



# NEWSLETTER

## PROBUS CLUB VANCOUVER

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*Clubs for retired and semi-retired professional and business persons, former executives and others*

...to find more about Probus go to [www.probus.org](http://www.probus.org)

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**Membership Services:**

Bill Weatherall  
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**Historian and Archivist:**

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**Next Meeting:** Tuesday July 13, 2004

**Time:** 9:30am

**JULY 2004**

**Location:** H. R. MacMillan Planetarium and Space Centre - Lower Level

**Speaker:** Jonathan Manthorpe, International Affairs Columnist for The Vancouver Sun

**Topic:** Taiwan: Chinese province or nation state?

**Minutes of Tuesday June 9, 2004**

**Attendance:** According to Bill Kennedy (House) 132

According to Doug Lambert (House) 133

According to Jack Croll (Cash desk) 134

and two guests

Our President, **Tom McCusker**, had trouble operating the microphone and, despite input from **Lambert** (see above), was unable to function until a shouted instruction to "turn the ON switch" was heard.

Eight (8) new members (Dr. Robert McLean, Irwin Allan, Don Potvin, Terry Miller, Ken Woods, Gord McKenzie-Smith, Charles Heinrich and Dr. John Aukenman) were introduced by **John Hoyle** and given Identi kits.

**Fred Cotton** announced he will give us Jonathan Manthorpe (Sun International Affairs Columnist) in July and Bobby Ackles (President B.C. Lions) in August.

After a straw vote conducted by **Bev Machesney** the members present (see above) decided to opt for The Bard ("Much Ado...") before, and after dinner

with fireworks for desert, all on August 7.

**Chris Lee** talked about more "walkies" (tours of movie studio, Sun Yat-Sen Gardens, Strathcona and "Storeyue" coming up in September et seq.)

**Bev Machesney** returned to introduce our guest speaker Frank A. Anfield (see back page of June Newsletter) as the only person born in Alert Bay to become head of a New York Ad Agency.

In 1941 Henry Luce talked about the 20th Century being America's (Wilfred Laurier had said something similar about Canada, many years before). There is no question that the 20th Century was, inter alia, Advertising in America.

Advertising is communication through the media to take action.



Revenue world wide (all media) in 2004 should be in area of 340 billion (155 billion U.S., 81 billion Europe and 6 billion Canada). Quick quiz - largest advertiser in U.S.? Canada? - wrong and no (\*see below). Sample spots shown ( the softer side of Sears - on it's corporate launch in '94, Union Bank of Switzerland - well known actors reading from Shakespeare with only logo of book appearing at end and Verizon "9/11" public service ad. These were followed by the Top Ten Advertising Slogan of the 20th Century (e.g. "the \_\_\_\_\_ that refreshes" answer? - see below), The Top Ten Advertising Icons of 20th Century (e.g. "the \_\_\_\_\_ man - answer? see below) and the Top Twenty - Six Advertising Campaigns of 20th Century (e.g. Volkswagen's "Think Small" and Nike's "Just Do It")

Modern advertising was born in the 1880's when changes in manufacturing began ( e.g. Ivory Soap - "99 and 44/100% pure" stems from 1882). Growth in the advertizing agency from information to persuasion - systemized mass salesmanship (1908 - Henry Ford - mass production - Model T - \$290 by 1929 - Alfred Sloan at G.M. - symbol of attainment (car) - planned obsolescence through change - Chev overtakes Ford in 1927). Status, perception rather than technological advance (products have life cycle - brands last forever). In past 100 years the following were the influences on advertising - radio, end of W II, creation of suburbia and T.V. (Anfield felt jury still out on internet). World War II end and suburbia (car culture) with the motel, fast food and modern retail (the Mall). The 50's and T.V. (Commercial potential). Closing of movie theatres (Bob Hope's radio audience dropped 75% but Bob walked into T.V. set and we know what happened then!). Johnson & Johnson (Band-aids) and Volkswagen two of T. V. pioneer advertisers. The 60's brought network T.V., (Anfield showed a wonderful Nichols and May Ad for a G.E. Fridge but no Ronald) art directors, copywriters and new agencies (in 1969 more than 100 formed). Ad

conglomerates and corporate \_\_\_\_\_ in 70's and 80's (but still the ads: "where's the beef?" and "tastes great less filling") 80's and 90's also saw corp re-org. in agency business but equally on client side. Value not in hard assets but in equity of brands. What makes for strong brands? Y & R's model of brand dynamics:-

- A. Differentiation
- B. Relevance
- C. Esteem
- D. Knowledge (familiarity)

And finally a look at the election, using the model, with Martin and Harper as "brands".

(Ed. note: How did your brand do in his spot?)

Gordon Thom thanked our speaker.

**Denis W.H. Creighton, Secretary**

\* the answers, in order are: Proctor and Gamble, The government of Canada, "pause" and Marlborough"



**English - language signs spotted hither and yon**

**In a Norwegian cocktail lounge:**  
Ladies are requested

not to have children in the bar.

