

Now in our twenty-fifth year of reaching people who reach people



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# Models, musicians and management make Foster seminar go

by FRASER FAIRLIE



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

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

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

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

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

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

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

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



AL BRUNER

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

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

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

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

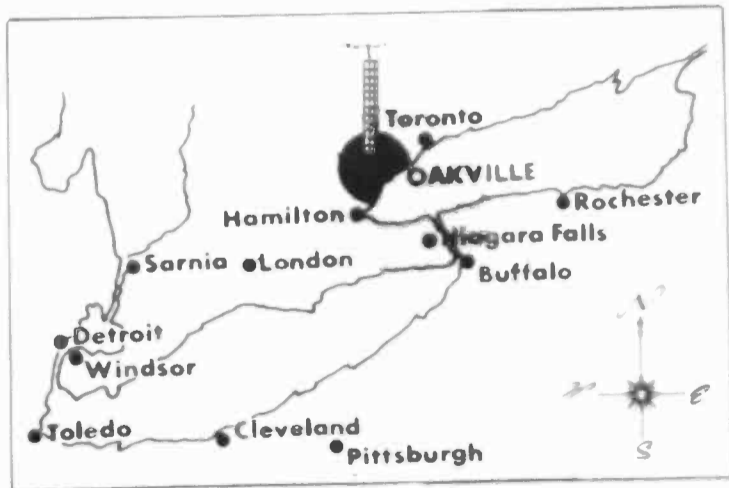
### Color is not just red and green

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

# CHWO

RADIO The Whiteoaks Station

serves . . .



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

For further information call:

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



THE WINNER!

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

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

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

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



CARL WINKLER

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

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

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

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

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

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

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

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

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

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

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

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

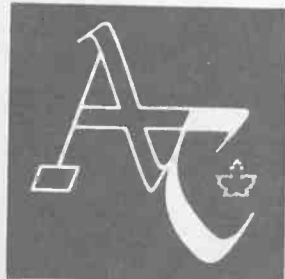
# THE BEST OF BOTH WORLDS

*RADIO or TV  
or BOTH*

*Whatever your Electronic Ad Plans  
REMEMBER*

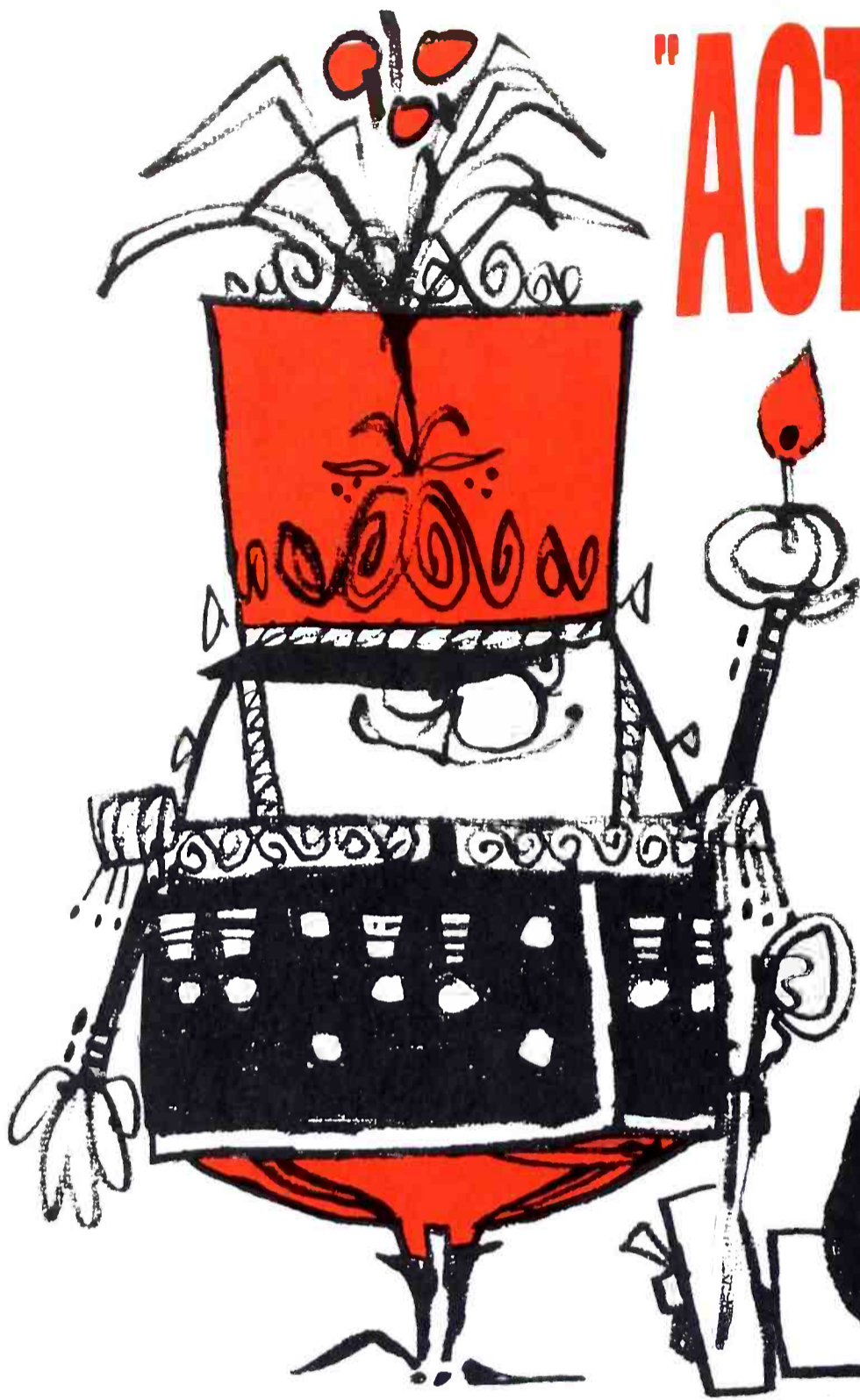
ALL-CANADA

Reps the Markets that Count



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

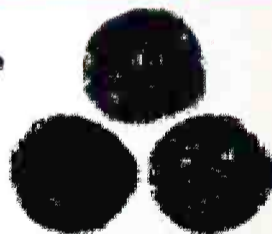
# "ACTION STATIONS!"



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

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

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





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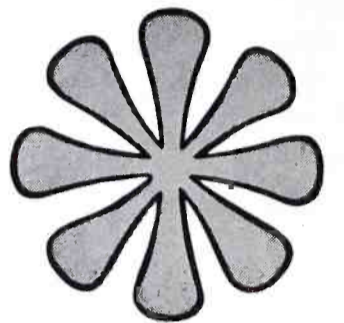
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# Results



**To happen as an effect of some course, action or process**

*We sell selective or spot radio and television!*

## **WHY?**

*Markets are different.*

Selective broadcasting is the only method an advertiser has of reaching people when they are available at different times in different markets. And these people have different tastes, viewing habits, and listening patterns. Selective broadcasting allows the advertiser to maximize prime prospect consumer reach and the advantage of selecting market by market as requirements dictate with a flexibility that allows movement to meet changing product demands in the marketplace.

Advertisers buy nationally to sell locally. Selective broadcasting permits the localizing of a national campaign tailored to fit each specific market.

The only measurement of success of an advertising campaign is Results. Selective broadcasting has a history of delivering Results.

## **ASK US!**

We have the stations that have a history of delivering Results in the local markets they serve.



*radio-television representatives limited*

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

Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER

# For the telephone industry the future is here now

Admen got a look into the future yesterday morning, at the communications wonders that will help save the most "precious commodity of all - time."

The scene was set in the office of a "typical account executive in the year of our Lord, 19-umpty-ump" and the narrator of the fantasy was F.W. MacBeth, Bell Canada, Ltd., Montreal.

With the aid of many new electronic wonders he described as all "technically feasible and most already in use," the skit showed how the executive and his staff solved many of the day-to-day advertising problems of the future.

Some of the communications aids demonstrated were -

1. *Touch Tone telephone service*: a system where it has been possible to adapt the switching system to accept new audible tones, rather than the electrical impulses of the regular dial. These new tones can activate computers, and MacBeth said the system is already being tried in the U.S. for long distance shopping and banking. "It could even be used to turn on the oven at home" he said.

