in spite of the table model FM sets, which can go into bedrooms or kitchens, morning audiences have not always kept pace. Like AM broadcasters, we have to be Jekylls and Hydes and alter our fare to fit the many moods of the day.

The CAB agenda describes my talk under the heading "Take a Number from One to Fourteen". If you are under the impression that this a reference to the fourteen BBG Program Categories, you have been hoodwinked. I intend to conclude with fourteen points for you to consider in the execution of FM programming. Here they are:

(1) Do not acquire an FM frequency as an insurance policy for the future. If you are going into FM, do it wholeheartedly. Half an effort will do nothing to increase FM penetration. It is more likely that half an effort will retard it.

(2) Research. Carefully research your market in order to find a need that you can fill. There is no point in spending many thousands of dollars on equipment, facilities and staff and then flying like a bush pilot by the seat of your pants, and planning programming on uninformed guesses.

(3) When you have formulated your program policy, make certain that you stick to it. Adjustments are excusable but not sudden and erratic overnight changes.

(4) Stress Quality. It is much better to have a small but intelligent, mature and experienced core of people than a large collection of amateurs. Similarly with equipment, buy good equipment that will faithfully reproduce high fidelity sound. Stress quality and good taste to your staff. Always remember that programming of a bad quality will retard the development of FM. You want penetration to grow.

(5) Support the program policy, your Program Director and his staff. Don't let him be compromised by pressure from the Sales Department. You have to be able to see beyond the end of your nose. Integrity really counts with FM listeners. It is surprising how agencies and clients will admire you if you refuse to prostitute your programming. Yes, you might lose the first round but you'll win the next two.

(6) Your sales staff will need new tools and new reasons to help them in selling FM. By researching your audience and with the help of your Program Director, you should be able to tell the sales department how the character of your programs and your listeners can benefit their clients.

(7) If you have an AM operation, do not treat the FM operation like a poor relative. FM is growing at a fantastic pace and is here to stay. In Toronto FM penetration in 1957 was 3 per cent, by the early part of 1964 it had grown to 27 per cent. Now listen to this. In the fall of 1964 it was 40 per cent! More than 175,000 homes in Toronto alone are equipped with FM. FM isn't a poor relative. FM has arrived. It's big — right now! I predict that FM penetration in Toronto in 3 or 4 years

time will be 75 per cent.

(8) Don't be afraid to experiment, but make sure that your experimentation is based on sound research and reasoning. There is much that we still do not know about the potential of FM. In my station, CHFI, we have done a lot of experimenting, particularly in the field of commentary, but also with live stereophonic symphony concerts and stereo commercials. If you play it safe at all times you will end up being a blancmange.

(9) Take advantage of all the latest developments and ideas. Here I am referring to such things as stereo cartridge machines and vertical polarization, which we call Vertipower. By the way, may I divert a moment to say that CHFI's experience with Vertipower has been most gratifying. We have much evidence to indicate that it has been very effective in solving many signal problems in the core area and also in improving reception in the fringe areas. It has done wonders for FM car radio reception.

(10) Promote. FM is new and it needs promotion. Do not expect people to look for you. You tell them that you are here and why.

(11) Educate. There is a rapidly growing interest about FM in the agencies. I am happy to report that some quite sizeable budgets are going into FM and the number of national and local advertisers is increasing, however, there is still much that agencies, advertising managers and local merchants do not know about FM. Tell them every thing that will be useful. Don't assume that because you know all about your audience that they do! You will find them interested and indeed eager to absorb anything that you can pass along concerning FM. Fortunately there is a growing tendency to consider the profile as well as the size of the audience.

(12) Be dissatisfied. If you ever come to the conclusion that your programming is perfect, I can assure you that you have taken the first step downhill. Constant analysis, self-appraisal, supervision and constant dissatisfaction is necessary for continued growth.

(13) Steal. Be a thief. You do not know everything there is about programming FM, nor do I, nor does anyone else, so don't be frightened to visit other operations and steal a few ideas. I am not suggesting that you only be an imitator or stop reasoning but by visiting, picking brains and asking advice, you are cashing in on the collective knowledge of experiences of hundreds of brains. By the way, it has been my experience that you will pick up more ideas travelling east and west in Canada than by going south.

(14) Remember that when you are programming you are really marketing. Programs are not your product. Your product is your listeners. That is what your sales department will sell. Records, announcers, musicians, wire services are your raw materials. Programming is the packaging and marketing that attracts and creates your product — listeners.

Pick a number from 1 to 14? If you want to be successful, pick them all.

MORE ABOUT FM
in tomorrow's
DAILY BROADCASTER
Read
**"Promotion is a thing
called Tommy Darling"**

A
"Mad Capp" *
look
at
CFQC
JIM McCRORY



In particular, at one Jim McCrory, CFQC's jovial afternoon man who keeps the housewife's dial set at 'QC by dint of the type of music she likes plus the give-aways, contests, community announcements and special entertainment features that she enjoys most. A CFQC radio afternoon means an afternoon with Jim McCrory, 12 noon to 3:00 p.m. Monday through Friday.

To please the ladies is a most important endeavour for any radio station, since the ladies listen all day and since their buying decisions are influenced by their favourite station. In Saskatoon, that's CFQC, thanks to popular Jim McCrory. Only one facet of the way in which 'QC leads the community. Shouldn't it be part of your western media plans, always?

*Sketch of Jim by our own "Mad Capp" 'QC staff announcer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.



radio saskatoon

Reached Canadian public through dental profession

ONE OF THE BIGGEST TOOTHPASTE success stories of all time, if not the biggest — the Crest story — was cued to product development rather than marketing efforts in the sixth of seven "Advertising in Action" presentations at the ACA convention yesterday.

