

THE CANADIAN

# roadcastcaster

MAY 9, 1968



Meet ACA's 1968 President!  
J.W. (Jim) Baldwin  
Market Development Manager  
Imperial Tobacco Sales Co. of Canada Ltd.

# Study finds some ads almost lost in space

Television stations may be pressed to change their rate structure for grouped commercials following a study by Baker Advertising Ltd.

The study, conducted with station CFPL in London, Ont., this summer, showed a marked falloff in viewer recall for the third commercial

pay for a first in the group or an isolated commercial," Cesare Ruscone, research manager at Baker, said.

This does not mean the end of grouped commercials, Dr. Ruscone said.

As a viewer, he preferred them. However, it does mean that agencies should pay less for third commercial

Canada Ltd. of Vancouver for the nine months ended Sept. 30 was \$7.1-million or 91 cents a combined common and Class A share, compared with \$9,129,000 or \$1.19 a year earlier.

Robert G. Rogers, president, said lower sales and profit resulted from continued curtailment of newsprint production and rising costs of materials and labor.

"Expanded newsprint capacity in the United States and Canada, coupled with lower import requirements in the United States, forced cur-

# Is three a crowd

I guess we all agree that if commercials are bunched, we would prefer to have them in groups instead of a time because this means fewer interruptions. Now, the trade thinks so; bunched commercials are admitted the other day in the peculiar language of only a successful trend can find such a wide and

Ruscone is worried about the world of advertising that he has just completed a study



One at a time

But I think we can assume Ruscone's findings will form a basis for group-versus-isolated agencies and the sponsor. That bunching weakens commercials, a move back to the bad old days. But it all depends on the viewer. Let's return to Dr. Ruscone of the objections to groupings. "It is that the longer interruptions more time for people to get bored, in the dog out, to get so tired, these objections are not mine. For us, the long time of efficiency (especially for those who think he has to be efficient).

Leave the room for various reasons, to so without risking a high price before the commercial commercials make this possible, are eminently in the way

## Media/scope

750 THIRD AVENUE, NEW YORK, NEW YORK 10017

An SRDS Publication

Area Code 212 TN 7-0300

February 16, 1968

Baker Advertising Limited  
20 Toronto Street  
Toronto 1, Canada

Attention: Dr. C. G. Ruscone, Research Director

Dear Dr. Ruscone:

We are happy to inform you that the judges for the Media Research classification of the Annual Media Awards have awarded Baker Advertising a Certificate of Merit for your study of the effect of clustering television commercials.

It is especially gratifying to me that one of the Annual Media Awards is given to a Canadian advertising agency.

Congratulations upon this achievement.

Sincerely,

*Carroll Swan*

(Carroll J. Swan  
Editor, Media/scope)

## Baker survey shows 'clustered' commercials not as effective

Television commercials DO decrease in effectiveness when "clustered" to cut down interruptions, according to a survey carried out by a Canadian advertising agency.

A number of stations have adopted the clustering technique to help eliminate viewer resentment against commercials. But how does clustering affect the ads?

Dr. Cesare G. Ruscone, research manager of Baker Advertising, Toronto, sought the answer in a 2-week survey which, he says, is the first of its kind ever made in Canada. This week he gave his findings to the Broadcast Research Council.

"It is rather unfortunate that the reaction to group commercials has not been taken and put into effect about any serious attempt being made to measure beforehand how it would affect the efficiency of advertising," Dr. Ruscone told the council.

Doubts started arising only when the new trend went into effect.

Dr. Ruscone said he carried out his survey with CFPL-TV, London, Ont., in June and August because the station had not yet started the clustering technique, which allowed for a first reading to be taken. It had been willing to come and switch to the technique for a period long enough to take measurements to be taken.

It was decided that day-after-recall would be measured. Nine commercials were selected — and nine advertising agencies co-operated in order to rotate the commercials according to requirements.

After six weeks three commercials were studied in detail, being alternated in first, second and third positions during the groupings.

"As far as the summer audience situation is concerned, we contacted 2,652 people in the first wave, 2,519 in the second, 2,482 in the third and 2,566 in the fourth," said Dr. Ruscone.

"The percentage of people not watching television between 7 p.m. and 8 p.m. was 79.9% in the first wave, 80% in the second, 76.2% in the third and 72.3% in the fourth.

"The rating of the program chosen—'Lost in Space'—for four measured weeks was 5.9, 5.1, 6.1 and 5.6—surprising, isn't it."

Was this due to the fact that the episodes were re-runs, or that fewer people watched television in the summertime?

"I do not have the answer, but I certainly hope that somebody will continue from here and survey the summer audience, its habits and preferences," said Dr. Ruscone.

The average unaided recall for the nine commercials when shown in a group was 67.9 percent, compared with 62.9 percent for the same commercials when shown in an isolated position.

(See Survey, p. 38)

SKOKIE, ILL.

LOS ANGELES

(left) New York

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

TORONTO, Nov. 7—Canadian television stations will likely be pressed to consider changes in their rate structure for grouped commercials following publication of a study by Baker Advertising Ltd.

A number of Canadian agencies are already re-examining booking plans following the study, which shows a marked decline in viewer recall for the third commercial in a group.

Baker carried out a three-month study this summer with CFPL (tv), London, Ont. Four surveys were made of "Lost in Space" viewers in the 7-8 p.m. time slot.

The Baker study showed that for every 100 viewers who recalled, unaided, an isolated commercial, 69 recalled the first commercial in a grouping, 67.9 re-

of commercials dropped significantly over the three-month period. For every 100 viewers who could recall a commercial in the first survey, only 41.8 could recall the commercial in the final survey.

Mr. Ruscone said he was unable to give any explanation for the drop, but he did reject the idea of wear-out of the commercials. "It seems to have been proven a long time ago that advertising has a cumulative effect," he said.

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

The study was financed by Baker, with cooperation from CFPL-TV and nine advertising agencies using nine commercials

Quotes from:  
Marketing, October 27, 1967  
The Globe and Mail, October 28 & 30, 1967  
Advertising Age, November 13, 1967

MAY 9, 1968  
Volume 27  
Number 9

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Published twice monthly by  
R.G. LEWIS & CO. LTD.  
17 Queen St. E., Room 128  
Toronto 1, Ont.  
Telephone (416) 363-6111.

Lithographed by Northern Miner  
Press Ltd.

Circulation audited by **CCAB**

50¢ per copy  
Directory Issues \$2.00  
\$7.00 per year  
\$14.00 for three years

Authorized as second class  
mail by the Post Office Department,  
Ottawa and for payment of  
postage in cash.

**JAMES WILLIAM BALDWIN**, 40-year-old marketing co-ordinator for Imperial Tobacco Co. Ltd., Montreal, is the newly-elected president of the Association of Canadian Advertisers. He succeeds Allan E. Ross, advertising manager, The Goodyear Tire & Rubber Co. Ltd.

Baldwin has been in advertising and marketing for half of his 40 years. He received an arts degree from the University of Saskatchewan in 1948; took post-graduate work in industrial relations at Queen's University, Kingston, and was employed briefly with Canadian General Electric Co. Ltd. before joining Imperial Tobacco's advertising division in Montreal.

At Imperial, Baldwin was product manager and market development manager, before taking over his present responsibilities as marketing co-ordinator.

Married, he and his wife Norma, and four children, reside in suburban Beaconsfield, just outside Montreal.

His statements following his election indicate he is ready for front-line action for ACA. "Advertisers can't afford to hide their heads in sand and ignore criticism of this \$490 million industry," he said.

"We must meet criticism head on—and work with critics—to find equitable solutions. ACA is prepared to open the door to critics—invite them to meet us in direct discussions of any basic problems and work out solutions that are mutually acceptable.

"After all, the advertising business is no different from any other in Canada, when it comes to attracting attention from government and consumer groups," he added.

He announced that ACA plans to increase its services to industrial advertisers, many of whom are numbered among its 191 member companies. "An innovation will be a one-day industrial advertising conference in Toronto, October 24, the first

of its kind ever held in Canada. A similar conference will be held in Montreal, and both will be jointly sponsored by ACA and the Association of Industrial Advertisers."

**The new slate**

Other ACA officers and directors elected for the 1968-69 term are: executive vice-president, J.K. Davy, advertising and sales promotion, The Steel Company of Canada Limited, Hamilton; vice-president and treasurer, D.W. Kelly, vice-president, marketing, Quaker Oats Company of Canada Ltd., Peterborough; vice-presidents—Maurice Brizard, vice-president, marketing services, Catelli-Habitant Ltd., Montreal; A.Z. Pengelly, manager, corporate marketing and community services, Warner-Lambert Canada Ltd., Toronto; T.A. Yellowlees, manager, public relations, Canadian General Electric Company Ltd., Toronto.

B.E. Legate was re-named managing director and secretary for the eleventh year.

The following are directors: D. A. Brown, president and general manager, Helene Curtis Ltd., Montreal; Willard S. Bush, advertising department manager, Du Pont of Canada Ltd., Montreal; J.V. Dampsy, general advertising and sales promotion manager, Canada Packers Ltd., Toronto; John Foss, manager, marketing services, Canadian Cannery Ltd., Hamilton; Boulton A. Hall, vice-president, consumer products division, The Canada Starch Co. Ltd., Montreal; T. Ralph Hart, marketing services manager, Lever Brothers Ltd., Toronto; A. J. Hodges, vice-president, marketing services, Sterling Drug Ltd., Aurora; W. A. Irwin, advertising and sales promotion manager, Dominion Dairies Ltd., Toronto; L.L. Moore, manager, advertising and sales promotion, Nestlé (Canada) Ltd., Toronto; Daniel E. Presley, director of marketing, Avis Transport of Canada Ltd., Montreal; J.H. Rowland, vice-president, marketing, The Canadian Salt Company Ltd., Montreal.

**INDEX**

**FEATURES:**

**ACA Conference Report** ..... 8-21

**DEPARTMENTS:**

**SIGHT & SOUND** ..... 4  
**EDITORIAL** ..... 7  
**PEOPLE** ..... 26  
**OVER THE DESK** ..... 28  
**CLASSIFIED ADVERTISING** ..... 29

■■ **ROBERT AIKEN**, former general sales manager, CTV Network, has been appointed advertising and sales manager for the Canadian operation of the Consumer Communications Corporation (Canada) Ltd. The company publishes *Homemaker's Digest*, a women's magazine with the largest circulation in the world, 12,500,000 copies in four countries including 1,024,000 copies in Canada.

Aiken has some twenty years experience in the commercial radio and television broadcasting sales field.

■■ **CREATIVE DEPARTMENT CHANGES** at the Toronto office of J. Walter Thompson Co. Ltd. sees K. Digby Wright named a vice-president and Creative Director. He was formerly with MacLaren Advertising Co. Ltd., and Creative Director at Spitzer, Mills & Bates Ltd., both in Toronto, before joining JWT in October '67, to direct the reshaping and strengthening of the entire creative department.

Named Creative Group Heads in the new re-alignment of responsibilities at JWT are Robert (Bob) Byron, former Creative Director for Batten,

Barton, Durstine & Osborn Inc., Toronto; Sean Fitzpatrick, a former senior creative writer with JWT's New York office; and Peter Proudman, formerly Associate Creative Director with Spitzer, Mills & Bates Ltd., Toronto, who prior to that was Group Head and Art Supervisor with a major agency in London, England.

Promoted to Art Supervisors for JWT are Eric Johnson, a former Art Director, who has been with the agency since 1965, and has had extensive visual experience with a number of large agencies in both Canada and the U.K., and Graydon Elliott, also a former Art Director, who has been with JWT since 1958. He was formerly with Foster Advertising Ltd. and the McKim agency. He is executive v.p. of the Toronto Art Directors Club.

■■ **NEW APPOINTMENTS** to the Ottawa staff of the Canadian Radio-Television Commission include Franklin Delaney as assistant secretary, and Harold Corbett as chief of the Application and Licensing Bureau in the Secretariat.

Delaney, 28, born in the Magdalen Islands, Que., obtained his BA from Le Collège de Bathurst (N.B.), spent two years in the sales department of Chrysler of Canada Ltd. in Montreal, then resumed his studies and graduated from the Faculty of Law (Civil Law Section) University of Ottawa.

He is responsible for the procedure, agenda and organization of the Commission's public hearings, publication of reports on its decisions and policies, and the co-ordination of activities related to the processing of applications submitted to the CRTC.