2. *TWX-Dial and type tele-typewriter service*: already in use, it will be able to request and receive data from media computers. These machines now operate at 100 words per minute, but will be 10 times faster.

3. *Card dialer*. Individuals such as the copy chief and art director will all have identity punch-cards, as well as the computers. The executive can be in instant touch with any or all of them by inserting the correct cards in his dialer. The computer can answer back media queries in a "synthesized human voice."

4. *Data Phone and Conference Calling* transfers data from one business machine to another at 2000 words per minute, "across the street or across the continent."

Conference calling will enable the executive to transfer his calls

temporarily to other locations, also a number of persons can join into the conversations.

MacBeth said "as far as the telephone industry is concerned, the future is here, now! Business has a

vast array of technological servants right now waiting to be called into action. All that is lacking is a thorough understanding of them, and to find effective applications. It's a whole new philosophy of business."

He concluded by unveiling a telephone receiver which was "challenging to operate, matched the furniture and provided maximum physical involvement." It was an old fashioned magneto model.

## New Product Development

# Improve existing products and develop new

"We must be innovators," said William P. MacFarland, product marketing manager, Campbell Soup Co., Camden, N. J., yesterday afternoon at the ACA, "for only through product improvements and innovations can we maintain our brand franchises and make our business grow and our distributors' business grow."

Speaking on "How to develop New Product Ideas", MacFarland divided his subject into two parts, the idea phase and the development phase. He suggested collecting ideas from all sorts of sources and said that at Campbell several departments were engaged in research, constantly improving existing products, developing new products and improving existing processes and equipment. He told the admen that Campbell sends experienced chefs all over the world seeking convenience foods that will fill or create a consumer need, irrespective of whether they were marketable or not.

"This is one of the best ways we can get fresh, uninhibited new product ideas," he said. "They are then turned over to our manufacturing and marketing executives to decide whether they are feasible or not."

He said only two per cent get the green light and move into the next stage—fact gathering. Every employee of Campbell is encouraged to present ideas to management, but most come from the

marketing group, and the agencies who are "trained to our business".

Regarding development, MacFarland said, "A very important early decision must be attempted on the concept or positioning of the new product, because this will affect packaging, marketing, and promotion later," and this was done by examining the consumer potential at this stage.

"We identify our prospects, and group them by sex, age, geography or whatever, and rank them in order or priority," he said. This was done by examining other company records, trade practices and market research."

He gave examples and recorded

commercials of some of Campbell's own product innovations (Spaghettios—a spoonable spaghetti for young children).

MacFarland concluded by saying good judgment by the intuitive manager was the most important step of all in "when and how to market a new product."

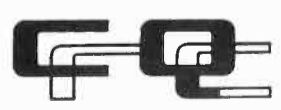
He defined the "intuitive manager" as a non-conforming activist, who is replacing the old fashioned organization man, and does not necessarily follow the dicta of text books, formulas and long-standing procedures, "and who is able by the sheer conviction of his beliefs, to propel forward major decisions."



## How Top Talent Addresses Resumes.

Even if you're a great broadcaster, you must send the best résumé in order to get the best job.

For example, the address must be absolutely correct. Copy it from the following:



radio saskatoon

A number of people with genuine broadcast talent have already put that address on their résumés. Presumably that is why CFQM is the most popular station in Saskatoon and for hundreds of miles around.

Lonely? Want to be where the gang is?  
Come on over to 1310 and join such well known friends and competitors as Coca-Cola, Ford, Salada, Carlings, Beehive Corn Syrup, General Motors, Seven-up, Colgate-Palmolive, Kelloggs, Purex, Canadian Acceptance, Facelle, Nabisco, Dominion Stores, Dow Breweries, Ontario Hydro, Fritos, A & P, Fina, Bayer Aspirin, Robin Hood Mills, Maher Shoes, American Motors, Continental Casualty, Christie-Brown, Royal Crown Cola, Savage Shoes, Glide, St. Lawrence Corn Oil, Coppertone, Labatt's, BA Oil, Diet Rite Cola,

Canadian Food Products, Barton and Guestier Imported Wines, Canada Savings Bonds, Canada Dry, Wrigley's Gum, Guardian Maintenance, Bardahl, Kraft, Pepsi-Cola, Lever Brothers, Jifoam, Reynolds Aluminum, CNR, and others.\*  
The list of CFGM's National sponsors is growing constantly as Country Music gains in popularity throughout Toronto. Don't feel left out, come on over to the right side of the radio dial - CFGM, 1310.

\* (If we've forgotten to include you in this list, we're sorry. We'd like to hear from you.)

**CFGM~1310**

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



# CFCM-TV

quebec city has



## 20/20 FRENCH VIEWING

### THE TOP 20 SHOWS\*

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

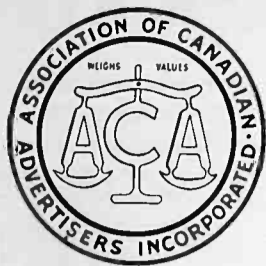
QUEBEC'S ANNUAL PURCHASING POWER IS OVER  915,758,000.

### SALES REPRESENTATIVES :

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

\*NIELSEN FEBRUARY 1966





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\$5.00 a year  
\$10.00 for three years

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



Typography and Make-up by  
Canadian Broadcaster

# Only self-regulation can beat bureaucrats

More and more Canada is living and growing on production in industry, agriculture and natural resources. Production creates employment; goods and commodities have to be sold to justify more production; advertising produces the sales needed to keep the wheels turning and the men working.

But advertising produces far more than the sale of products over the counter. Actually it is playing a tremendous part in building a bulwark of defence around the system called - vaguely and unemotionally by us who enjoy it - "democracy".

Media of communications - radio, television, newspapers, magazines and other publications - are an essential part of modern life. Through them and them alone, the public is kept informed, entertained and inspired. Their maintenance costs money, which can only be obtained from one of two sources.

In some countries, the media are operated by or under the close jurisdiction of a department of government, without whose sanction nothing may be printed or said. The State both pays and calls the shot.

In Canada, these media derive their revenues, not from the government, but from advertising, except for the State-owned Canadian Broadcasting Corporation. But even the CBC gets part of its revenue from advertising.

Here, every medium except broadcasting is strictly private enterprise, regulated by nothing but common sense and the laws of the land.

The publishers are aware that if they are to induce advertisers to use their advertising columns and provide them with their revenue, they must serve the advertisers usefully, which means provide them with large numbers of responsible readers who will be exposed to their advertisements.

Their publications must be a combination of decency, reliability, objectivity, honesty and variety. No need has ever been found for special legislation or regulation, because this sort of behavior is dictated, not for virtue's sake, but as a simple matter of plain economics.

For publishers lacking in scruples or common sense, there is a legal code for all spheres of life, the Criminal Code, designed to protect the public against fraud, misrepresentation, libel, slander and so forth. This has proved to be adequate restraint when and where it is required.

The outcome of all this is publishing by public approval, a system not dissimilar to the system under which our representatives in parliament are elected by public vote.

Critics see danger in the fact that, because they virtually control the papers by providing the revenue, the advertisers are in a position to pressure the publishers into suppressing news and otherwise influencing editorial content.

This is a valid comment, as valid in the danger of control by advertisers as it is under a system of state-ownership or control. But there is a difference.

Advertisers know that a controlled press would undermine public acceptance of the papers and therefore diminish the effectiveness of the advertising they contain. State control, however, comes pretty close to party politics. Without fears of lost revenue, the only curb would be the integrity of the individual government officials and civil servants charged with the administration of a State-controlled press.

Broadcasting is different.

There is State-broadcasting - the Canadian Broadcasting Corporation - and there is private enterprise broadcasting - the privately-owned stations - but there is no kind of broadcasting which operates by regulation-by-the-law-of-the-land-and-the-will-of-the-people-as the publishing business.

State broadcasting is financed by government grants, implemented with the advertising it sells in competition with tax-paying private enterprise broadcasting stations.