**At a Budapest Zoo:** Please do not feed the animals if you have any suitable food, give it to the guard on duty.

**In an Acapulco Hotel:** The manager has personally passed all the water served here.

**In a Nairobi Restaurant:** Customers who find our waitresses rude ought to see the manager.



## PRESIDENT'S MESSAGE



For the June letter I forgot to thank Bill Kennedy for the work that he did while Doug Lambert was traveling in Italy. I was slightly worried when Doug told us that he was

leaving his post for a few weeks. However, Bill ran the office as an expert. He put a great deal of time, organizing the records for the various trips also in making sure the auditorium was set up for the speakers, coffee on time, and paid for. So - thank you Bill.

The nominating committee will have a meeting in July to decide on their recommendations for next years management committee.

If there are any further nominations for the management committee, please submit name to the nominating committee before July 20th.

Also, I would like to thank Denis Creighton for the tremendous job that he has performed as Secretary of Vancouver Probus Club. His critiques of each speakers'

presentation have been presented with skill and humour. He will be retiring as Secretary and will be going on to greater things which will be announced in August.

Tom McCusker

## NOTICES

**BARD ON THE BEACH BBQ AND FIREWORKS**  
**A SPECIAL EVENING OF THEATRE, GOOD FOOD,**  
**FIREWORKS AND FELLOWSHIP - Saturday August 7th**

It all starts at 6pm with the first part of a performance of "Much Ado About Nothing." At intermission you will be treated to a salmon barbeque followed by the second half of the performance. Then coffee and dessert will be served leading up to the grand finale of spectacular fireworks over English Bay from a reserved seating area. Cash bar will be open all evening. The cost: \$80.00 each. This is a joint fundraiser for Bard on the Beach and the MacMillan Space Centre. Probus has committed for 50 tickets so you need to move quickly by completing the enclosed form and providing a cheque, made payable to Probus Club Vancouver for \$80 x number of tickets you order. Please act promptly. Final payment and confirmation of numbers to Bard on the Beach must be made by July 15 with no refunds after that date.



PICTURED BELOW ARE PROBUS CLUB MEMBERS AND GUESTS WHO PARTICIPATED IN A MOST ENJOYABLE AND  
p EDUCATIONAL CRUISE UP THE FRASER RIVER INTO HARRISON LAKE ENDING AT HARRISON HOT SPRINGS



**Member Services Desk:** Bill Weatherall

**Cash Desk:** Jack Croll, Jim McPherson

**Greeters:** Newt Hopkins, Grant Hammond,  
Dave Hazelwood

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### Jonathan Manthorpe

Jonathan Manthorpe has been The Sun's International Affairs columnist and a foreign correspondent for nearly 25 years. He came to Vancouver in 1998 after five years as the Southam News Asia correspondent based in Hong Kong from where he travelled and wrote on events throughout the Far East, Southeast Asia and South Asia.

Jonathan Manthorpe spent several weeks in Taiwan during the time of the recent elections, and as a result has in depth and current knowledge of the situation in that country.

Manthorpe and his family were posted to Asia direct from Africa where he spent nearly five years as the regional correspondent for Southam News based in Harare, Zimbabwe. During this time Manthorpe reported on the transition from apartheid to majority rule in South Africa and covered major wars, famines and social upheavals across the continent.

This posting followed nearly a decade in Europe where Manthorpe was sent in 1979 as the Toronto Star's European Bureau Chief. In the early 1980's Manthorpe spent two years as a special adviser in London to then prime minister Pierre Trudeau during the campaign to patriate Canada's constitution. After the completion of that project Manthorpe became the European Correspondent for Southam News.

For most of the 1970's Manthorpe was a political correspondent for the Globe and Mail

and then a daily columnist for the Toronto Star.

He grew up in Toronto, but trained as a journalist in Britain where he won the national prize for the top graduate of the year in 1969. Manthorpe has won the Mitchener Award for Journalism and several international prizes for his writing.

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### Well, Blow Me Down

It doesn't take long for visitors to realize that Atlantic Canada is a distinctive kind of place. Sometimes all they have to do is open a map. What, after all, is one to make of places with names like Sissiboo Falls, Rose Blanche, Quidi Vidi, Lady Fane or Mushaboom? Should they steer clear of the spots that sound downright inhospitable like the Hawk, Burnt Church, Savage Harbour, Cape Enrage, Nameless Cove and Temperance Vale? Those searching for romance will be instantly attracted to Martinique, Mermaid and Sweet Bay. But some names are just downright weird: Ming's Bight, Ebenezer, Skir Dhu and Meat Cove.

Newfoundland sets the pace when it comes to the most colourful names. Tourists will discover Joe Batt's Arm, Birchy Head and Jerrys Nose. There's Blow Me Down, Little Seldom, Witless Bay and Happy Adventure. The harsh landscape seems more enticing with place names like Heart's Content, Heat's Delight and Heart's Desire. And for the naughty, the outport of Dildo is down the road from the bustling Come by Chance. Nova Scotia has its own idiosyncrasies: tourist rounding the southwest end of the province will soon find themselves passing through Lower West Pubnico, Middle West Pubnico, West Pubnico, Lower East Pubnico and plain old Pubnico. Meanwhile, the total population of greater metropolitan Pubnico is less than a few city blocks. But in Atlantic Canada, every spot, no matter how tiny, seems to be looking for a way to stand out on the map.

John DeMont