Corbett, who was born in Smiths Falls, Ont. continued his courses in electronics after his discharge from active duty with the RCAF, where he served as Wireless Officer-Air on active duty overseas from 1942-45. He obtained a Certificate in Public Service Studies from Carleton University, after moving to Ottawa, where he joined the DOT in 1947. For the past three years, he has been supervisor of the Licensing and Application Group for broadcasting stations and CATV systems.

He now assumes similar duties with the CRTC.

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ANNOUNCEMENT

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## BEECHAM PRODUCTS LIMITED



JOHN E. C. WARREN



THOMAS W. ENGLEHART

Mr. J. Edward Rose, President of Beecham Products Limited, is pleased to announce the Executive appointments, effective April 1, 1968 of Mr. J. E. C. Warren as Vice-President, Marketing and Mr. T. W. Englehart as Vice-President, Production.

Mr. Warren has worked on various new product and brand marketing assignments with Beecham, both in the United States and Canada for the past nine years.

Mr. Englehart has worked for the past fourteen years with Beecham in packaging and plant production capacities in the United States, Mexico and Canada.

■■ **CHARLES S. CHAPLIN**, vice-president and Canadian television general manager, Warner Bros.-Seven Arts, Toronto, has been named to head up the Motion Picture Film Distributors section of the Canadian Cancer Society 1968 Fund Drive.

Chaplin was also recently installed as president of B'nai Brith, Empire Lodge, Toronto.

■■ **FRANK P. STALLEY**, who has been executive assistant to the vice-president and general manager, regional broadcasting, at CBC headquarters in Ottawa for the past four years, has been appointed director of radio for the B.C. region.

Stalley, 43, was born in Stratford, Ont., and joined the CBC as a staff announcer in Toronto, in 1954.

His Ottawa replacement will be 52-year-old, Toronto-born William Y. Martin, who joined the CBC in 1964.

■■ **LAWRENCE WOLF (CANADA) LTD.** has been appointed as Clairtone's new advertising and marketing communications agency, said D.W. Samuel, Clairtone V.P. for marketing. The account was formerly handled by Young & Rubicam.

Wolf (Canada) along with its U.S. affiliate, Lawrence Wolf Inc., Buffalo, will be responsible for all of Clair-

tone's Canadian and U.S. advertising and other marketing communications.

No specific budget figures were revealed but Samuel said the Wolf group was already at work on major new Canadian and U.S. campaigns "that should make 1968 Clairtone's biggest advertising and promotion year so far."

Richard Weinberg of Wolf's Toronto office is the Canadian account exec and Mary Wolf of the Buffalo branch is the U.S. counterpart. Carol Brooks of Wolf Ltd. is Canadian media director with Colleen Morgan-Fuller doing the job in the U.S. for Wolf Inc.

■ ■ WESTERN BROADCASTING CO. LTD., the Vancouver-based company headed by Frank Griffiths, reported a net income of just over one million dollars for the year ended March 31. This was half a million more than the previous year. This year's statement included non-recurring income of \$434,000 from the sale of shares in Standard Radio.

Western is seeking approval to increase its 16.6 per cent interest in B. C. Television Ltd., licensee of CHAN-TV Vancouver, and owner of CHEK-TV Victoria. Western also controls CKNW New Westminster and CJOB Winnipeg.

Griffiths also stated that Western expects to put an FM station into the New Westminster-Vancouver area later this year.

■ ■ GREATLAKES BROADCASTING will come under complete control of Maclean-Hunter Ltd., Toronto, provided approval is granted by the CRTC at the June 18 public hearing.

The publishing firm, a few months ago, in collaboration with Countryside Holdings, Toronto, each purchased 50 per cent of CFOR Orillia, from Greatlakes, and set up a new company, Orillia Broadcasting, also subject to CRTC approval.

The latest purchase involved 50 per cent of the common shares of Greatlakes previously held by D. G. Hildebrand, president, and Clair L. Chambers. Donald F. Hunter, who heads the M-H operation, will also be president of Greatlakes, succeeding Hildebrand who has spent 18 years in broadcasting.

When Commission approval is granted, Maclean-Hunter will be sole owner of CHYM Kitchener, CFCO Chatham, and part owner of CFOR Orillia. M-H also owns CKEY Toronto and CFCN AM-TV Calgary.

■ ■ DAVE HILL, a veteran Canadian broadcaster and long-time employee of Capital Broadcasting System in Victoria, B.C. died April 24 at the age of 56, following a lengthy illness.

Dave Hill was a member of the CAB Quarter Century Club. He worked with CJOR Vancouver and CFRN Edmonton before joining CKDA Victoria, in 1949. He served as manager from 1954-1959.

Prior to his death, he was sales manager with Golden Sound Music Service, a division of Capital Broadcasting. He also served as Press Gallery reporter for CKDA this year, in the British Columbia Legislature.

■ ■ A GROUP OF LAKEHEAD BROADCASTERS, headed by H. Fraser Dougall, president of CKPR AM-FM Port Arthur, Ont., CKDR Dryden, CFOB Fort Frances and CJRL Kenora, have bought CFRW AM-FM, owned and operated by Radio Winnipeg Limited. The sale is subject to approval by the CRTC.

Dougall is also president of the newly-acquired firm, succeeding J.O. Blick. John Murphy, who has been program director, CKPR, is representing the new management in the Winnipeg office.

■ ■ MIVILLE COUTURE, 52, well-known French-Canadian radio personality, died in Montreal April 24, following a brief illness.

Couture, who began as a comedy announcer in 1938 with CHRC Quebec City and CJBR Rimouski, joined the CBC in 1941 where he became one of the best-known French-Canadian radio comedy announcers.

He was heard on the CBC French network, where he conducted his own morning comedy program *Chez Miville*.

Couture, who spoke German and Italian, as well as English and French, was popular for his voice imitations of Hitler and Mussolini.

■ ■ MARVIN SCHARF, account executive with Goodis, Goldberg, Soren Ltd., Toronto, for the past year, has been appointed account supervisor, and will handle the Greb Shoes, Wolverine World Wide Inc. (U.S.), Fiat Motors, and Gestetner accounts.

Scharf began his advertising career with Ronalds-Reynolds & Co. in Toronto seven years ago, and remained with them five years, in media and contact work. He then spent a year as account executive with Muter, Culiner, Frankfurter & Gould, also in Toronto.

He is now completing his last year of the CAAP advertising course.

■ ■ BRADLEY-VALE ADVERTISING LTD., Toronto, has been appointed to handle the account of Citizens Finance Co. Ltd., with 24 loan offices throughout Ontario. The announcement was made by John F. Reed, advertising manager, State and Loan Finance Management Corp., Silver Springs, Maryland, the parent firm of Citizens.

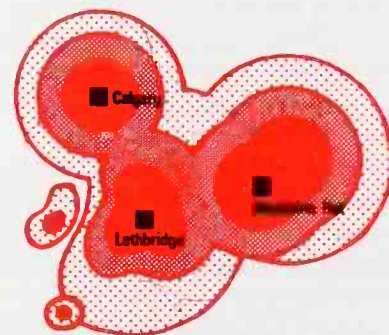
Budget and media are not yet finalized. Servicing the account for Bradley-Vale will be vice-president George P. Vale and Carl-Eric Noylander.

It was formerly handled by Vamplew Advertising, Toronto.



# Southern Alberta Television

now covers all  
of southern  
alberta



All-Canada Radio & Television Limited

TORONTO  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER



NEW YORK  
CHICAGO  
ATLANTA  
DALLAS  
HOLLYWOOD

SAN FRANCISCO

# At NTV Marketing, we've just celebrated our first conventions.



THESE WERE SOME NTV MARKETING CIGARS.



THESE WERE SOME NTV MARKETING CIGAR SMOKERS SMOKING.

You probably saw a lot of familiar faces wearing the NTV name tag at our first ACA and CAB conventions this year.

And if you talked to any of those familiar faces, you found out all about our other firsts. The Orbit Plan. Prime Time Equivalents. Superspots. A realistic rate for 30-second spots. Even Seconds. Television messages that can be bought at a per second rate.

You found out what an NTV Marketing man did. How he worked with you. And you also found out that at NTV Marketing, we're not the kind of people to waste time. Especially yours.

Thank you for helping us celebrate our first convention. And look for those old familiar faces you saw this year again next year. They'll be back celebrating some more firsts.

NTV Marketing

## We never stop starting things.



The people who market CHCH-TV  
Toronto/Hamilton and CHLT-TV, Sherbrooke.

# Advertising has to tell its story over and over and over again

There is probably no more complex business in the world than the advertising business.

Routine business problems exist aplenty, but these are common to all businesses, especially in these changing times.

But there are other matters to confound the issue, abstract things like government interference, extremely vocal critics. Fortunately, the industry is at last taking cognizance of these through the Canadian Advertising Advisory Board, whose activities were top matters for discussion at the ACA Convention.

CAAB President Allan Yeates, his executive vice-president, Bob Oliver, with their fellow-officers and committeemen, are struggling manfully with the myriads of problems and the industry is extremely fortunate to have their services, which it should be backing up with all its might.

It is vitally necessary to establish a far better liaison and rapport between the advertisers and the media.

It is necessary to enforce a stiff code of business practice in order to remove once and for all those few who contaminate the whole industry by their own malpractices.

It is necessary to resist and correct the misimpressions of advertising with which the public mind has been stealthily infected.

Restrictive acts of government have to be coped with. Super-taxation, in the name of public welfare, adds to the price of consumer products and a continuing campaign is afoot to blame advertising for this situation.

Trite words these! They have been written and spoken so often. But let us examine them a little further.

Is the general public aware that, if it is to continue to enjoy its high standards of living, the wheels of industry must be kept rolling, if only to keep Canadians employed and able to buy the products they are making?

Do Canadians understand that manufacturing products only partially solves the problem, because products have to be sold if they are to be turned into money to be used for wages and materials and so kept in circulation for the common good?

Do people realize that goods cannot be sold unless they are made available to buyers, which means they have to be distributed across our half continent, and placed on display, in order to invite people to buy them—again, for the further circulation of money?

It is a circuitous route, but the ultimate goal for a consumer product must be the consumer's own hands, and getting it there is the very essential role played by advertising.

Advertising and only advertising is responsible for the wide acquisition and use of automobiles, frozen foods, radio and TV sets, whiter detergents, garden fertilizers, breakfast foods, electric appliances and laxatives.

Even such everyday products as soap are used more by more people because of advertising. While they are intended to encourage use of a certain specific brand, in actual fact the constant stream of soap commercials actually fosters washing, whatever the brand!

The current tendency of government to assume more and

more the role of provider has destroyed personal initiative, because it gives people the idea they don't have to provide for their own unemployment or sickness or old age, because the government will take care of them. They are probably under the impression that the same government will take care of the growth of the gross national product, to maintain their living standards!

Such an efficient job of public brainwashing has been done over the past two or three decades that people actually believe this entity they call "government" will dip down in its pockets and give them the necessities they need, when they are out of work, furnish medical advice and hospitalization when they are ill and an income when they are too old to earn.

Ridiculous though it may sound, it is not generally realized that the government is not a thing apart, but is actually themselves, and that all the "benefits" bestowed on them in the name of gifts are not gifts at all but have to be paid for by themselves.

Accustomed to having more and more of their needs provided, and not realizing that at least half the cost of the "free" benefits provided, is paid for by employers through their compulsory share, people complain at the cost of the things they buy, and often blame advertising which, they are told, adds to the prices.

Has advertising used its own facilities and resources to make it known that advertising increases sales, that increased sales increase production, and that increased production and sales increases employment and lowers rather than increases the cost of products?

Most housewives know how the supermarket offers them two 35 cent cans of something for 65 cents instead of 70 cents. But has anyone ever taken time out to explain why this is?

We are living under two sets of circumstances, and they are highly contradictory.

Step by step, governments, whatever their persuasion, have kept themselves in power by bestowing on their electors all the forms of free welfare we are supposed to be enjoying today. People have forgotten that payment for these things comes right out of their own pockets.

At the same time, prices on everything have soared on the consumer market due almost entirely to ever-increasing taxes and other devices government uses to absorb the cost of the welfare.

Readers of this paper are fully aware of these facts. But this is not the case with a large part of the public. Why don't we tell them?

As human beings there is not one of us who does not believe in and would not sacrifice himself for the welfare of his fellow man. History may well record this day's sudden awareness of the humanities alongside the chronicles of all the technological developments. But there is reason in all things.