Private enterprise stations operate much as the publications, with one exception. They are subjected by the Broadcasting Act to regulation by a government tribunal called the Board of Broadcast Governors, which does, in actual effect, determine what *must* be broadcast, such as Canadian content and what *must not*, such as an actual bottle in a beer commercial.

In addition to this, the BBG is called upon to recommend whether an individual and a market should be given a licence to broadcast, based on the board members' *impression* of the character of the applicant and whether, *in their opinion*, the market offers sufficient potential revenue for another station. (People who risk their capital in a publishing venture enjoy the privilege of using their own money as they see fit).

The saving grace with the present BBG is that it is made up of people of great integrity, intelligence and understanding. Their successful administration of an impossible act is *because* of them and their qualities and *in spite of* the act.

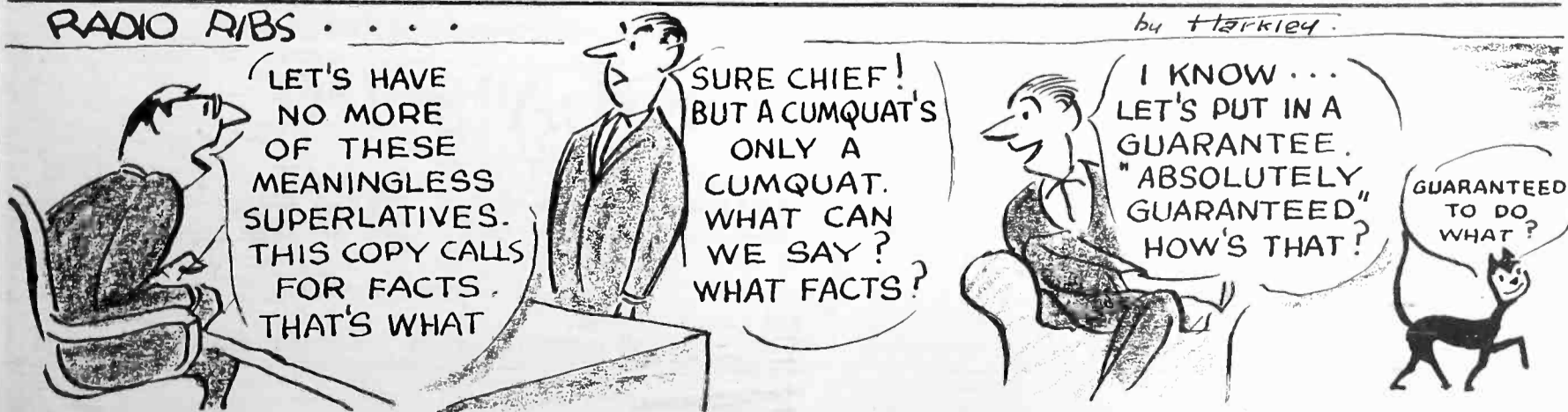
As this paper has frequently said, everyone is not guilty of exaggerated, meaningless or just plain fraudulent advertising. Some are; and these few contaminate the whole industry.

Every branch of the advertising business must, right now, start seeing to it that advertising used to represent products on the market place is not only legal, but is of actual value to those on the receiving end of it, in terms of information delivered honestly, sincerely and without recourse to meaningless blasts.

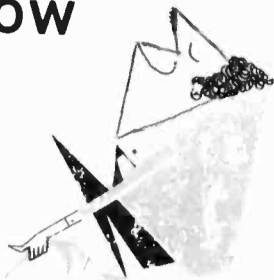
Such organizations as ACA, ICA, CDNPA, PPA, CWNA and CAB should summarily expel offenders from their memberships, and studiously decline below-standard advertising from agencies and advertisers.

If they won't do this, if they won't defend themselves with an offensive of their own, then they might as well accept the protective despotism of the bureaucrats in Ottawa, because the jig will be up.

## RADIO RIBS . . . .



## GRASS ROOTS GROW



## EVERYWHERE



Big market or small, in either language, Hardy stations have the local loyalty that ensures impact. Your Hardy man has the information you need effective marketing.



Toronto 363-9433  
Montreal 861-5461

## Marketing Communication

# Increased efficiency will overcome barriers

"Persuasion precedes purchase or any other action. It is that one communications goal closest to the sale. The importance of persuasion as a standard of effectiveness is evident," said Dr. Paul Lyness, president of his own advertising and marketing firm in Princeton, New Jersey. He addressed the advertisers yesterday morning on "How to increase efficiency of marketing communications."

He said his purpose was to demonstrate two new developments in communications research of the individual; the first, a test of persuasion, the second, an index of effectiveness based on measuring pupil dilation in the human eye.

His new test of persuasion is called the "communications efficiency report", and it was first offered to U.S. advertisers in 1963.

Lyness said the survey involves personal interviews with a sample of prospects and consumers for the products involved. The test combines short exposure and longer exposure to a series of four to eight ads. After three seconds, the ad is taken away and questions asked, then after a once-through reading, more questions.

"The short exposure provides an independent evaluation of the lead-in, illustration or headline,"

said Lyness, "the longer exposure permits an evaluation and diagnosis of the persuasion."

In TV commercials, the short exposure to a one-minute commercial is 15 seconds, followed by the questions and then the entire commercial. "A rear-screen projector, like an actual TV set, is used," Lyness said, and then demonstrated with a series of comparative ads on the right and left of the audience.

"The two uses of persuasion research in creative development are (1) improving an existing approach and (2) finding a better idea," said Lyness.

He told of a major new analytical project planned for this year involving the influence of predisposition on persuasion.

"A predisposition is a positive or negative attitude toward a brand," said Lyness. "In other words, what do readers bring to an ad, rather than what do they get out of it?"

He said the effect of predisposition on advertising performance is marked, especially on controversial products. He described it another way as "the extent previously held attitudes are a barrier or facilitating factor in persuasion."

The second new development was the work done by the Marplan Perception Laboratory, which works with dilation of the pupil of the eye as a non-verbal measure of response. Lyness said experimentation in this field had been carried on by Dr. Eckhard Hess, professor of psychology, University of Chicago. Hess had noted that the pupils of a cat's eye were smaller before food than after.

"The same phenomenon was observed in humans, whose eyes appeared to dilate when interesting or favorable stimuli were presented. In the laboratory, the human eyes were photographed at intervals during the tests. Lyness showed examples, showing male and female eye appeal. On the left side was a picture of a mother and child, on the right, a fold-out from Playboy, the Playmate-of-the-Month. Lyness said the experiment worked with many items, even cookies.

On TV commercials, the laboratory was able to show second-by-second interest in the commercials, through dilation of the pupils, on what he called an interest track.

Each of the new research developments complemented the other, and were useful guides for the future, he said.

# QUÉBEC

- Is Canada's largest province
- Is the home of Canada's largest city
- Is responsible for one-quarter of the nation's economy

and

87% OF ITS POPULATION IS FRENCH SPEAKING

Reaching and Selling Quebec in this language  
whether by Radio, Television or Print, is our business.