Lyle B. Blair, advertising manager for the Case-Food and Toilet Goods division of Procter & Gamble of Canada, said introduction of the toothpaste to the public in a believable, convincing way was a long bumpy road.

By early 1955 the product P & G had in the works had been subjected to three large-scale clinical tests aimed at proving out a stannous fluoride formula developed by Dr. Joseph C. Muhler at the University of Indiana, but it still hadn't been launched at the public.

Muhler had discovered that sodium fluoride tried in toothpastes combined chemically with the basic mix in the tube, instead of holding off long enough to combine with tooth enamel after brushing. In a major breakthrough, Muhler learned stannous fluoride could be encouraged to wait until it was applied to the teeth.

But in 1956, when Crest expanded into national distribution in the U.S., "the consumer had been saturated with cavity reduction claims made by a wide variety of toothpaste brands," Blair said.

The question of how consumers were to judge whether Crest did in fact reduce cavities while other brands did not became the Crest advertising problem.

Blair said, "Strong-sounding promises for the consumer to ponder came from other quarters," and cited Ammident's "magical new fluoride toothpaste that prevents cavities," and Colgate Brisk's "toothpaste containing the only fluoride proved in ten years of clinical tests."

The best Crest could do under prevailing conditions was reach number three position in the U.S., Blair said.

It took hard-won endorsement by the American Dental Association (ADA) to boost sales leadership, a position the dentifrice hasn't abandoned to date, in Blair's estimation.

Three new Crest clinical studies had to be carried out from 1958 through mid-1960 to form the basis of the presentation that secured ADA's official recognition, he said.

"This signalled a change in Crest's advertising copy and a major change in the structure of the toothpaste market," he added. Crest took off for top place with American toothpaste users.

And shortly thereafter, Crest came to Canada.

"You'd think this would be a marketing man's dream situation," Blair said. "You have irrefutable clinical evidence that the product will do the job it claims, and you have a recognized, highly respected dental authority publicly endorsing the product's efficacy."

"With these credentials the marketing job should be relatively simple," he explained.

But there was a hitch. The ADA would not allow Crest to use the association's statement of recognition in Canadian advertising.

"This was a significant drawback," Blair said, "but despite the problem, Crest is firmly established as the number one dentifrice in Canada, with a market share closely comparable to its U. S. market share."

Blair went into some detail on what he called a very important facet of the Crest story — the campaign beamed at the dental profession.

He described the highlights of the program as: (1) a professional dental health kit designed to cover the elements of good oral hygiene, and available to dentists at modest cost; (2) free patient pamphlets; (3) supplementary stannous fluoride kits for direct application to dental patients suffering from "rampant caries," as Blair called it; (4) a magazine titled *Dental Practise* published by Procter & Gamble; and (5) print, radio and television material geared to Dental Health Week and available for distribution to dental associations.

CARF may want fulltime staff BBM reports smooth sailing

THE SECOND ANNUAL THOUSAND-dollar MacLaren Advertising Research Award went to Sheldon Meslin, a 1964 bachelor of science graduate from the University of Toronto, as the highlight of yesterday's annual reports by two committees associated with ACA. Meslin won for a paper titled "A Mathematical Model for Determining Advertising Appropriations".

J. N. Milne, chairman of the Canadian Advertising Research Foundation, presented the award on behalf of CARF, after announcing that the foundation was reaching the stage where "we don't know if we can continue as we are, using all voluntary help."

Milne said he was in process of assembling a list of suggestions as to the direction CARF might take, and would soon present the proposals to a directors' meeting. He implied that a move might be considered toward establishing a permanent CARF office with a paid staff.

Regarding 1964 operations, he said CARF ended the year in the black, "which is all one need ask of a non-profit organization." CARF assisted in nearly a dozen advertising research studies, he said.

The Bureau of Broadcast Measurement report, delivered by bureau director W.L. Heisey, said 1964 was the best year ever for BBM.

"Two extra diary surveys were introduced," he said, "bringing the total to four a year, and six telephone coincidental surveys were taken." The studies of BBM operations undertaken by Dr. Dale led to "a clean bill of health for the bureau by and large," Heisey said. He announced Dr. Dale's retention as counsel for BBM on several possible survey modifications to be implemented in 1965.

Primarily because BBM computerized, improved services were effected on a small overall budget increase, Heisey said. BBM's 1964 budget was slightly less than \$500,000, he explained.

Membership increased to 439, he said — 65 per cent broadcasters, 18 per cent advertisers.

"There's room for more advertisers," he noted. "Although they make up 18 per cent of membership, they pay in less than five per cent of BBM's total revenue."

Heisey pointed out that a full report of BBM's activities would be delivered at the bureau's annual meeting May 18.

HARDY TELEVISION SELLS

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

HARDY MEN KNOW THEIR MARKETS

AD RIBS

by Mark Kley



ST. CATHARINES ONTARIO

SERVES THE NIAGARA PENINSULA WITH BETTER LISTENING

DELIVERS THE PROSPEROUS HUB CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:
Paul Mulvihill & Co. Ltd.
Toronto - Montreal

RADIO 610

WELCOME

*CFTO-TV Channel 9 Toronto
welcomes The Association
of Canadian Advertisers to
Toronto and extends best
wishes to all attending the
1965 Convention.*

*Congratulations to all
members on the occasion
of the Golden Anniversary
of A.C.A.*

*We look forward to meeting
you during the convention
when you visit our hospitality
suite at the Royal York Hotel.*