The welfare philosophy is here and it is here to stay. But it needs to be tempered with ampler information. It also needs the application of a sense of economics, lest it defeat its own purpose, by destroying the goose which lays the golden egg for it—Business.



# conference report: Pages 8-21

## Gold Medal Award Luncheon

# Canada's bilingual experience opens the door to international trade

"ONE OF THE BEST REASONS for our taking international trade seriously is that it can help us overcome one of the greatest obstacles that we face in this country today—the relatively small size of the domestic market."

Speaking at the ACA Gold Medal Lunch, April 29, Donald B. McCaskill, president, Warner-Lambert Canada Limited, Toronto, a past president of ACA, who also serves as vice-president, Warner-Lambert International, Commonwealth/Africa/Asia region, said: "Companies that direct all of their efforts towards the domestic market are compelled to sacrifice specialization to a proliferation of products. Whereas the U.S. produces a product by the ton, we produce by the tin. But we *could* specialize and produce by the *ton* if we could expand our world markets."

Under the title of *Business needs Bilingualism—Plus*, McCaskill outlined some of the changes that are taking place on the international marketing scene today. He said he thought "Canadian companies were in a better position than most to take advantage of the opportunities that exist for global expansion."

The McCaskill thesis, he said, was that Canadians are better equipped than most nationals, including those of the United States, to play an important role in foreign markets.

First, nobody hates us...It is quite clear that Canadians are better

accepted than the Americans in many foreign countries. We are smaller, less powerful than our neighbors, we constitute less of a threat than does the American businessman, who often has to take the blame for the resistance to investment by American industry that is growing abroad.

"Whatever the reasons, it is a little easier for the foreign businessman to see himself as an equal of the Canadian businessman and this feeling of empathy is very important."

Secondly, he believed that "the reverse is also true—that it is easier for Canadians to identify themselves with other nationals. While we are completely enmeshed in the American way of life—and happily so—we are *with* them rather than *of* them. Our geographic propinquity gives us independence and, at the same time, allows us to give American enterprise a valuable third-party endorsement.

"Thirdly, our marketing resources in Canada are pretty similar in scale to those in other countries. Volumes usually run between five and fifteen per cent of similar brands in the States. We have to do a big-budget job with fewer dollars. We have to be more resourceful. We have to rely less on expensive research, more on judgment, and we're probably better for it. We have to work a little harder.

"My last reason," he said, "is part theoretical; yet it is the strongest: "Canadian managers and marketers

*should* be familiar with the problems of overcoming language and cultural barriers because they meet the same kind of problems here every day. I say 'should' because I wonder how many of us really are.

"How many Toronto marketers really understand the French-Canadian milieu? How many of us merely pay lip service to the French market? Too many."

### Canadian marketing reflects the global picture

McCaskill stressed that "those who have applied themselves to the complexities of the total Canadian market have a tremendous lot going for them. Those who can operate efficiently in both parts of Canada are in a unique position to understand the problems of global marketing. If you can chart a clear course through the complexities of the Canadian domestic market, you are in a good position to apply your expertise to the bigger global picture."

He said: "Whether we like it or not—and most forward-looking companies *do* like it—international trade is a marketing imperative. It cannot be denied. The world will not accept a static economy. And, if we don't grasp the opportunities fast, someone else will.

"I believe the key to the door opening onto international trade is there for us to ponder. It is that—just



# lionel



offers a snappy salute  
from  
"Moncton in the Maritimes"  
to the C.A.B.  
in their Convention

Did somebody say "Who's Lionel?"  
I'm shocked! Lionel has been the  
symbol of CKCW ever since 1942 —  
that's 26 years ago, too — first with  
Radio, then with Television as well.  
Listeners in 4 Provinces **DEPEND**  
on their Lionel Stations, **LISTEN**  
to them regularly, and then **BUY**  
what they hear advertised. That  
keeps Lionel's listening area  
**"A MARKET TO BE RECKONED WITH"**  
**"A MARKET TO BE RECKONED WITH"**  
**"A MARKET TO BE RECKONED WITH"**  
**(Or did you hear us the first time?)**

## Serving Four Provinces

Through Radio and/or Television

CKCW-Radio  
Moncton, N.B.  
(opened in 1934)

CKAM-TV  
Newcastle, N.B.

CKCD-TV  
Campbellton, N.B.

CKGW-TV2  
Percé, P.Q.

CKCW-TV  
Moncton, N.B.

CKAM-TV1  
North Shore

CFGW-TV1  
Gaspé South, N.B.

CKMV-TV1  
Murdochville, P.Q.

## RADIO-lionel-TELEVISION

Moncton, N.B.

REPRESENTED BY PAUL MULVIHILL AND A.J. MESSNER IN CANADA  
CANADIAN STANDARD BROADCAST SALES IN U.S.A.

as bilingualism isn't enough in itself to succeed in the Canadian market—learning a lot of languages isn't enough to assure success in the international field...If we are to succeed in selling abroad, we must learn another kind of language—the marketing language of the particular countries we are dealing with. And that takes in the cultural, nationalistic and motivational differences that are far more formidable than the geographic or linguistic boundaries.

"We must, in brief, apply the lessons that we have learned in our complex domestic marketing situation to the rest of the world. And that is that bilingualism is not enough—we need bilingualism-plus."

### U.S.-Canadian communication symbolizes internationalism

"Today," he said, "sparked by a revolution in transportation and communications, we are seeing an extension of this mobility in ideas, products and people, to many countries of the world. Seventy-five million Europeans now travel outside their own countries every year.

"The introduction of jet travel—and we shall soon have supersonic travel—and international television via communications satellites are eroding the old national boundaries. And as national boundaries become obsolete, so is the concept of purely 'national' products. 'National' products and 'national' markets are fast becoming

anachronisms in the real world of today. I would like to suggest that we really have only one market in today's world—and that is the international market."

### Local culture and tradition influences marketing abroad

"Never before in our history has there existed such pressures towards international trade."

He pointed out the differences at work in the international sphere in the marketing of a product, where one must take into account variations in local culture and tradition, "just as we do every day of the week with the Quebec market."

Noting the nationalist differences—in food preferences for example—that exist in Europe, he said "national variations will probably always exist."

Taking Warner-Lambert as an example, for one of their own wide range of products, he said: "We sell almost as many Chiclets in Canada as we do in the U.S., despite the ten to one population ratio. This is mainly because of the French Canadians' preference for the product.

"And we all know about the regional differences that exist between French and English Canada to plague our own marketing men. The French Canadian, for example, drinks far more soft drinks than his English-speaking counterpart, but can't be persuaded to eat the wheat cereals that go so well in English Canada.

"And it's not just a question of language barrier," McCaskill added. "The Montreal brewery that introduced a beer bearing a French brand name discovered that the product bombed because the French Canadian drinker has come to associate good beer with English or Germanic-sounding brand names."

On the international scene—"although Corn Flakes becomes 'Flickr Flakk' in Norway, and 'Snap, Crackle, Pop' becomes 'Knisper, Knasper, Knusper' in Germany, it is essentially the same product that helps Kellogg achieve 30 per cent of its total sales volume in more than 100 foreign countries. In Quebec, instant coffee becomes 'café poudré' or 'café prêt à servir', but the marketing rationale remains the same."

### Urgent need for revised outlook

His point was: "The company that has a thorough understanding of the marketing complexities that exist on its home ground is in a strong position to enter the international market. Because 'going international' means an *extension* of activity rather than a change of function.

"If I have learned one thing from my present job it is that there is an urgent need for a complete revision of our outlook here in Canada to the whole question of international trade.

"Most important of all, we must stop talking about 'domestic' markets and 'overseas markets' as if they

were distinct and separate entities. Clearly, what is needed is a complete reappraisal of a company's corporate functions in the light of today's global market."

Tracing the development of overseas markets, McCaskill said that "traditionally, these overseas operations were organized on what one might call the wheel principle. The parent company served as the hub of the wheel and the subsidiaries were organized on the perimeter, with the spokes being supplied by occasional visits by head office people to the overseas branches." This left the local company "very much to its own devices and, while it received policy direction from head office, it invariably assumed all local marketing responsibilities," since many of these overseas subsidiaries were founded before the coming of air travel, and even in some cases, before the development of overseas voice communications.

### Jet travel and satellites are here to stay

"The trouble today," he said, "is that many companies are still operating their overseas subsidiaries as if the jet airplane and the communications satellite had never been invented. They are still operating on the wheel theory."

McCaskill pointed out that "now a number of companies—and Warner-Lambert is one of them—happen to believe that this kind of corporate thinking, reflecting a pre-jet type of approach to global marketing is outdated. We believe that the wheel theory is obsolete.

"To be successful in today's international marketing calls for more than exporting to a subsidiary company that assumes all local marketing responsibility. This kind of policy denies the parent company the opportunity of exercising what is often its strongest card—its own specialized marketing know-how. Limited overseas operations of this kind are not only inefficient but they stand in constant jeopardy from enlightened and emerging foreign competition.

He said a "reappraisal of a company's corporate functions" must be made, and "a company must consolidate its foreign operations into its own corporate structure so that overseas markets receive the same intensive marketing and sales efforts as its domestic markets, and equally important, so that its domestic operations can benefit from the specialized knowledge possessed by its subsidiaries. It must become international in every sense of the word. International marketing management is not only desirable—it is absolutely essential."

He summed up by saying that "Canadians are better able to cope with the unknowns and uncertainty of overseas trade because they have been conditioned to similar problems here at home."

## CJBQ RADIO

LIVELY  
ACTIVE  
COMMUNITY  
RADIO

CJBQ HAS RECEIVED 27 AWARDS  
AND CITATIONS FROM  
NATIONAL, REGIONAL AND  
LOCAL ORGANIZATIONS.

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

ask Major Market Broadcasters

## Gold Medal Award

# Advertising's highest honor to Professor Hal Poole

DR. W. HAROLD (HAL) POOLE was significantly honored April 29, when the former advertising agency executive, who today heads the executive development program in the Faculty of Business at Queen's University, Kingston, was named winner of the 1968 ACA Gold Medal Award.

Dr. Poole, who has been closely associated with the advertising industry for the past 25 years, was presented with the Canadian advertising world's highest honor during the opening luncheon of the 53rd annual ACA convention in the Canadian Room of the Royal York Hotel.

The citation, accompanying the Gold Medal Award, read by ACA's outgoing president Allan E. Ross, describes Poole as "a most influential person in the development of new techniques in media research", and praises him as a "leading contributor in building the foundation for the important role played by advertising and marketing research in today's business decisions."

A native of Montague, P.E.I., Poole obtained his B.A. and M.A. at the University of Alberta, where he later taught economics, marketing and marketing research, continuing in the same field at Sir George Williams College, Montreal, University of Manitoba, and Queen's University.

In 1943, he left the academic world to become manager of the research department of Cockfield, Brown & Co.

Ltd. Two years later he moved over to Young & Rubicam, to organize and become supervisor of their research department, remaining with them until 1947, when he became professor of commerce at Queen's, for three years.

He returned to Y & R in 1950, and in 1953 was appointed vice-president and general manager of the Toronto and Montreal offices. From 1955 to 1957 he was vice-president and managing director of Gruneau Research Limited, and from 1958 to 1966, vice-president of personnel and planning for Y & R.

On September 1, 1966 he took over his present post at Queen's.

Over the years, Hal Poole has been a member, director and chairman of the Canadian Advertising Research Foundation, a founder and past president of the Professional Marketing Research Society, and extremely active with the AMA in both Toronto and Montreal, where he helped organize the local Chapter. He has served on every AMA committee, and currently is a national director. He has been a director of BBM Bureau of Measurement and played an important part in the development of the rating services used today.

He set up and is course director for the extension course in market research at the University of Waterloo, and is a lecturer in marketing at the Banff School of Business.

## Vickers & Benson agency wins two of seven awards from 770 entries

SEVEN ADVERTISING CAMPAIGNS out of 770 entries, were selected as the best of Canadian advertising in 1967, in *Marketing's* annual exhibit awards presented April 29, at the ACA convention. The presentation was co-ordinated by Ted Earl, editor of the magazine.

Of the seven, two were picked for a Special Award of Excellence instituted this year by *Marketing's* panel of 55 judges: Construction Safety Association (Vickers & Benson, agency) and Canadian International Paper (Ogilvy & Mather, agency).

Vickers & Benson Ltd. carried off the most honors for advertising agencies with six awards—two "outstanding", one "notable" and three "honorable mentions".