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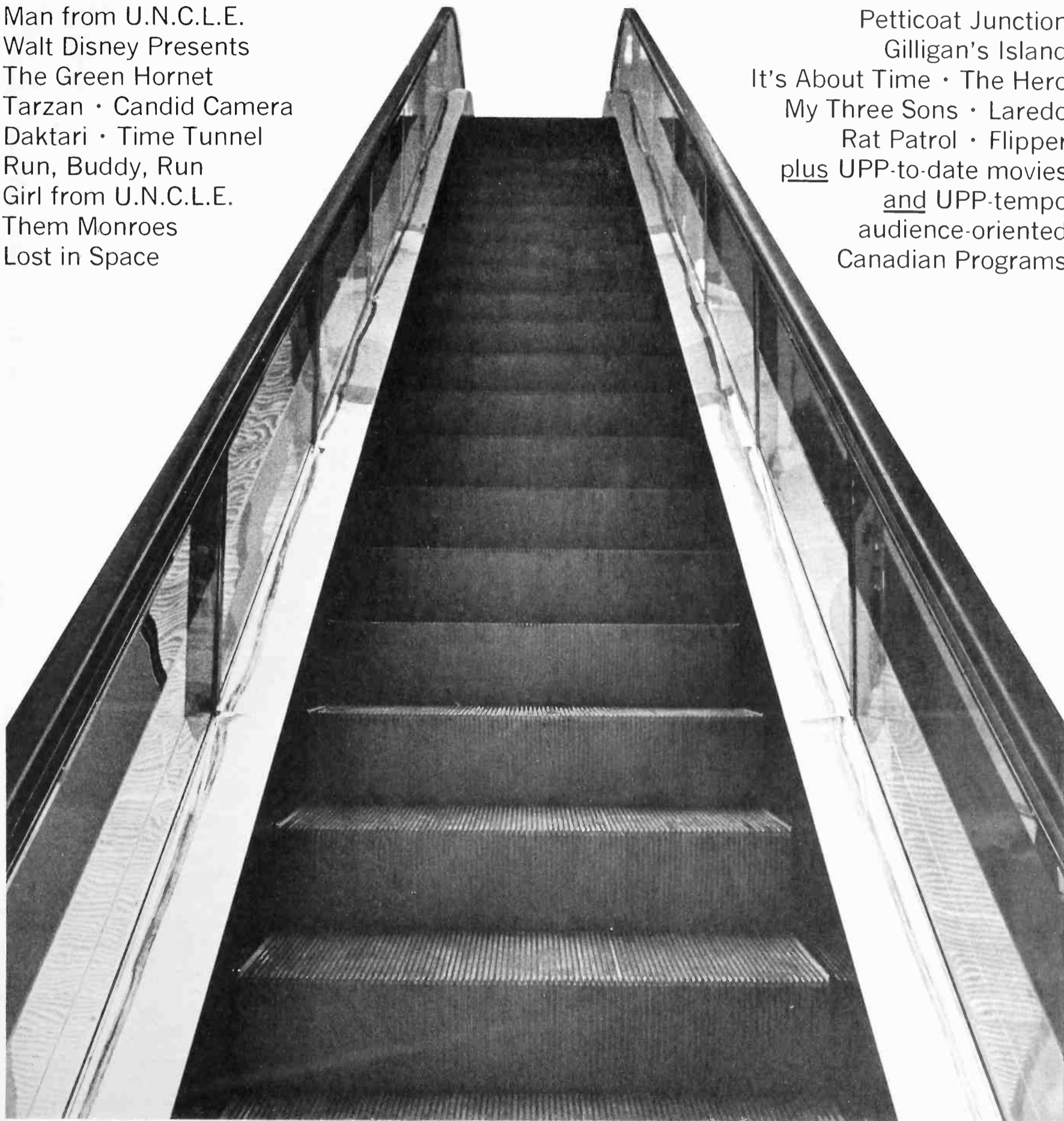
*Specialists in French language Media*

# GOING **upp**? EVERYONE ELSE IS

**HERE'S THE FALL LINE-UP:**

Man from U.N.C.L.E.  
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The Green Hornet  
Tarzan • Candid Camera  
Daktari • Time Tunnel  
Run, Buddy, Run  
Girl from U.N.C.L.E.  
Them Monroes  
Lost in Space

Petticoat Junction  
Gilligan's Island  
It's About Time • The Hero  
My Three Sons • Laredo  
Rat Patrol • Flipper  
plus UPP-to-date movies  
and UPP-tempo  
audience-oriented  
Canadian Programs



**This array of Fall programming is available on these UPP stations:**

CFPL-TV, London  
CKVR-TV, Barrie  
CKNX-TV, Wingham  
CKWS-TV, Kingston  
CHEX-TV, Peterborough

CHCH-TV, Toronto-Hamilton

CKMI-TV, Quebec  
CKCW-TV, Moncton  
CHSJ-TV, Saint John  
CJCB-TV, Sydney  
CFQC-TV, Saskatoon

CHCT-TV, Calgary  
CKCK-TV, Regina  
CFCL-TV, Timmins  
CFCH-TV, North Bay  
CKBI-TV, Prince Albert

KVOS-TV, Vancouver-Victoria

CKOS-TV, Yorkton  
CHAT-TV, Medicine Hat  
CKRD-TV, Red Deer  
CJLH-TV, Lethbridge  
CHBC-TV, Kelowna

**For program information: United Program Purchase Limited, 20 Carlton Street, Toronto, 362-7211, Telex No. 02-2557.**

# Clients could help their agencies make better advertising

by JERRY GOODIS  
President, Goodis, Goldberg, Soren Limited

*"Am I permitting my present agency to do as good advertising as it is capable of doing? Am I encouraging them enough, am I demanding their best, or am I clogging their paths with the sacred cows of my own prejudices?"—Draper Daniels, President, Draper Daniels, Inc.*

A proper relationship between an advertiser and an advertising agency is just as tricky and as sensitive as the one between a man and his wife. It can be amicable, positive and very rewarding, or it can be tense, bitter, cynical and unproductive. Where the latter is true, of course, a rupture of the relationship is only a matter of time. As in marriage, it takes two

to build a healthy business relationship.

No matter how good the agency is—and there aren't that many good ones around—it cannot make effective advertising without the help and encouragement of the advertiser. And this co-operative attitude has to be there from the president of the company, down through the sales manager, marketing manager, brand manager and advertising manager.

The quality of the advertising produced is directly tied in with the extent to which any and all of these people contribute to the agency's efforts.

#### **Mutual and meshed hard work**

The agency which claims it does-



n't need the advertiser's support and assistance is kidding itself. No agency can be expected to make on-target advertising — achieving advertising and sales objectives — if the client in any way holds back or distorts pertinent information. Effective advertising comes about as the result of mutual and meshed hard work by advertiser and agency. It cannot be any other way.

I am not suggesting that the agency get mixed up with the solution of client manufacturing, marketing or sales problems, although it must be aware and informed of these. Equally, I do not suggest that the client should pick away at the agency's copy or meddle in the creative work of the agency. Each organization should have its pea-patches clearly defined.

But the client must pour into the agency hopper everything he knows about his product: its attributes, its failings, its competition, its position in the market-place, the ingredients which make it up and the manufacturing processes. Then he can leave the agency alone to digest, to experiment, and to use its collective brain-power to come up with advertising that has bite, memorability, drama and sales pull.

#### **Adult attitude both ways**

Just as there are few perfect marriages, there are surely very few Utopian agency-client relationships. We have more than most in our shop. I know of a couple at other shops. But all too frequently where these relationships are less than ideal, it's because of poor communication and lack of an adult attitude on one side or both.

The adult way of solving problems is to talk them over and have both organizations make an honest effort to improve the situation. It's all too easy — and childish — for an agency to say: "We quit" — or a client to say: "You're fired."

Does a man divorce his wife when she burns the roast?

In this matter of who does what to whom, it must be said that client turnover, for which our industry is notorious, is as much the fault of advertisers as agencies.

Here's a handy-dandy check list for advertisers who want better advertising. If you're the president, hang it in your private wash-room. If you're at a level below the president, slip it under the glass on your desk. Just to the right of the crack.

1. When you've finally made your decision to hire the new agency, demand an advertising campaign from them in two and a half weeks, because you would really like to show the campaign at your sales meeting in Banff — and what the hell, might as well get them off to a running start.
2. Whenever the agency comes to visit you, keep them waiting in the foyer for 20 or 30 minutes. When they finally get into the meeting, don't let them finish a sentence. Treat them like you treat your supplier of paper clips and wash-room supplies. Dignity is death — where the agency is concerned.
3. Have your people hold back as much information as possible, to see if the decision you made to hire the agency in the first place was really correct. See how bright they are. See how much digging they are prepared to do on their own without your co-operation. Do they really have the stuff they claimed they had at the original presentation?
4. A further test of the agency's alertness is to have you, the president, tell them one thing about any given problem, and have the ad manager tell them quite the opposite.

## Talk about scandals!

It's scandalous the way we have kept this information to ourselves.

CKBI TV and Radio's Metro county area has —

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

Get further details from your All-Canada Man.

(\* Second Largest in Canada)



Television & Radio  
Prince Albert, Saskatchewan

5. Don't encourage them too much. A good way to keep them in their place is to have your vice-president, at the next meeting the agency attends, say that he has never seen an agency smart enough to be able to solve this company's unique problems.
6. Demand day-to-day service. Have the account supervisor send his account executives over to your advertising department at least once a day, whether they have any business to transact or not. This will make your advertising manager and his people feel very loved and secured.
7. Warn them - OR, better still, DON'T - about a disgruntled executive high up in your company who is hiding in the weeds, with a shotgun, waiting for the agency to make its first mistake. He voted against selecting this agency, and he still has some very good friends in the previous agency.
8. Hire an advertising manager who will look at the agency's campaign and approve it, until you (the president) say you don't like it.
9. Insist that the agency present at least three different approaches to the solution of every problem, instead of one approach it believes is the best. That way, the agency is sure to lose money on your account, and work all the harder for you to try and retrieve the losses. Sort of the carrot-greyhound method.
10. Tell the agency that as professionals they are to ignore your personal prejudices; for example, you're against Garamond bold type, red-haired foreign-looking models, the color green, *Time Magazine*, and full-page bleed ads. Then when they present a campaign using Danny Kaye holding your product in the middle of a meadow with the headlines set in 72-point Garamond bold on a full-page bleed format for *Time* - kapow - spear them in the presence of all your executives. Judge their work on the basis of these prejudices you hold so dear. Right?
11. Have the accounting department send back all invoices with the scribble - "way out of line." Keep hammering at them about how you used to get such terrific ads and commercials for so little in the old days. You never paid for layouts, storyboards, p.r., research, travel and long-distance 'phone calls. The profit motive drives you. That's perfectly alright. But God forbid - the agency should make a profit! They're liable to get fat and lazy.
12. Be a trend setter. Instruct your ad manager to tell the agency to make DDB-type ads, even though you never heard of DDB, and you privately don't quite get the significance of it.
13. Remind the agency at every opportunity that if they don't work out you'll have to fire them. But you'll do right by them; they'll be the first to know.
14. Plant the rumor in the trade that you are very unhappy with the agency. Within 24 hours some space rep will report it to your shop. That should sharpen them up pretty good and keep them on their toes.
15. Tell them that at the end of every fiscal year you reserve the right to look at other agencies. Only diamonds are forever.
16. After finally giving approval to an advertising campaign, have second thoughts the next day; make them sweat, make them change a block of copy here, a photograph there. Tell them you really did not want to spend *that* amount of money, so you can only use two out of the ten commercials you had them devise. When you have settled on the two commercials, send your ad manager, your secretary, your sales manager, his secretary, the marketing director and his secretary, and an nephew from Winnipeg, who wants to break into advertising, to the studio during the shooting. That'll really rattle up the talent and the TV director. At about four o'clock in the afternoon, *you* drop in too.
17. When you finally see the commercial, the first thing you should say, as coldly as possible, is: "I've seen better".
18. If you have a lousy sales year, no matter what the reasons - crummy product, poor sales force, outspent by competition, terrible package - fire the agency. It'll be the best thing that ever happened to them.

**Better calm down a minute**

Mr. Client, if you have read this far, you are likely livid with rage, because *your* company wouldn't treat its agency like I have just described.

Well, maybe you had better calm down for a minute and look at yourself square in the corporate mirror. You're innocent? Congratulations!

But if you hear the distant caphony of knees banging and teeth chattering emanating from your agency - you are guilty! Guilty of wasting your company's money, because you're making your agency nervous and nervous agencies make lousy advertising.

Leave them alone. Say something nice to them once in a while. And if you can find it in your heart, encourage them.

If you want to show the world how tough you are, go home and yell at your wife. She'll yell back? God! Maybe agencies should start yelling back too. It'll serve you right. And you may even get better advertising out of them for it.

There now! That didn't hurt, did it?

**PACKAGE PLANS**

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

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

Total homes based on average 1/4 hour delivery - NTI/Nov./65.  
AA-542 M, B(News) 305 M, B(WWOS) BBM-362 M, C(Daytime) 329 M



*This week talk CTV*

# Innovation is the key tool of modern business

"Let others refuse to innovate. Let them refuse to control change. Let them fear the responsibility of directing the future the way you want it to go. . . Keep those words in your programs: the new, the future, tomorrow, creativity. Let the men who use words like alienation, despair and death go their way. Let them hide from the future because their way is not the way of reality. That way belongs to you."

These words, coming at the end of a straight-from-the-shoulder talk to the ACA Conference yesterday morning, summed up the down-to-reality address of Reverend Father C. P. Crowley, dean of graduate studies and head of English at the University of Windsor, Ontario, a speech which, for some reason best known to himself, he titled "The Psycho-Mimetic Hideaway."

Speaking of advertising, Father Crowley said: "The whole complex of business is now a process, a structure, a world of instantaneous feedback and information flow on all levels," which is why, in the last 15 years, "the whole structure of business has changed."

"The challenge now is to design larger, more flexible structures for business," he said.

"In these businesses there will be a much greater number of skilled individual contributors; machines or automated systems will be used as productive forces, and the intelligence of men will have to be designed into jobs, not out of jobs. . ."

The reason why all this has happened is: "Because we have learned a great deal about the design of integrated, multi-cellular structures, the design of communications networks and so on."

"The next step in business," he went on, "is to learn about the organization of human knowledge, and we have a word for that today - we call it the knowledge explosion."

"You'll hear that phrase more and more in the next ten years. And the structures of business organization will change, the dynamics will change and your roles within them will be different."

"Your management books will all be rewritten and the symbol of management structure will not be the old fashioned pyramid but diagrams like the ones that nuclear scientists make when they describe curved space or the human nervous system," he said.

## End of individualism

"What is happening in business merely reflects our world," the speaker said. "We're coming to the end of the age of individualism. We've had four centuries of it. We've had it in our Christian ethic, our industrial assembly lines, our specialized approaches to education, our economics. The individual, the man who could make his money all by himself, the robber baron type, is on his way out. We're all getting the burden of responsibility thrown on us. And the whole move to a total structure of human kinship and responsibility is the result of the coming of electronic technology—with its built-in feedback of information."

Moving to the effect of this revolution on business, Father Crowley said:

"We no longer look at business as inevitably progressing. We now practice innovation, purposeful, directed, organized change. We leap into the unknown. We use scientific tools to try out our new powers of vision, our imagination."

"This new drive for innovation is converting old conservative institutions - the government, the armed forces, the school - into organs of innovation. We even have new institutions expressly designed for innovation, such as business enterprise and research organizations."

"This purposeful innovation is more than a method. It is a new view of the universe, not of chance nor of certainty, but of responsible risk. It explains the research explosion."

"In the U. S. A. in 1940, a total of \$280 million was spent in research and development. In 1961, \$16 billion was expended by industry, government and universi-

ties. Estimates for 1970 are in the \$30-\$50 billion range. Think of the technology and products that we can begin to expect in future decades as a result of such effort."

## New attitude to change

"Throughout most of history," Father Crowley said, "most men have feared change and persecuted the innovators. . . Family, church, army and state were built to be walls of security against the threat of change. When evolution came into the picture, man thought of change as determined forces in biological evolution. But today we see change as order itself, the only order we can comprehend, as a dynamic and moving order."

"Innovation is not new. It is as old as man. But what is new is the view of man as the order maker, working consistently through the anticipation, control, the direction of change. We do not see change as something that happens to us. We see innovation—that is what we do to change."

"As a result of this emphasis on innovation," Father Crowley warned, "we are all going to be involved in a lifetime process of re-education."

"Education won't be one injection given us in our youth. It will be something that is part of our everyday lives, or every week."

"We are beginning to realize now that if we teach a child only certain specific skills, a specific bit of knowledge about certain areas or jobs, we are hurting him, because these areas and jobs are going to change very rapidly and we are wasting our time."

"The emphasis in the future will shift from the material of learning to teaching *how to learn*. We will have to learn to learn."

## Professor J. N. Fry

### Test marketing reduces uncertainty

"There are several key factors to consider in planning a market test for new products," said Professor J.N. Fry, University of Western Ontario, School of Business Administration, in his address to the ACA yesterday. He elaborated on each of them.

1. Test marketing is a strategy in which a firm delays full commitment to a product for the purpose of gathering additional information. "The form this strategy takes is usually a scaled introduction of the product in one or more market areas," said professor Fry. He cautioned that testing was not necessarily desirable in all product development circumstances. He said three interrelated factors were involved in test planning. They were objectives, methodology and economic justification.