Following closely was Goodis, Goldberg, Soren Ltd. with five—two "outstanding", one "notable", two "honorable mentions".

Others in the "outstanding" cate-

gory: Carling Breweries, Red Cap Ale (Vickers & Benson); Domtar Construction-Pyro-Kure (Goodis, Goldberg, Soren); Speedy Muffler King (Goodis, Goldberg, Soren); Toronto Daily Star (MacLaren); B. C. Tree Fruits-B. C. Cherries (Ronalds-Reynolds).

Selected as "notable" 1967 campaigns were: Lepage's Glue (Vickers & Benson); G. Tamlyn (Goodis, Goldberg, Soren); Canadian Mental Health Association, Imperial Oil-Atlas Tires, and H. J. Heinz (MacLaren); Campbell Soup (Ogilvy & Mather); Colorvision Rentals, Philips Appliances-Pocket Memo, 50 Prince Arthur (McCann-Erickson); Expo 67-U.S. advertising (Cockfield, Brown); Canadian Government Travel Bureau—Atlantic Provinces (Stanfield, Johnson & Hill); Lever Bros.-Sunlight Liquid (Needham, Harper & Steers).

In addition to the seven outstanding and 12 notable campaigns, there were 47 honorable mentions.

you can't  
beat the  
effectiveness  
of spot  
television

No matter what the  
product, you can be

sure of effective  
results when you buy  
spot television.

Spot participation in  
top rated shows

delivers maximum  
audience coverage at a  
good efficiency that

makes the difference  
in the success of  
a campaign.

Remember, when you've  
got a product to sell,

we have the "sure-sell"

stations . . . and we are

ready, willing and able

to help you launch it.



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

# Flexibility is the keynote in Seven-Up's radio-cum-poster campaign

RADIO'S ROLE as the "most appropriate vehicle" to provide the keynote of a new advertising strategy for Dominion Seven-Up Co. Ltd. was outlined to the ACA convention by C.A. Andrew, the company's advertising manager.

Speaking during the *Advertising in Action* session of dramatized case histories, Andrew said that, after much consideration of the various marketing factors involved, they had realized that "the key word in our media strategy must be *flexibility*."

"In order to capitalize on every possible opportunity to gain sales, we decided to develop three separate advertising campaigns to reach distinct audiences," he said.

"The most important of these was thought to be the youth segment of the population... the heaviest users of the product category, and also the group with the lowest Seven-Up market share.

Next in importance was the housewife — the family purchasing agent. The third key target audience was the adult male segment, "who have a strong influence on the drinking habits in the home."

He said the question asked was "what mass medium could provide the degree of flexibility required to do this varied job? In our opinion, the most appropriate vehicle was radio.

"By using radio as our number one medium, we were able to vary our weight regionally to meet individual market conditions, and we could match our efforts by season to potential demand.

"By judicious station selection within a given market, we could delineate audiences, and, by selection of specific time periods and days of the week, further define our audience.

"And, with radio, we could achieve the extra heavy frequency of messages we believed necessary to reach our objectives."

Andrew emphasized they felt this primary campaign... should be supplemented by a second medium of visual nature. "To do this," he said, we employed a full 24-sheet poster showing in every major Canadian market for six months of the year. Posters, we felt, could give us a presence in the community, and exposure to the full spectrum of the soft drink consuming public.

"In addition to these two media

providing full national coverage, we had certain special territories where television was employed to complete the program, and take advantage of special market situations."

He used an audio-visual presentation to illustrate his points, how the type of message was selected, and use of an all-embracing theme "but with a varying execution and separate copy platform to reach each of the three target audiences."

He said Seven-Up "decided that a low key soft-sell approach might be more acceptable, and allow us to stand out from the mass of heavy pressure type of commercials that the public was being bombarded with. Thus our central connecting theme evolved as the simple direct question: *Are you missing out on Something Great?*"

"Considering that our major medium was to be radio," he continued, "a musical background was developed with what we believed a high degree of empathy with the youth market... and following this strategy to its logical conclusion, we varied our spokesman in the three campaigns as well as our copy and musical arrange-

ments."

Andrew said: "It has been our policy to produce a somewhat greater pool of material than many national advertisers feel is necessary. We believe that in constantly changing our copy and execution we can obtain maximum listener attention and interest in our commercials. We have therefore, produced for the English market, over 120 radio commercials during the past two years."

Evaluating the campaign, Andrew noted that in the first year Seven-Up sales in Canada showed an increase three times as great as the average increase over the previous five years."

He added that "if you use awards as a yardstick, our radio campaigns received three major awards in last year's *Radio Commercials Festival*, as well as a notable mention in the *Marketing Awards*."

Andrews paid tribute to Vickers & Benson Ltd., Seven-Up's advertising agency, on whom "we have relied for the past 30 years, for the marketing counsel and what we consider to have been the highest quality of advertising material."

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## Natural sincerity beats super-professionalism

HOW AN OBSCURE PRODUCT, known only to families of U.S. servicemen, increased its sales in two years, with TV advertising, from \$1.6 million in 1966 to \$11.3 million in 1967 was the *Formula 409* story told to the ACA Conference by Howard Markoff, executive vice-president of the Wilson Harrell Agency.

Because the company is in the military marketing business, they decided to introduce the product, a revolutionary household cleanser, in this area, where Harrell's enjoy a very intimate knowledge.

"Military marketing is our specialty," he said, "and this was relatively easy for us to do. What really surprised us though was the secondary market the military induced."

Back in civilian life, people could not find the product in their stores. They wrote letters:

"OK, I've looked in 14 supermarkets, and I can't find my 409, so won't you please send a case."

Or "Enclosed is a blank cheque, and you fill it in for whatever a case or two of the product would cost."

### Rank amateurs but highly successful

Passing through Hawaii, the company's president, Wilson Harrell, met a man with a medium size agency.

His pitch captivated Harrell. It went like this:

"I am very familiar with *Formula 409*. I want to tell you I can give you 100 per cent distribution in Hawaii. Don't ask how I am going to do it. I am not even sure I know yet, but I know I can do it. Give me enough money so that I can work, but don't

(continued on page 15)



**JACK DENNETT**



**BETTY KENNEDY**



**BOB HESKETH**



**WALLY CROUTER**

# the **CFRB** secret



**GORDON SINCLAIR**



**BILL DEEGAN**



**BILL McVEAN**

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

# CFRB 1010

**ONTARIO'S FAMILY STATION**

# TV advertising helps Ski-Doo outrun international competition

THE SUCCESS OF SKI-DOO since 1964 was attributed to market research by John W. Hethrington, marketing manager, Bombardier Ltd., Valcourt, Que., who told the ACA convention that "advertising has been one of the basic tools by which we have almost doubled our sales each year."

The sales success of the amazing Bombardier-developed snowmobile was graphically told in *The Ski-Doo Story*, as Hethrington traced the growth of the company from a one-man operation in a make-shift shop, to three huge plants employing over 2,200 people, where the physical facilities have expanded each year "until we have more floor space than the GM plant at Ste. Thérèse.

"And with average daily production from our automated assembly lines at 850 Ski-Doo's a day, we turn out a lot more product than they do," he added.

Hethrington said "there are only a very few really unique consumer products, besides maple syrup, that have been developed in Quebec, or in Canada for that matter. There are even fewer Canadian products that have created entirely new industries.

"But the snowmobile is a Canadian invention, and the North American snowmobile industry sold over \$250,000,000 worth of products last season.

"Also, it is probably safe to say that this is the only Canadian industry that is still dominated by Canadian manufacturers, with well over half of the North American market in the United States."

Hethrington pointed out that "close to 70 per cent of the 200,000 snowmobiles produced in the world last year came from Canadian companies. And, this product invented and produced by J. A. Bombardier, has created an entirely new way of life during the winter months for the North American snowbelt."

### Sales have soared

"Industry sales have doubled each year since 1960, with Bombardier maintaining its 50 per cent share-of-market in Canada and the U.S. against as many as 42 competitive manufacturers."

He said from 1959, when 225 Ski-Doo's were sold, to 5,231 units three years later, "the market grew naturally and spread out from Quebec until in 1963-64 a total of 8,244 Ski-Doo's were sold.

"In those early years, l'Auto-Neige Bombardier (as the Ski-Doo was originally called) was an engineering and production oriented company with little knowledge of marketing. You can see that, as from 1964 sales took off and reached over 70,000 this past season."

Bombardier's sons, whose average age was 27, inherited the business following the untimely death of their father at the age of 52 in 1964. They injected the spirit of youth into the firm, and lit the fuse for Ski-Doo's skyrocketing success which followed.

They decided to expand their production facilities and to begin

promotion of their product, "to introduce it all across the North American snow belt, and push the sales everywhere at once," Hethrington said.

There were many factors requiring much study and demanding consultation as the young businessmen swung into action. "With their non-marketing background, how were the various elements in the marketing mix to contribute to the growth and success of Ski-Doo? What changes were to take place in distribution? How would market research be used? Would the company come out of its shell and seek publicity? And should they spend money on advertising?"

### New marketing approach

"In the past four years," Hethrington said, "our company has changed its direction and approach to marketing until today it is one of the most vital factors in our success."

Deciding to build their own dealer organization, "because of the speed at which we wanted to reach this goal and the difficulties of recruiting either a nationwide sales or branch office personnel, we chose the 2-step distributor system," he said.

The Bombardier firm's dealers in 1964 included "the widest possible choice"...a lot of marine dealers, many chainsaw dealers, some garages, a few power equipment dealers, three ranchers, two undertakers, and a septic tank cleaner! From this group, the list grew until today they have over 2,000 dealers, coast to coast.

*(continued on page 30)*

## GROUP ONE ATLANTIC

### BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYDNEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	11	24,713,000	13

## GROUP ONE RADIO LIMITED

MONTREAL      TORONTO      WINNIPEG      VANCOUVER  
 932-8357      923-0919      942-1892      682-6391

## Natural sincerity ....

(continued from page 12)

give me so much that you'll get hurt if I fall on my face or abscond."

"Wilson admired the way he talked," Markoff said, "took a liking to him and gave him \$5,000 with instructions never to call us. We would call him — maybe."

The speaker told how he hired a little Japanese girl and an Hawaiian boy, neither of whom had ever been on television.

"He gave them a chance to stand up with the product in their hands and talk about it," he said.

"I think he filmed it in his own playroom.

"He went ahead and put those kids on the air, buying time at four o'clock in the morning, three o'clock in the morning, \$2.00 a spot, whatever he could get his hands on."

Markoff told how some weeks later a package arrived in his office... films of the first commercial.

Gathering a number of friends, all vice-presidents of major agencies, they screened it one morning. And here is what they saw.

"Well here comes this little Japanese girl saying: 'you've got to buy my product,' and crying, visibly shaking like a leaf, like she was

being threatened. (She may have been!)

"I have never in my life seen a commercial produced in a more amateurish way..."

"The consensus was: get on the phone, call Hawaii, cancel everything and let's talk seriously about saving your neck."

"Scratch Hawaii, they said: there are 49 other states. Maybe about 35 years from now you can sneak back to the islands — if you change the name of the product."

Markoff told how they decided to delay the phone call until Monday and when Monday came around, they called.

"We found the sales figures were moving up," he said.

"You become a little reluctant to make a change of any kind when sales are moving up.

"We called again two days later and the sales figures were still climbing. Orders coming in every day.

"So we didn't make any change at all, and you can guess what happened. 100 per cent distribution in Hawaii and 409 virtually the number one selling cleaner of any kind in Honolulu."

**They forgot the gimmicky but remembered the product**

An analysis of this phenomenon disclosed a strange thing, Markoff said.

"When people shopped," he said, "they regarded 409 as 'something I heard so much about,' not 'that's what I saw in a commercial' or 'that's the cyclone and the hurricane and the thunderstorm,' or 'that's the four white knights on the four black horses' or 'the miracle glass floor that you look through.'"

"Somewhere, the shopper recalls, somebody she trusted or believed highly recommended this, but she was not sure who.

"It might have been her mother or her sister or friend who suggested it. It came recommended to her and she picked it up.

"With the look of the package," he said, "the color and the price which was high, and this believable honest-to-goodness delivery of our commercial message, everything added up to 'I think I'll try it.'"

## CBC producer moves to Fisheries Dept.

ROGER MONDOLINI, 48, a former CBC producer in Montreal and Ottawa, has been appointed chief of the French section, Federal Fisheries Department of Information and Consumer Service.