2. The information objectives of a test were to reduce uncertainty, and could be classified as logistics and predictive information.

3. The methodology of the test program should then be tailored to the information objectives. Careful attention to the methodology could improve the validity of the test results, but in the last analysis, the interpretation of the test data is a "matter of skilful judgement."

4. On economic justification, a thorough consideration of the costs of the test relative to the potential value of the test information is necessary, to avoid gross errors in planning.

5. In planning the test there should be a careful balancing and specification of the objectives, methodology and economic justification.

**Number 1**  
**1960**  
**1961**  
**1962**  
**1963**  
**1964**  
**1965**  
**1966**  
**and gaining.**  
**Why not climb**  
**with us?**

**C-JAY TV**  
**WINNIPEG**

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

# Education and advertising are both big business

"Advertising and universities are both big business and have, in consequence, some of the same responsibilities," the president of York University told the ACA delegates at their Gold Medal Award Luncheon yesterday.

Relating advertising and universities statistically, Dr. Murray Ross referred to the 1965 Gross National Product figure of \$52 billion (up 9.7 per cent from the previous year). "In the same period," he said, "Canadian companies are calculated to have spent well over \$235 million on press space and station time for national advertising (up close to 15 per cent from the preceding year).

"In addressing you gentlemen," he said, "I am therefore conscious of speaking to the representatives of a growth sector of the economy. I am also conscious of speaking for a growth sector of the economy, since expenditures by universities, both capital and operating, are estimated at \$562 million for the academic fiscal year of 1964-5, up some 31 per cent from the preceding year."

Stating that admen and professors are both in the business of communications, he said: "I am not now thinking of the white knight who charges at men in grimy overalls, the Roman centurion who runs away with dirty dishes, or the

creams and sprays that, unaided, resolve all problems of inter-personal relationships.

"I do not know," he quipped, "how the canard got about that such messages are on the level of a 12-year-old mentality. That surely claims too much for the message and too little for the 12-year-old. Today we expect children of that age to master the new mathematics and to engage in open-ended scientific experiments. We cannot expect that their critical sophistication and trained intelligence will be inoperative when they are exposed to the messages of the media."

Dr. Ross pointed out that on the other hand, he does "recognize the trend to corporate advertising that, both in the interest of public relations and in the public interest, concentrates on the transmission of knowledge and ideas.

"The insurance company that publicizes life-saving medical information and the paper company that buys space to promote remedial reading render useful public service although they are not unaware, I am sure, of more than one legitimate motivation."

Admitting that the trend to such advertising increases from year to year, Dr. Ross said he was informed, however, "that last year in the United States only 1.5 per cent of the \$14.9 billion spent on

advertising was spent on this kind of communication.

"In the dissemination of useful factual information and of geminal ideas, your calling and mine can come together in serving a new kind of society."

## Wide range of research

As examples of the research being carried on at his own university and others, Dr. Ross gave some startling examples of the new worlds being explored.

He said that by means of radio and electrodes it was now possible to induce animals to move any part of the body on command and also control behavior responses such as hostility, affection, fear and desire.

"Retiring young women, upon being electrically stimulated by radio at certain brain sites, held the hands of their doctors, initiated flirtatious conversations and even hinted at marriage," said Dr. Ross.

In the field of research on nucleic acids, he said scientists are excited about the prospect of determining the molecular basis of memory, and the process of learning. With this knowledge, Ross said scientists may be able to facilitate the speed and energy of man's capacity to learn.

He told how a researcher in genetics at York is studying the

transmission of abnormal genetic material from parent to offspring. "Such research, if successful, would permit a degree of control over the character of offspring and open the door to changes in human evolution that could alter the course of history."

Dr. Ross said the time lapse between the discovery of new knowledge and its commercial application is narrowing; the principle of the transistor took only three years, and more recently, the laser beam's first commercial application followed in a mere six months.

## Everybody's business

"... in the post-Sputnik world education has become everybody's business," Dr. Ross said. "This universal involvement and concern constitute a revolution. Everyone is asking how much education of what kind will be given to whom and for what reasons..."

"When I ask you, then, to take a brief look at some new thrusts in education and research, I am by no means inviting you to view from afar the removed and remote preoccupations of the specialist in the groves of academe. On the contrary, I am inviting you to consider, in a sense, what is happening to you in terms of a basically altered human condition."

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



## CKX-RADIO-BRANDON

# 1430 - CKFH

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

# 1430 - CKFH

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



for them!



## HAMILTON

... a must buy  
in a  
must market

Call your All Canada Man

### Radio's flexibility makes it No. 1 medium for Borden

If it's radio, will it be good? That's what the Borden Food Company aims to find out in a dramatic switch back to radio advertising after placing 90 per cent of its budget in TV for the last two years. (19 years ago this company, on its Canadian Cavalcade radio network program, broadcast the presentation of this paper's first Beaver Awards.)

Borden is using 37 radio stations in 23 Ontario and Quebec markets in an eight month trial campaign, the results of which could well shape a new policy to use radio as the company's basic medium of advertising.

"Radio's flexibility is the key factor," said Peter Emerson, Borden Company's marketing manager.

"We need to advertise a multiplicity of products in markets of our choice with varying degrees of frequency to achieve maximum impact by product, and for the corporate campaign as a whole," he said.

Emerson also commented on radio's production cost advantage, where several products were involved. He said savings could be used to increase media frequency.

Total budget was not announced, but Emerson said, "Our total spending on radio in the last 34 weeks of this year should make us one of the largest radio advertisers in the country."

The campaign will be aimed, primarily, at the mass-housewife audience, with times purchased during breakfast and mid-morning hours, but there will be some exceptions. Commercials are being recorded in both English and French, by Young and Rubicam Ltd., agency for the company's milk and dairy products.

### Radio editorials cover many fields

Federal politics, vandalism, seal hunting, senate reform, hospital financing and the Board of Broadcast Governors were all subjects of editorial comment last month on CAB member stations participating in the CAB Program Exchange.

Of the 70 editorial tapes collected in March, almost half were provided by CKWW, Windsor, Ont. The balance came from CKCW, Moncton, CHWO, Oakville, CJMS (French), Montreal and CFQC and CKOM, Saskatoon.

The CAB provides printed and taped highlights of editorials each month to member stations and members of Parliament.

Gerry Acton, manager of the CAB Program Exchange, says the editorials are categorized as to topics before being sent to the MP's. He would like to see far more stations submitting monthly broadcast comment, to give "a broader basis of opinion of and by the industry."



### LOVE THOSE MEN

Give me the man I'd cross the street for, just to say hello; give me the man I'd cross the street for, just to avoid saying hello; but you can keep the man I wouldn't cross the street for either to say hello or to avoid saying hello.

### THE BUYERS ARE PEOPLE

You can use computers to buy the goods you need or to sell the goods you make. But it is well to remember computers don't ever buy a nickel's worth of the goods you sell.

### SOMEONE TO HATE

People come in two types - the "nice guy" you seldom see, can't remember his name, but whom you always remember as a "nice guy" - and the guy you couldn't forget to your dying day because you hate his guts. Speaking personally I'd rather be a sonovabitch than a what's-his-name.

### NOVEL APPROACH

Then there's the desperate individual who went to his banker and said: "I can't think of any reason why you should lend me five hundred dollars and I wondered if you had any ideas." (P. S. He got it.)

### ADAGE DEPT.

I'd rather be a sucker than a sonovabitch.

### THE CUSTOMER COULD BE WRONG

It does no harm to be pleasant to the guy you buy from because he may easily make more money selling to you than you make buying from him.

### PHONE MANNERS

Is the man who has his secretary ask, "Who's calling?" before he will deign to answer the phone hiding from his mother-in-law or his creditors or just trying to make like a VIP?

### FOILED!

Then there's the man who was called upon at the convention to thank the speaker, and rose only to realize he wasn't grateful.

### VALEDICTORY

I am now ready to be thanked.



**Naming competing brands is hitting below the belt**

"Good old Brand X has gone out the window and now we see razor blade companies making adverse statements concerning competitive products, by name and identifiable pictures."

This observation was made recently by William S. Little, president, Dickinson and Company, (a pharmaceutical concern in the U.S.) in a memorandum to his sales staff on marketing morality.

"Twenty-five years ago," he said, "it would have been unthinkable to name a competitor in a comparative list of qualities for automobiles. Yet we have now all seen advertisements which show Ford, Plymouth and Chevrolet by name to the disadvantage of everyone except the advertiser."

Little pointed out to his staff that while this pervasive trend had extended even into the pharmaceutical industry, his salesmen should maintain their standards of fair play.

"While we are in the business of giving our competitors as difficult a time as possible to our own advantage, we still should play the game on the field and not go behind the bleachers and knock the opposing pitcher over the head with a baseball bat!"

**Red radio steps up propaganda broadcasts**

There was a ten per cent increase in international broadcasts by communist countries in 1965, says the U.S. information agency. 4901 hours of programming was put out weekly in 75 languages. This is an increase of 425 hours a week over the year before. Communist international radio has expanded about ten per cent each year since 1952, with the exception of 1964, where

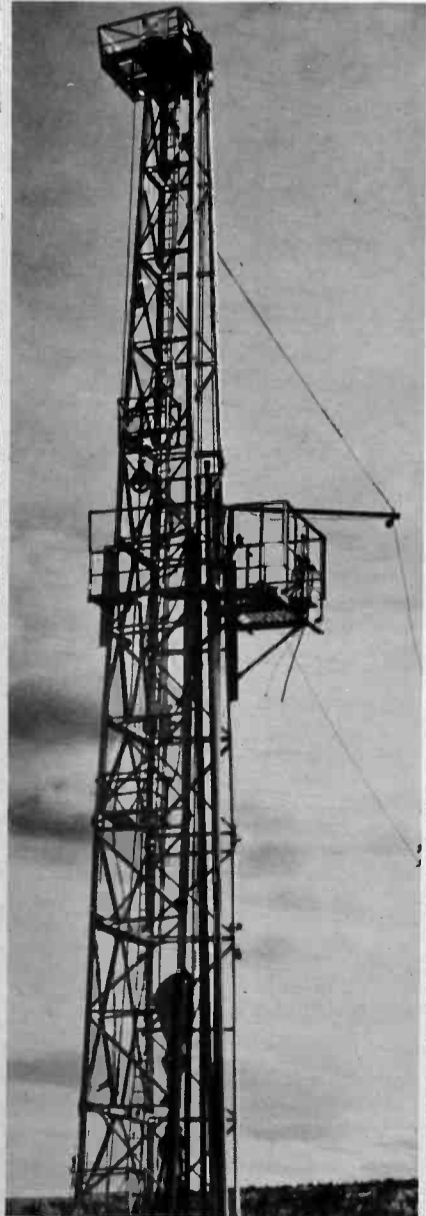
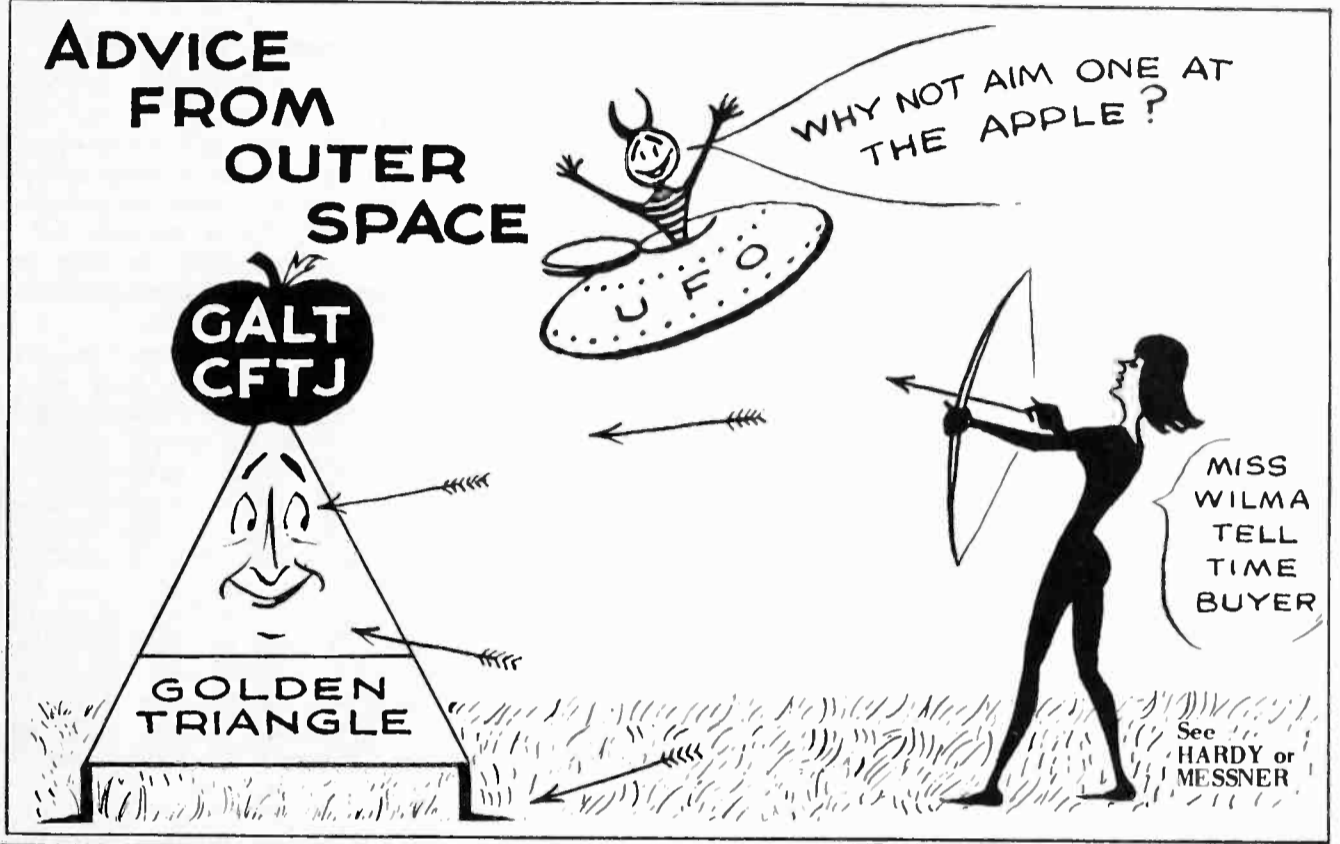
the increase was only 4 per cent.

Cuba and North Korea accounted for nearly half the total increase last year, but Albania registered the largest percentage rise of any single country - 62 per cent.

Broadcasts aimed at Africa climbed 17 per cent, with additional programming emanating from Russia, Cuba and eastern Europe. Communist China expanded its

Russian-language programs by 66 per cent to 105 hours a week.

U. S. A. said it stepped up its Voice of America broadcasts from 800 to 838 hours weekly, increasing programming in Vietnamese, Indonesian and French to Africa. Further strengthening of the global transmitting of VOA will come from 3 improved transmitters at home and new overseas relay stations.



WHERE THERE'S  
*Sales*  
**ACTION**  
 IN CALGARY  
 . . . THERE'S  
**CFAC**  
 RADIO

Advertisers selling Calgary know CFAC Radio is their best Salesman.

represented by 

# Computers compute but writers must write

"Man's response to machines, down through time, has been a curious mix of fear and fascination," said Robert Ross, vice-president and creative director, Leo Burnett Co., Chicago, yesterday at the ACA.

He traced a history of computers from the time primitive man used a pile of pebbles to count fish down to today's sophisticated data processing electronic equipment.

Using sub-headings borrowed from Dickens' *Christmas Carol* he

divided his address into three parts: the Ghosts of Computers Past, Present and Future.

"Since Pascal invented the first calculating machine back in the 1600's, its been copied, modified, adapted, refined, adjusted and proliferated," he said, speaking of things past.

"Today's data processing equipment turns out to be a hell of a good way to count fish," he continued, and Computers Present will also run factories, solve crimes,

diagnose illnesses, handle pay-rolls, inventories and billings."