## IN SASKATCHEWAN'S 3rd MARKET

Prince Albert—the pulpmill city  
is still expanding

	1963	1967
POPULATION	25,000	28,400
RETAIL SALES	\$36,235,700	\$52,759,000
BUILDING PERMIT	3,479,948	16,136,422
PERSONAL INCOME	44,251,000	54,823,000

and  
still covered completely by:



Radio & Television

PRINCE ALBERT, SASKATCHEWAN

See your All-Canada man for details

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682-6391



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*(continued on page 30)*

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MONTREAL 932-8357      TORONTO 923-0919      WINNIPEG 942-1892      VANCOUVER 682-6391

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(continued from page 12)

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# Advertising awareness campaign is based on traditional tri-partite pattern

MOTIVATED BY A DESIRE to increase public awareness of advertising's community role and community contributions, ten years ago, the Association of Canadian Advertisers and what is now ICA, the advertising agency association, founded the Canadian Advertising Advisory Board.

"However," said Allan Yeates, CAAB president, and executive vice-president, Spitzer, Mills & Bates Ltd., in a report to the ACA convention on April 30, "every major project of the Board revealed the need for a close partnership with another major segment of the industry—the media—and so, last year, a new charter of incorporation was obtained.

"The Board now includes four representatives from ACA, four from ICA, and one from each national media organization, bringing together the resources and talents of the Canadian communications industry, insofar as advertising is concerned."

Yeates pointed out that the CAAB has also simplified and re-stated its objectives:

(1) To serve the common interests of the Canadian advertising industry by improving public awareness of the contribution of advertising to Canada's economic and social well-being;

(2) To develop, promote and encourage adherence to approved national advertising standards and practices, including the "Canadian Code of Advertising Standards."

"The Code, one of the early projects of CAAB, was first introduced in Canada in 1963, and has become the accepted standard for judging the acceptability of national advertising," he said.

The public is being made aware of the Code and the protection it affords them, through a new series of advertisements to be run by many of our newspapers and magazines across Canada, he said, and it also will be promoted vigorously by the broadcast media."

## More of a profit menace than a vigorous competitor

Yeates stressed that "as national advertisers with a large investment in product development and in related plant and equipment, and as companies that depend heavily on repeat sales, you are well aware of the need for honesty and integrity in advertising.

"So disappointed customers, or ones who feel they have been misled

by an advertisement or a price listing, are often more of a profit menace than a vigorous competitor.

"For a national advertiser in particular, confidence in the marketplace is a priceless asset. Customer goodwill remains the best advertising you can buy."

The CAAB has worked out procedures with the Better Business Bureaus which will continue to "take primary responsibility for handling complaints in the retail field, and we will continue to handle those related to national advertising," he said.

"We have been very pleased with the quick co-operation received from advertisers, agencies and media when complaints come in. For example, even though the Code advertisements have not been generally released, we have received nine complaints.

"Four dealt with false and misleading advertising, one with a price claim, two with exploitation of human misery, and two with bait-and-switch copy.

In the case of the "price claim", the agency agreed to a copy change; in the "exploitation of human misery", the advertisements were withdrawn at once, even though one was being run by a distribution house in England. Two of the "false and misleading" complaints were corrected, one remains outstanding; and in the other case, upon investigation, the advertising claims were found to be not misleading, but quite justified, Yeates reported.

"The copy was corrected on one bait-and-switch complaint, the other case is outstanding, but we are gradually getting down to the nitty-gritty on this one," he said.

## Led by the advertisers

"To deal with unresolved issues, we have established two Advertising Standards Councils—one English (which he chairs) and one French, under the chairmanship of Henri Joly, past president of the Canadian Manufacturers' Association. They will study all outstanding complaints and initiate appropriate action."

He told the ACA that "the real strength of CAAB in the implementation area lies in the involvement of all segments of the industry. On the evidence so far, it would appear that we can often move more quickly and at less cost to the community than a

## Four Thirds

In the good old Summertime sales jump by a full third in the RADIO TWO market.

Our Summer programming—plus merchandising—goes all out to reach this free spending audience for you...at 67¢ a thousand or better.

Let us tell you more about what we can do for you this Summer.

RADIO  
TWO

Lorrie Potts and Company Ltd.  
Toronto 921-8951 Montreal 845-6448

CFOS  
OWEN SOUND  
CKNX  
WINGHAM

government department acting through the processes of law."

He again stressed that ACA helped to found the Better Business Bureau, "because you were interested in protecting the good name of the honest businessman; you accepted integrity as essential to sound business operations.

"You helped found the BBM Bureau of Measurement and the Canadian Circulations Audit Board because, as consumers of time and space, you wanted to know what you were getting when you made a purchase.

"You established the Canadian Advertising Research Foundation because you wanted surveys that would provide dependable information; and the advertising agency and media organizations have shared in these undertakings because they, too, wanted to be in a position to buy with confidence and to have adequate information with which to make a rational choice."

Yeates said "the Board will use some of the funds invested by advertisers, media and agencies...funds to which many of you (in this audience) have contributed...to underwrite independent research probably under university sponsorship, into various phases of advertising's impact and influence."

Speaking of a third major phase of CAAB activities—to provide information on the advertising function, the Board has produced a fact book, *Advertising Today*, which discusses many of the questions raised regarding the role of advertising, and also serves as an introductory guide to those who might be interested in advertising as a career.

"In addition," he said, "the whole industry has combined, donating space, time, talent, creative and production services and facilities, to an all-media campaign presenting the story of advertising in everyday terms. This is perhaps the most important advertising venture undertaken by our industry. It will be underway by the middle of next month."

### Boating tips available on radio series

**BOATING TIPS**, a recorded radio series, consisting of 260 45-second features on the handling and maintenance of pleasure boats, is available from Alan Sands Productions, New York distributor.

Stations using the series in boating have aired the *Tips* on an across-the-board basis or on a saturation schedule over weekends.

The series has been found to be particularly saleable to marinas, boating-supply firms, boat dealers, bottlers, gas and oil dealers (for boats), and banks specializing in boat loans.

The contact is Alan Sands Productions, 565 Fifth Avenue, New York, N.Y. 10017.

## GET INTO OUR BAG BABY

Our CFCF-TV, Montreal Shopping Bag. It's too much. Groove with a campaign on our air and we drop your product in the bag. Then we give a whole lot of bags away—delivered to households, at taping sessions and special events. You get included in five sampling commercials per week—complete with color slides of your product and a real boss message. FREE. (We come on like the diggers). So whatever your thing—toothpaste, detergents, cereal, deodorant or soft drinks—here's a groovy way to supplement your campaign, like those advertising cats say. Do your own thing in our bag, baby, and you'll get results. Would we put you on?

Ask your All-Canada, man.

## Humor, today, is an integral part of effective advertising

ONE SIGNIFICANT CHANGE in advertising today is the "complete about-face which has taken place in the use of humor".

Herbert D. Strauss' talk to the ACA Conference was titled *The Changing Communications of Tomorrow* or (perhaps even more expressively) *The Future is Happening Today*.

Chief executive officer of Grey Advertising Ltd., New York, a title to which he aspired in January of this year, having been president since 1961, Strauss by-passed advances in "the technological aspects of advertising", and concentrated on "recent changes in advertising and the reasons for them, in order to see what, if any, grounds they give for projection into the future."

As long ago as 1962, his agency had outlined "the fundamental change which has since taken place in the field of proprietary drug advertising—the switch away from the *formula* commercial."

Strauss recalled the *Fast! Faster! Fastest!* relief from pain and discomfort that sufferers were promised by products with all those multiple medical ingredients.

He reminded his listeners how "each remedy was recommended by *eight out of ten doctors*, because it was a minimum of *three ways better* than competing Brands X and Y."

He referred to "raucous repetition of claims, the bad-taster stomach pump diagrams, the obnoxious white-coated pseudo-medical spokesman.

"They soon won, for this advertising category, the dubious distinction of topping every poll as the worst advertising going," he said. "Nevertheless, at the time, it seemed as if drug makers and their agencies could keep right on laughing at such polls all the way to the bank."

### Warm and human

Strauss explained that this situation did not last forever.

"Consumers became more and more disgusted," he said, "and finally even sales of the biggest sellers (and prime offenders) began to sag. In the intervening six years, the new warm, human approaches and avant-garde techniques we foresaw have become almost standard in proprietary drug advertising.

"Today, in fact, the category boasts some of the most engaging and interesting advertising around, and drug makers and their agencies can well afford to smile gently all the way to the bank."

### Introduction of humor

Strauss made much, in his speech, of the introduction of humor into advertising.

"Today," he said, "we recognize humor as an essential ingredient in many forms of advertising and believe its use will grow. However, as recently as a few years ago, this was far from the case.

"If you check the business press in the early sixties, you'll find literally hundreds of articles by respected research experts and well-known advertising authorities with headlines like this:

"You're taking a chance when you sell with humor." (By an *American Research Foundation executive*).

"It's funny, but will it sell?"

A *Printer's Ink* Special Report on Humor in Advertising—"...and why admen disagree on its value."

And one brave soul—"Humor in ads will win sales."

### Fun to be sold

Strauss listed three fundamental reasons why "relevant wit and humor will continue to grow as integral parts of effective advertising communication.

"One," he said, "rests in the increasingly educated consumer and his ability to understand and enjoy sophisticated humor.

"The second is related to our society as a whole—a society where life is in many ways so complex and so tough that only a laugh relieves the pain and a chuckle is needed to make the act of being sold something (which may actually be relatively inconsequential in the grand scheme of things) not only bearable but fun!"

"The third reason that we are increasingly able to use humor in

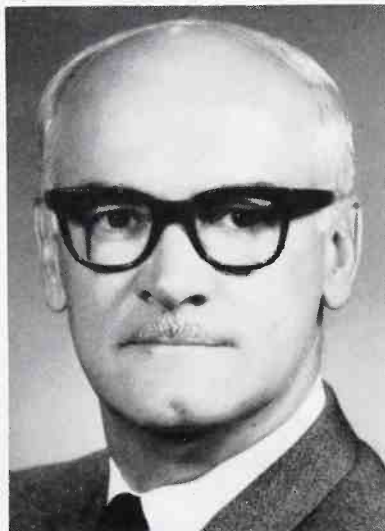
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#### ANNOUNCEMENT

#### NTV APPOINTMENTS



FRANK J. BABICH



LIONEL MORIN

William J. Davidson, General Sales Manager, NTV Marketing, a division of NTV Communications Corporation Limited, announces the following appointments: Frank J. Babich as Account Supervisor, NTV Marketing, 20 Carlton Street, Toronto and Lionel Morin as Account Supervisor, NTV Marketing, 1 Place Ville Marie, Montreal. Mr. Babich was formerly Media-Manager at Ogilvy Mather (Canada) Limited. Mr. Morin has more than 20 years experience in the broadcasting industry in key managerial positions. Both newly appointed Account Supervisors will represent that division of NTV Communications Corporation Limited which currently markets CHCH-TV Toronto-Hamilton and CHLT-TV Sherbrooke, Quebec.



continued from previous page

selling rests in a basic change in the attitude of the manufacturer," he said. This he described as "a new *modesty and candor* about his product, an ability to see his product and its actual role in people's lives and tell it like it is."

Strauss reminded his audience of the days when it was a cardinal rule to speak of products only in superlatives; when to say something was merely good was inadmissible; when to acknowledge imperfection was to abandon all hope.

"Now," he said, "we recognize that restraint breeds believability. A willingness to admit imperfection is not only refreshing; it enlists the sympathies of the prospect which is often half the battle."

### The product in perspective

"Among the oldest appeals in advertising," he went on, "are those suggesting that a change in your dentifrice would bring results that, if written down, would have to be privately printed. In the same way," he said, "advertising frequently used to give the decision about switching detergent brands a fatefulness more appropriate to the exercise of a fall safe option."

"No longer," he said, "will consumers accept products represented in advertising the way *the manufacturer* thinks about them, but rather the way products actually are and the roles they really play in people's lives. The half-humorous way understatement which characterizes more and more advertising today is one engaging way to put the product in its proper perspective."

*(Editor's Note: This report covers only a part of Mr. Strauss' address. We are hoping to expand on it further in an early issue.)*

Solomon Dutka

## Cable system forms basis of television "Ad Lab"

CATV FACILITIES will be utilized to develop innovative marketing research services for TV advertisers and broadcasters, in a joint venture by H & B American Corp. and Audits & Surveys Inc., New York City, A & S president Solomon Dutka told the ACA conference.

The new company, called Television Testing, will employ the research capabilities created by combining the cable television plant and facilities of H & B American, the largest CATV operator in the U.S., with the experience of Audits & Surveys, the second largest marketing research firm in the country.

Under development, and now in its final test phase, is an on-air testing program—in the home—designed to measure the impact of TV commercials. The "Ad Lab", according to Dutka, will be the first such service available on a major basis which "eliminates the artificial atmosphere created by in-theatre testing." The service is expected to be operational within four months, he said.

To accommodate advertisers who want a more accurate assessment of a commercial's effectiveness before committing substantial sums for air time, Television Testing is creating a computer memory storage bank. Based upon H & B American's more than

100,000 CATV subscribers in some 25 markets, it will contain data on family and individual demographic characteristics, product usage and buying patterns.

"With a large and centralized information source, we will be able to provide precisely-defined target markets according to an advertiser's particular specifications," Dutka said. "This will eliminate the present need for costly and time-consuming pre-screening prior to each market test."

Television Testing's objective, he said, is to furnish advertisers, quickly and economically, with "a comprehensive report advising them of shifts in consumer attitudes toward a product resulting directly from a commercial."

In addition, the firm plans to evaluate commercials, in terms of recall and comprehension, with verbatim comments of viewers tested to be included.

Dutka also said the new company is investigating other marketing research areas. These include testing television programming, measuring commercial impact based on multiple exposures and an advanced electronic program rating system, using equipment now under development by H & B American's Research and Development Division.

WHEN YOU ARE NUMBER ONE\*  
YOU HAVE TRIED HARDER!

STILL FIRST CHOICE IN  
OTTAWA

**CFRA**

TALK TO THE *Major Market Man*

(BBM FEB MAR '68)

# BBM wants more moral support and financial co-operation from the advertisers

BBM'S SPECTACULAR PROGRESS in the past year has been directly connected with its new method of conducting surveys and the kind of data it now makes available to its members, said Dr. B.K. Byram, president of the BBM Bureau of Measurement, in his annual progress report to the ACA convention.

He said he referred to the transition from the *Household Diary* to the *Personal Diary* system of collecting data, to the useful demographic breaks now available, and to the information about out-of-home tuning to TV and radio.

Reviewing the 25 years of BBM existence, marked this year, Dr. Byram told, in a slide presentation, how BBM had been set up as a non-profit co-operative organization formed by advertisers, advertising agencies and broadcasters (including station representatives) to conduct impartial measurements of radio circulation, at first, then later, of TV, and eventually of radio and TV ratings by time periods. "This tripartite nature has been a fundamental characteristic of BBM ever since," he said.

"In 1961-62, the Bureau came under strong criticism for lack of validation of its research procedures and techniques. A Tripartite Planning Committee of the parent organizations, ACA, CAAA (now ICA) and CAB, asked for an independent evaluation of the research techniques, and for an improvement in the response rate, and any other deficiencies which might be brought to light in the evaluation.

"Secondly, there was also a strong undercurrent among broadcasters that they would get a better deal if they (the broadcasters) had increased representation on the Board of Directors of BBM. Thirdly, broadcasters also felt that the time was ripe to obtain a complete picture of tuning, including a measurement of out-of-home tuning."

Byram said he was "very happy to say these three objectives which were

laid before me by the Tripartite Committee have been fully attained in the last five years."

He noted that "the new BBM and the new Constitution, which came into effect on September 16, 1966, provided two additional directors for the broadcast sector. There are now nine broadcasters, seven advertisers and seven representatives from agencies on the board."

## Out-of-home a reality

"Out-of-home tuning became a reality with the introduction of the *Personal Diary* in 1967.

"With the attainment of these objectives, BBM became the only available measurement service in radio. Other private organizations in radio ratings folded because the true purpose of an industry sponsored organization became fulfilled. One television rating service also folded, but one other service is in healthy competition today," he said.

BBM's membership has steadily increased in the last five years. From 357 members in the beginning of 1963, membership in the beginning of 1968 stood at 534.

"In some aspects of audience measurement, Canada is ahead of the U.S.," he said. "For example, syndicated services in the United States have introduced the *Personal Diary* system for radio ratings but are still hesitating to make the change for television. BBM Bureau of Measurement switched completely from households to the measurement of people with the first spring survey of 1967 for both radio and TV.

"In 1963, while the Harris (Senatorial) Committee was still tearing the U.S. rating systems apart and the industry was shaken to its foundation, in Canada BBM Bureau of Measurement introduced a completely new concept—a computer sample selection from O.E.

McIntyre's lists. This was ideally suitable for the selection of large samples covering the whole country such as was required for the BBM operation. This was a first in the world, and our system has since been adopted by two major U.S. syndicated rating services."

In Byram's opinion, perhaps the most significantly different way in which Canada has been ahead of the U.S. is the establishment of an industry-sponsored, non-profit rating organization.

"BBM's principal achievement in 1967 was certainly the *Personal Diary*. It has enabled the advertiser to pinpoint the target audience—whether it be women, or adults, or teenagers—and to find out how many he actually reached with his advertising.

"Among other features which BBM introduced during 1967 was county by county measurement and a completely revised sampling technique. Major cities like Toronto and Montreal are no longer measured by one large sample. The samples are stratified into the component counties. For example, Montreal has nine sampling cells.

"In the fall of 1968 we hope to make a separate sampling unit out of every county or census division in the country which has a population large enough to be measured separately."

He added that "the total contribution of the advertisers in the upkeep of this industry organization is a mere 2.4 per cent of the whole. The agencies pay 12 per cent and the broadcasters over 85 per cent."

Urging more moral and financial support from the advertisers, Byram said: "As long as I am head of BBM, I will do my utmost to make the advertiser realize the responsibility he has for the protection of his own 140 or 150 million dollar annual outlay in broadcast advertising."

**CKPG**  
10,000 watts **RADIO CHANNEL 2 TELEVISION**  
PRINCE GEORGE  
SERVING NORTH CENTRAL B.C.

# CARF serves media more than advertisers

VALIDATORS OF MEDIA RESEARCH is what we have come to be, largely through the influence of media purchasers who believe such is important, said J.M. Philp, chairman, in a status report of the Canadian Advertising Research Foundation at the ACA convention.

He told the parent group, in their role of sponsor of CARF, that "important as media research is, we have to wonder if it alone is sufficient to warrant your continued support."

Philp reviewed the history of CARF, established in 1949, "as a non-profit organization operating under a Dominion charter," which was jointly conveyed by ACA and ICA "to promote greater effectiveness in advertising and marketing through completely impartial and objective research."

He referred to the term "validation" in describing the work of CARF, saying "we do not initiate research since we have no clear

mandate from you to do so. We do not sponsor research because we have no resources sufficient to do so.

"The fees we charge for validation are virtually our sole source of revenue. Such revenue comes in turn not from members of ACA or ICA, but from media, who initiate almost every study in which CARF involvement is requested. Indeed, one might wonder if a more descriptive name for CARF would not be the Canadian Media Research Foundation."

Philp described validation as taking six important steps: determining that the objectives are clearly understood, and that findings in relation to those objectives have some usefulness to the sponsor and to industry, assessing whether the method is sufficiently sound, whether the work is carried out without important flaws, and whether the results are interpreted within reason. The final requirement, he said, was submitting the Foundation's letter

commenting on the completed study, requiring that CARF sees any published summaries, brochures, etc. relating to the findings.

## Value of CARF

"How useful it is to you, as a sponsor of CARF, is up to you to determine," Philp told the convention.

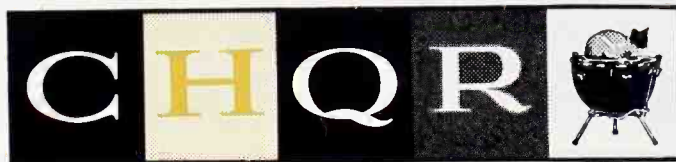
"Ten years ago, perhaps two or three projects per year was a reasonable average to anticipate," he said. "This past year, our log of sponsors for whom work has been completed or initiated includes ten projects."

He said these included two studies for MacLean-Hunter business publications, as part of a continuing series, a study of five French-language dailies, a very large project just initiated for the Magazine Advertising Bureau, and studies for the *Toronto Telegram*, *Toronto Life*.

*(continued on page 30)*

*radio - television representatives limited*

Proudly sell...\*



THE selling sound to Calgary  
& South Central Alberta

\*Toronto and Montreal effective immediately

Winnipeg and Vancouver effective  
May 16, 1968

# Commission will allow broadcasters greatest possible latitude

CRTC's OVERALL ATTITUDE towards its responsibility of administering Canada's new broadcasting act will be to leave the greatest possible scope for initiative to broadcasters themselves, and Pierre Juneau, CRTC president.

Speaking at the French-language regional meeting of the Radio & Television News Directors of Canada, in Victoriaville, Que., Juneau said the new regulatory body does not intend to take a school-teacherish approach or seek to do the work of broadcasters.

He said he felt that if the commission regarded itself as a stern

taskmaster, this would result in suppression of needed ideas. It intended to do everything possible to stimulate inventiveness on the part of the broadcasting industry.

Accompanied by Réal Thérien, one of the five full-time members of the new board, Juneau replied to questions about commission policy asked by radio and TV station executives, for over an hour.

He said he had heard the remark that the commission had been given far-reaching powers by the new Broadcasting Act. But, he stated, he felt what had been conferred on the new body were heavy responsibilities

arising from goals that were sought for the industry.

In the field of news and information of public interest, he felt the aim should be to help develop as extensive coverage as possible so that people could make their own judgments and assessments.

Juneau said broadcast editorials are a necessary part of news and information, but that broadcasting stations also have the responsibility to provide factual information with the greatest possible skill and depth of reporting.

He said he thought rules limiting the length of commercials during newscasts should be reviewed so as to be more flexible.

Juneau said the commission would give a liberal interpretation to the legislation imposing a 24-hour blackout on broadcasting of political news on the eve of elections. However, the blackout itself is imposed by law and the commission would have to respect it.

He said technological developments would bring a solution to a number of problems involved with news dissemination, because the time was fast approaching when individuals would have direct access to computerized libraries and similar electronic centres of information.

## No TV for Alberta House

TELEVISION PROCEEDINGS of the Alberta Legislature would "turn the conduct of public business into a stage production" said Premier E.C. Manning, who added that his Social Credit government has no intention of allowing TV cameras into the House. He was replying to a question by Opposition Leader Peter Lougheed.

# 1430-CKFH

## No. 2

(We must be . . . Everyone else is Number One)

You get results in the MONTREAL-PLUS market

with

# CK

# ACTION

FRENCH CANADA'S  
INFLUENTIAL RADIO

50,000 watts  
24 hours

1400 Metcalfe Street Montreal 2 Canada

Tel. (514) 874-7344

MAJOR MARKET BROADCASTERS LTD.

WEED & COMPANY in USA

## CKFM sales chief slated to head Toronto ASC

A RADIO EXECUTIVE has been nominated to head the Advertising & Sales Club of Toronto for the 1968-69 season. E. Ray Purves, sales manager of CKFM, the FM division of CFRB Limited was nominated along with 14 others, to complete the new ASC slate.

If no other nominations are received by May 14, the new officers will be elected at the annual meeting at the Royal York Hotel, May 28.

With Purves as president, other nominees for office include: Murray R. Baylis, sales manager, *Weekend Magazine/Perspectives*, 1st vice-president; Gerald J. Keeley, vice-president, York Television Centre Ltd., 2nd vice-president; Ralph G. Morley, CLU, president, Ralph G. Morley & Associates, vice-president, education; Kenneth E. Jewett, marketing manager, Abitibi Provincial Paper Co. Ltd., treasurer, and Roland W. Meeke, vice-president and general manager, Schick Safety Razor Co., secretary.

Nominated as directors are: Robert F. Bale, advertising manager, *Stimulus Magazine*; Alfred H. Giller,

Ontario manager, Quebec *Le Soleil*; Kent B. Johnson, life underwriter, Sun Life Assurance Company of Canada; J. Allan Reed, manager, Commercial Printing Division, Maclean-Hunter Limited; Wilbert S. Richardson, president, Wayne Distributors & Advertisers Ltd.; Frederick L. Scanlan, advertising manager, The Bay; Philip K. Stallworthy, advertising manager, Federal Pacific Electric of Canada; Claire R. Toles, retail sales, Isard, Robertson, Easson Co. Ltd.; and J. Clifford Wilson, vice-president and associate manager, Kenyon & Eckhardt Ltd.