Ross saved the major part of his address time for predicting the future, confiding that he had been "programmed to disintegrate before your eyes if I speak beyond my time limit."

### U. S. agencies use computers

He said about 12 agencies now use computers in the U. S., and this would increase in the research, marketing and accounting fields. "But suppose I were to tell you that, by stimulation, computer techniques already exist to help us determine consumer demand effects of basic product appeals.

"To put it another way, we will be able to say how much more product we will sell if we associate a particular appeal with our product. Another technique is known, but not yet developed, which will finally measure the effectiveness of one advertising campaign against another," he said.

"This would be done with the invention of a computer that could handle all the variables in advertising, pricing, display, distribution, frequency, continuity, dupli-

cation, even the weather," he said, predicting that computers would then be able to influence the creative process.

He defined the word "idea" as a connection formed in someone's mind, created out of two or more pieces of existing information, and said computers could help creative people decide on what appeal to work on, or stimulate them to get more and better ideas.

Ross said computers will not write copy or come up with ideas, but will collect information and arrange it in guidelines for the creative strategy, "and mix or blend the assortment of appeals, benefits and rewards in so many combinations that no human being could evoke them all."

He said computers are an extension of the human brain, that will serve man in business, science, the arts and other fields. "Machines may depress us, but they have lifted Western Man from ignorance and starvation to fabulous heights of culture, wealth and power. But machines will not give us happiness. To be happy, we must pursue growth and excellence. And the creative process is such a pursuit."



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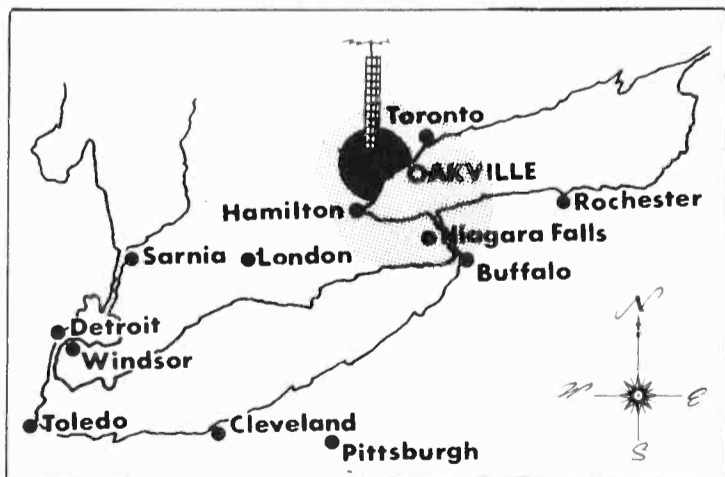
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### THE WINNER!

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

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

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

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

## Test marketing costs time and money

Speaking on test marketing and the national plan yesterday, John S. Bull, vice-president and director of marketing, Colgate-Palmolive, Ltd., said, "Test markets are expensive - I have yet to see a test market run for less than \$100,000. It's time consuming, since they cannot be telescoped in time and still be projectible. They are never representative of all geographic areas, income levels and patterns. And most damning of

all, test markets cannot catch up to the relativity of time."

He warned the advertisers therefore, it was absolutely essential to check out the basic elements of a product and its marketing strategy before submitting it to a test market.

Bull said that once test marketing is decided upon it should be done on the national plan, and he listed three reasons.

1. To set practical objectives against which to measure all activity and results of the test market.

2. To determine in advance the national economics and fiscal resources needed if the test market is a success and thus provide guidance to the corporate financial department.

3. To assure projectability of testing if marketing and financial objectives are met.

Bull then gave the test marketing case histories of two of his company's products, Baggies, a sandwich wrap which he said they had pioneered and gained 70 per cent of the plastic bag market, and Colgate 100, a new product in the mouth-wash category.

Bull concluded by saying that he would like to hear of any product that was successful in a test market and then failed nationally, or vice-versa.

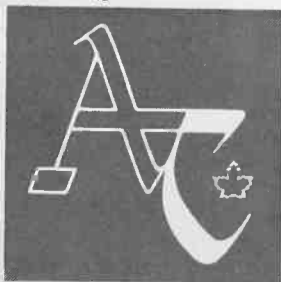
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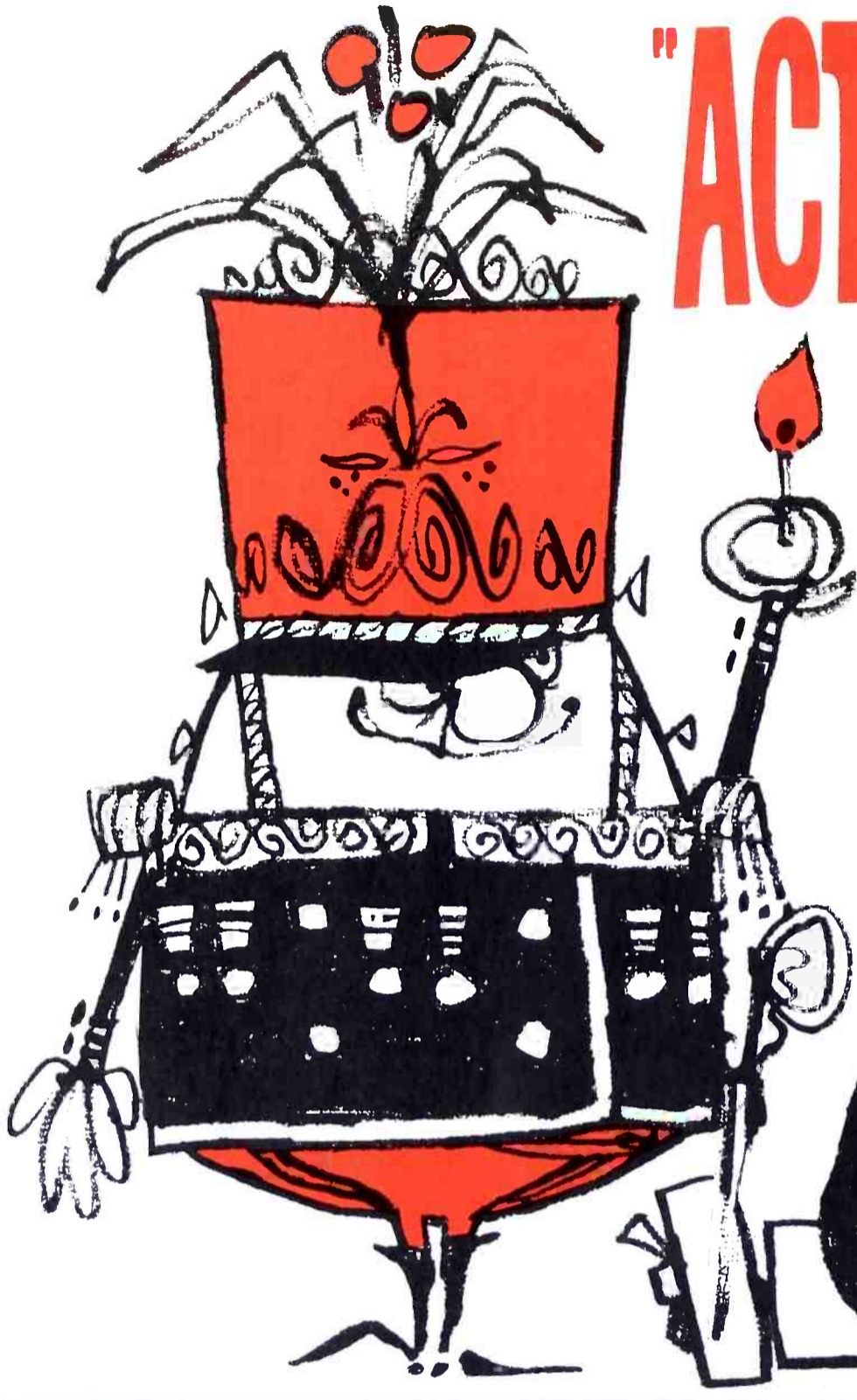
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**CFCN-TV** is the most "highly regarded" television station in Southern Alberta (check for yourself who has the 16 top shows in the market!). When you sell "long range" with CFCN-TV, you take advantage of more satellites than with any other television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

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