## CKVL, Verdun takes top honors for news programs

TWO OF THE TOP AWARDS for excellence in news broadcasting, presented at the annual meeting of the French-language section, Radio - Television News Directors Association of Canada, at Victoriaville, April 20, went to CKVL Verdun. The station won the RTNDA trophy for outstanding news coverage of the *Confederation of Tomorrow* conference in Toronto last fall, in a one-hour news program.

Marcel Beaugard, CKVL news director, also accepted the *Charlie Edwards Award*, presented by RTNDA for best spot news coverage in radio. The presentation was made by Edwards, general manager, Broadcast News Ltd., Toronto, for whom the award was named last year.

There was no award this year for spot news reporting by a French-language TV station.

CJMS Montreal and CFTM-TV Montreal won the *Dan McArthur Awards* for radio and television, respectively, for outstanding reporting outside of regular newscasts. The awards, named for the late first chief editor of CBC News, were presented by Francois Peladeau, TV news director, CBC French network, Montreal, to the two news directors, Paul Coucke, CJMS, and Claude Lapointe, CFTM-TV.

CJMS won the award for its three-day coverage of General de Gaulle's visit to Quebec last July. CFTM-TV received the honor for a half-hour documentary on the Middle East crises last year.

Judges were Emery Leblanc, CNR public relations, Montreal, and Maurice Chartrand, editor-in-chief of *Commerce*, the publication of Le Chambre de Commerce de Montréal.

The regional winners will be judged in competition for the RTNDA national awards, along with winners from the four other regions, Atlantic, Central Canada, the Prairies, and B.C.

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



White Truck Manufacturing, producing the White Western Star for Western Canada and U.S. markets, is only one of dozens of new industries established in Okanagan-Mainline land during the last few years. We're changing fast in everything but our great fruit-growing, tourist-pleasing climate! Send your advertising dollars to the land where *everything* grows bigger and faster.

# OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man.

## Your Identification In Print

Printing is your silent salesman — it identifies your company, introduces your services and products, provides recall to your services and products, and its appearance helps to form an image of your organization.

Whether it be your sales brochure, rate card, station listings, letterhead, contract form or any one of the multitude of printed pieces you use each day, the audience that view your printing will form a picture of your company.

Your printing should at all times be of good quality. It need not be elaborate and in many colors however, if you want this, it only takes a little more time to produce.

We would welcome the opportunity to help your silent salesmen do a better selling job for you.

Our modern facilities and the experience gained through serving Canada's business community for over 53 years can provide you top quality and service.

The next time you need printing, call us —  
368-3481.

### Northern Miner Press Limited

Printing Sales Department  
77 River Street  
Toronto 2, Ontario

## One-up-manship

# A traffic problem in Toronto's air?

**6 HELICOPTERS OVER TORONTO** give morning and evening traffic reports for four of the city's seven private radio stations, two of which, CHFI and CKEY each operate two whirlybirds, with CFRB and CHUM sending aloft one in-the-air reporter twice a day.

The two stations using twin 'copters began the dual service at the same time, about three weeks ago, when 'EY added another to the one it was already using, and CHFI launched its "traffic twins". Each station assigns one helicopter to serve the western end of the city while the other serves the eastern portion, reporting on traffic conditions on major arteries and secondary routes.

CHFI president, E.S. (Ted) Rogers said his station had initiated extensive research last year which indicated the need for twin helicopters as "the only proper way to cover the sprawling 240 square miles area of Metro Toronto."

CKEY has gone a step further with the "pair in the air" concept, being first with a boy and girl reporter, lovely Dini Petty, a former model and photographer, whose hobby is flying and sky-diving reporting from one 'copter, piloted by Jim McLelland, while 'EY's Bob Carter, the only pilot-announcer in Canada, also a sky-diver, is flying the other machine, and giving his own reports.

CHFI's air-borne reporters are Mike Hopkins and Ken Kirkley. Eddie Luther is the traffic spotter from CFRB's helicopter, and CHUM has announcer Ian Brownlee aloft twice a day.

First station in Canada to introduce helicopter traffic reporting, CFRB began in 1961, using a fixed-wing aircraft for special reports in connection with its news service. 'RB still uses this plane, in connection with its helicopter, on occasion "when speed is of the essence", for important news coverage.

CHUM took to the air for its traffic reports in 1964, and CKEY began in 1966.

CKFH, says manager Bill Hewitt, "is very happy with the Ontario Motor League reports, from the ground, which are very fast and very accurate" and the station has no intention of using helicopter service. CKFH assistant manager and program director, Barry Nesbitt, added that "we can always provide motorists with reports on traffic conditions even when the helicopters are unable to fly. The OML never lets us down."

CHIN, the ethnic-oriented station whose president, Johnnie Lombardi, appeared before the CRTC (April 24) to seek approval of a request to increase the programming percentage from 20 to 40 per cent in languages other than English and French, uses its own team of traffic reporters "strategically located throughout Metro" said program manager Ralph Kirchen. "This has worked out exceptionally well," he said. They also use OML reports on weekends, but have no plans for helicopters, as yet.

The station has been having problems of its own in "getting off the ground" in its hectic two years of operation and Lombardi put it quite plainly when he said: "Helicopters—we can't even afford to buy a kite!"

CFGM, serving Metro Toronto from Richmond Hill, and whose request for a power increase to 50,000 watts has been approved, has big plans for its future, which may or may not include the use of helicopter traffic reports, since it's too early to say. But the station does make use of the OML traffic reports, quite satisfactorily, morning and evening, throughout the week, said manager Dave Wright.

## Baker Advertising honored for research study

**BAKER ADVERTISING LTD.**, Toronto, has won one of three Certificates of Merit presented by the U.S. Annual Media Awards in New York. The honor was received for its study on "The Effects of Grouping Television Commercials" in the Media Research classification.

Initiated and financed by Baker, the study was made public in October and has been referred to as the first serious probe made anywhere into assessing the audience awareness and recall of TV commercials aired in a group compared to airing one at a time.

Baker's research director, Dr. Cesare G. Ruscone, designed the study, comprising four surveys, which ran on CFPL-TV London.

In the nine years of the Annual Media Awards, sponsored by *Media-scope* Magazine, Baker was the second Canadian agency to place in the top U.S. media awards.

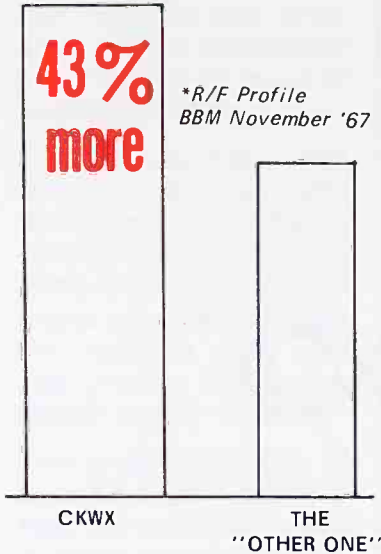
**CJOR60**

*Effective immediately, CJOR 60 Vancouver, British Columbia is  
sold nationally by.....*

*radio - television representatives limited*

# CKWX RADIO

HAS THE  
YOUNG  
ADULTS\*  
IN VANCOUVER



...more men & women in the 20-35 year age group than the "other" leading Vancouver station. Your All-Canada man has the Reach and Profile details on why...

the Essential Radio Buy in Vancouver starts with

# CKWX dial 1130

represented by



All-Canada Radio & Television Limited

TORONTO  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER



SAN FRANCISCO

NEW YORK  
CHICAGO  
ATLANTA  
DALLAS  
HOLLYWOOD



CRASKE



BUHR



HOLDEN

## PEOPLE

**PETER F. CRASKE**, a director of ACA from 1961-63, has been appointed president and managing director of Mark Advertising Agency Inc., Montreal.

Craske came to Canada from England in 1940, as a member of the RAF Ferry Command, and settled here after the war.

After a varied background in advertising and sales promotion in the field and at management level, he became assistant advertising manager for Kraft Foods.

In 1958, he was appointed advertising and sales promotion manager for Standard Brands, administering programs on food and institutional products. In 1963, he joined McCann-Erickson of Canada Ltd., supervising the Robin Hood Flour Mills account.

Later, he became advertising manager for Fry-Cadbury Ltd., and then joined McConnell-Eastman Ltd. as an account supervisor.

Craske is married to the former Janice Taylor, of Ottawa, and they live in Westmount.

He is a member of AMA, Montreal Amateur Athletic Association, and Richford (Vt.) Golf & Country Club.

**ROBERT H. BUHR**, 37, former supervisor of Overseas and Foreign Relations, CBC, has joined the Vancouver-based agency of Roberts/Fenton Advertising Ltd., as senior account executive in the Toronto office.

His years of experience in commercial radio and television, since joining CFAC Calgary in 1948, and with the CBC since 1950, will enable him also to play a second role with the agency in the company's major media decisions.

Buhr's first association with the CBC was in the program department, which he left for a brief stint as editor of the Aluminum Company of Canada's *Ingot*, returning to the Corporation in 1955 as editor in the Press & Information Department, Western Region.

He transferred from there to the Commercial Department, and in 1956 became Regional Sales Manager re-

sponsible for the sales operations of CBU/CBUT Vancouver and CFPR Prince Rupert.

In 1966 he was made Supervisor of Overseas and Foreign Relations for the CBC English Network, and became involved in the Corporation's program sales outside of Canada, in both radio and television. He was also a coordinator of co-productions with foreign producers.

**W. JOHN HOLDEN**, advertising and public relations manager for the Canadian National Exhibition, Toronto, since 1965, is the newly-appointed director of the advertising branch, Ontario Department of Tourism and Information.

Holden, born in Toronto in 1934, a son of Waldo J. Holden, president, Standard Broadcast Sales Ltd., Toronto, and vice-president, Standard Radio Ltd., CFRB Toronto and CJAD Ltd., Montreal, was educated at Forest Hill Collegiate.

He began his career in the industry as a radio/TV buyer for MacLaren Advertising Co. Ltd. in 1954; became a radio/TV director, Locke-Johnson Co. Ltd., now Stanfield, Johnson & Hill Ltd., in 1955; media director, Colgate-Palmolive Ltd., in 1957; and brand manager in 1959.

In 1960, Holden was named director of promotion and public relations for O'Keefe Centre in Toronto, and was responsible for building its subscription lists to the largest in North America.

In 1963 he joined CHCH-TV Hamilton, Ont. as director of advertising, promotion and public relations.

In his new post with the Ontario Government, Holden takes over at the time when the Department, already established in international marketing, is embarking on a major entry into TV promotion. He will also direct the preparation of the numerous tourist publications.

John lives at 2 Torryburn Place, Don Mills, Ont., is married to the former Beverly McKnight of Toronto, and has two sons.



# We look at your audience before it looks at you.



The husband. The housewife. The teenager. The bachelor. In fact, everyone that watches your message.

We find out where they are. When they watch. And when you can reach them. That's something no one else does.

At NTV Marketing, we specialize in your audience as individuals, not as an overall market group. We even have a special research department assigned solely to the job of finding out about your audience.

In this way we can tell you *exactly* where to place your selling message, so it gets to the people you want it to. That makes your message much more effective. Everytime.

For instance, if you are trying to reach the

housewife, one of our NTV Marketing men may recommend the Orbit Plan. A special plan where your message is rotated through 4 different shows every 4 weeks. And on the 5th week, the cycle starts over again. In this way you'll reach a maximum number of housewives.

The Orbit Plan isn't the only plan we have. There's Prime Time Equivalents. Super spots. Realistic rates for 30 seconds. And even specially designed programs for your particular message.

For further information, see an NTV Marketing man. He's already had a good look at the people that will be looking at you.

And that's something worth looking into.

## We never stop starting things.

NTV Marketing



A Division of NTV Communications Corporation Limited  
Une Filiale de Société de Communications NTV Limitée

CAUGHT MIDWAY between the ACA and the CAB Conventions (excuse me! ACA's is a Conference and CAB's an Assembly) here are a few reflections.

As a convention-goer of considerable experience, I can say the ACA's offering is always the most newsworthy, from a reporter's standpoint, on the whole circuit.

The craft-talk technique the advertisers use is always instructive, informative and extremely interesting to anyone who is in his (or her) branch of advertising, because he (or she) likes it, and, this year, for those who wish they were in another business, there was the baking industry's meeting going full tilt in the next hall. (ACA Past-President George Meen, of Christie Brown, was in a wonderful position to cover both with one hang-over).

Back to the speeches, the information they purvey is excellent. The fields of advertising they cover are completely comprehensive. The labor of preparation on the part of the speakers is phenomenal. But do they have to enlist so many from the States?

This is not a blast of anti-Americanism. After all, many—perhaps most—of the ACA's member companies are American subsidiaries. But these, in the main, are headed by Canadians, who are just as knowledgeable as their counterparts in New York or Chicago. Furthermore, just because the speaker is an American does not necessarily mean he is a good speaker, any more than a Canadian *has* to be bad.

With that off my chest, I should like to go on to say that ACA's three

luncheons were served with the Royal York Banquet Department's traditional reckless abandon. Spirited conversation between bites was friendly and cheerful. Speeches were pointed, well prepared and ably presented.

ONE NOTABLE FACT throughout the whole show was the smooth-running agenda and excellent organization.

Credit is due, in large gushes, to that old campaigner, Ernie Legate, to Vi Bond who (certainly doesn't look it but) must have happened to be in the office when ACA was organized, to Dave Buller, ACA's Adonis in charge of the Go-Go department, and to the bevy of beauties always ready to cope with the volleys of ridiculous questions fired at them by delegates and others.

Marketing was in evidence with their annual exhibition of advertising, Ted Earl presiding over the presentation of the awards (page 11).

Broadcasters, publishers and other media people were vaulting over each other in their efforts to entertain the men who pay the bills.

CFPL London had their regular London pub set-up, with the two Toms, Daley and Trowell, aided and abetted with many other CFPLers to help them.

CFTM-TV Montreal invited agencies and their clients to see a VTR presentation showing sample takes from many of their shows—with a lucky draw to lure in the admen.

Up on the sixteenth floor, All-Canada Radio & TV Ltd. held court in the vice-regal suite, where they entertained royally.

CFTO-TV staged a bumper cocktail

party right after adjournment, which was attended by literally swarms.

AS A HITCH-HIKER to the whole deal, Johnny Lombardi of CHIN Toronto threw a well-patronized pizza party, with appropriate fluids, to let everyone meet his staff.

Among these was an old friend from the old Stovin & Wright office of the early forties—Walter Enger, who has joined CHIN in national sales.

Johnny Lombardi appeared before the CRTC at their Ottawa hearings April 25. He told the Commission how all the other Toronto radio stations had either one or two helicopters, and he couldn't even afford a kite.

Always on the alert to be of service to the industry, this publication presented him with a kite. It was accepted by Johnny with true Latin emotion. The only thing was the Italian language newspaper and an unnamed friend had already given him two. Philosophizing a bit on the whole critical situation, it occurred to me that two of CHIN's competitors each have not one but two helicopters. Now Johnny is way out in the lead—with three—kites that is.

"GOOD CANADIAN ROAST BEEF and all the trimmings for 825!"

This was the order for the ACA's Tuesday night annual dinner, and, for this occasion, the good old Royal York did itself proud.

Apart from the viands, wine stewards were going all out as they flitted from table to table, and the popping of corks and the jingling of glasses made the sweetest music this side of the Copacabana.

Forgive us our press-passes, but...

Following the dinner we were regaled with entertainment by our country's supreme authority, the Canadian Broadcasting Corporation.

No one was feeling any pain and perhaps it was just as well.

CBC presented a revue (it was too long to call it a sketch) which was announced as being funny.

Being somewhat deaf, I was only able to hear about a third of it, and, obviously, this was the serious part.

I am not going to give you an act-by-act description, except for the opening belch. This was billed as "The National Anthem". It turned out to be Carling's beer commercial, *Redcap Forever*.

I suppose it was done in a true spirit of Canadian unity, because it was an affront to French Canadians as well as English ones. How much unity do you want?

In retrospect, the moral of it all seems to be that humor and CBC just don't mesh. Let them stick to their *Festival* and the importation of the *Ed Sullivan Show*, unless, of course, they want to introduce cameras into the CBC directors' meetings.

Burp me if you hear anything.

## 30,000 COMMENTS!

*"I'm sick to death of sex, violence and untuneful noise"*

*"Why are all the good programs on too late at night?"*

*"Let's have more science fiction movies and old comedies"*

*"Too many repeats" "Too many commercials"*

*"I usually have my transistor radio beside me as I work in the garden"*

That's a random selection of entries from the "Comments" page—an important part of every BBM diary. About a third of all diaries completed in BBM surveys include such comments. In 1968 that means close to 30,000 comments—bristling with views and suggestions of interest to broadcasters.

Many station managers, and program directors make a point of visiting the BBM offices to look over the diaries received from their areas—which are freely available for inspection to any BBM member.

BBM BUREAU OF MEASUREMENT  
120 Eglinton Ave. East, Toronto 12  
416-485-9464



# CLASSIFIED ADVERTISING

## RATES

66¢ per agate line  
\$9.24 per column inch  
Box Number Charge—\$1.00

Would like to talk to Cdn. male broadcaster — good in sales & announcing—interested in coming to U.S.

Don Hopson  
KVYL Radio, Box 856  
Holdenville, Okla. 74848  
(405) FR 9-2370 or 2322

### NEWSCASTER AVAILABLE

Fully experienced in all phases of news. Currently employed in major Metro Market. For further details contact:

Box 173  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

**ANNOUNCER AVAILABLE**  
CAREER ACADEMY graduate wants to break in as announcer. 21, single, will go anywhere. Trained in all phases of radio & TV.

STEVE REID  
63 Woodland Drive  
RR #5, Galt, Ont.  
(519) 621-5022

### AVAILABLE

Major market newsmen in Central Canada wishes to relocate immediately. Four years in radio, two years in news. Good writer. Good references. For tape and résumé call 1-204-452-5002 before noon or write to:

Box 175  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### BROADCASTER

Enthusiastic and reliable announcer, age 26, Irish personality, 3 years North American experience, seeks position with Progressive Radio or TV Station anywhere.

Paddy MacDonald  
21 Homewood Avenue  
Toronto 5, Ont.  
Phone (evenings) (416) 922-1419

### CANADIAN

Working in award-winning Detroit News Dept. Was News Director, State Capitol. Experienced in Canadian Radio and TV, street work, currently "in studio".

Married, 1 child, 31, university, political science.

Box 170  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### MORNING MAN OPPORTUNITY

Established, progressive 10,000 watt South-western Ontario station has a place for a bright, happy, experienced Morning Man. Good starting salary, regular increases, employee benefits. Send résumé and tape to

Box 171  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.  
Our employees know of this ad.

### EXPERIENCED CONTINUITY WRITER

Wanted for medium market Alberta station. Salary commensurate with experience, with good chance of advancing to Department Head. Please forward résumé to:

Box 172  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### AVAILABLE PROGRAM-PRODUCTION MANAGER

Young married man desires to relocate in medium market east of Manitoba-Ontario border.

If you're looking for a man—experienced—and capable of managing your on-air operations, with the interest and dedication you would yourself, then consider this ad. Reply in confidence to:

Box 174  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### AGGRESSIVE NEWS MAN WANTED

We are expanding our news operation and require a young man who can cover the beat as well as a weekend air shift.

Please send audition, résumé and salary expected to:

Earle Bradford  
News Director  
Rogers Broadcasting  
CHAM  
Terminal Towers  
Hamilton, Ont.

## TV advertising helps Ski-Doo ---

(continued from page 14)

"To make sure that our distributors secured enough dealers in the right places," he said, "we had our advertising agency (Spitzer, Mills & Bates Ltd., Montreal) develop in 1965 an Index of Relative Potential.

"Using six factors, snowfall, temperature, accessibility to use, familiarization with winter sports, disposable income and retail sales, all related to population, we were able to establish the relative potential for snowmobile sales in each of the 1,400 counties in the North American snowbelt. The use of this study insured the development of a balanced and effective continent-wide distribution system that is our life blood at Bombardier."

A seven-page questionnaire sent to 2,500 Ski-Doo owners in the summer of '64, asking for replies by mail, brought in an overwhelming 47 per cent return in contrast to the usual expectation of five to ten per cent. "And don't forget we were out of

season and the questionnaire was seven pages long," he said.

"The results provided enough information about the market and the machine to set the basic marketing direction we still follow today," said Hethrington.

In another study, of the general consuming public's reaction to snowmobiles in general and our product in particular, he reported "the unaided brand awareness of Ski-Doo is three times that of the next competitor in Canada and twice that of the same company in the U.S."

### TV the basic medium

For their advertising approach, "to reach the mass audience that we were convinced would buy Ski-Doo," he said, "television was selected as the most effective way to demonstrate the fun and excitement of Ski-Doo."

Hethrington showed the commercial, "developed with a cast of hundreds from the village of Valcourt," and

said it ran regionally in the fall of '64, and "won an award from the Hollywood Advertising Club as one of the ten best commercials in the world that year."

Its impact "sold over 13,000 Ski-Doo's, and dealers said that sales 'took off' when the concentrated TV schedule began nine weeks before Christmas," he said.

Ski-Doo advertising also appears in print, both newspaper and magazine, and is supported by a most complete array of sales promotion and dealer aids. "However, we do not co-op any advertising," Hethrington stated, "since we feel that each level of distribution has a definite responsibility to build on the national advertising with regional and local campaigns in newspapers, on radio, billboards and dealer TV which has been particularly effective."

He said Ski-Doo's New York distributor "doubled the national TV pressure in his territory last year and his dealers sold out at retail by December 8" by using the 50-second dealer commercial (which he screened).

"And of course we must not forget the most vital ingredient in any marketing mix, the product, which has surpassed our own increasingly sophisticated approach to marketing with new technical improvements every year from our research staff of 82 engineers," he said.

"But what's next," he asked, "for a company that is fighting 42 competitors to retain its dominant share of market?"

"This year," Hethrington said, "we will be introducing as a companion to Ski-Doo, a new product as unique and revolutionary as the Ski-Doo was eight years ago...the Sea-Doo aqua scooter."

Powered by a water jet turbine, the Sea-Doo skips over the waves at 25 mph, and "you can spin it, race it, jump it, run it right up on the shore since there is no propeller. It's completely safe," he assured the convention.

## IMMEDIATE OPENINGS

Progressive sound station in medium metro market needs two good men, each with a minimum of 5 years experience.

A morning man with a lively sound, strong delivery and tight board, to handle a MOR pop-adult format.

A distinctive, modern air personality for an "OPEN LINE" announcer—able to participate in a variety of thought-provoking conversations.

THESE ARE TOP PAY POSITIONS STARTING AT \$8,500.

Send written bio, audition tape & photo to:

Ralph Connor  
General Manager  
CKSO Radio  
Box 400  
Sudbury, Ontario

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CABLE: PAPPACO

## CARF serves media ...

(continued from page 21)

*Sept Jours, Echo Vedette, Calgary Herald, and Toronto Star.*

The total projects, all sponsored by media, "and reflecting a reasonable balance of our bicultural heritage... has a retail research invoice value of something like \$125,000."

He also mentioned another CARF activity, the administration of the MacLaren Advertising Research Award, a \$1,000 prize awarded annually for the best paper submitted on advertising research.

"There was no award made for this contest for the year just past," he said. "Publicity for the current year is now out and at the 1969 ACA Conference we hope to announce the winner under the new rules."

# Our boys have time for hire.

'Have time. Will travel.' That's their motto.

And our boys have time. All kinds of it. The hottest spot time in town. When you're looking for action on your spot campaign, call in our National Selective TV salesmen. They'll do the job. Fast.

And relax.

When it's time for the big show down, the boys will make sure that your campaign will show up on time. As promised. And they'll stick out

their corporate neck to make those promises stick.

Our gang pulls off the jobs just as planned. And has all the right answers for you. No dilly-dallying. Straight from the hip.

Here's a tip from the inside: the boys are toting a new weapon. (It outdates that old standby ratings book.) Dead-on cost efficiencies. On-target cost per thousands at the mere flip of a flap. Ask them. They'll put on a show for you.

Right there on the spot.



CBC • TV



## focus on parameter



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*All-Canada Radio & Television Limited*

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### **CONFERENCE, NOT CONFRONTATION**

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

"PARAMETER #5 — The Station/Audience Interface"

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

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