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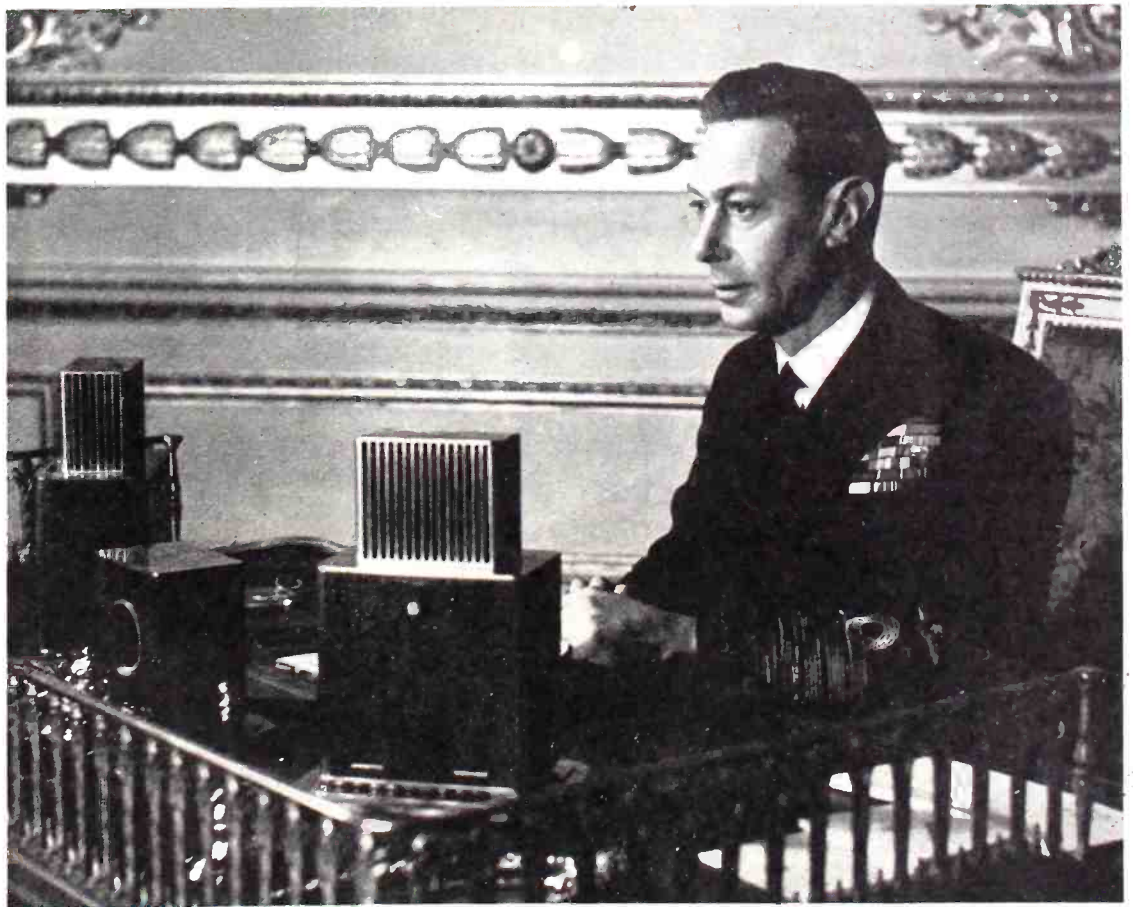
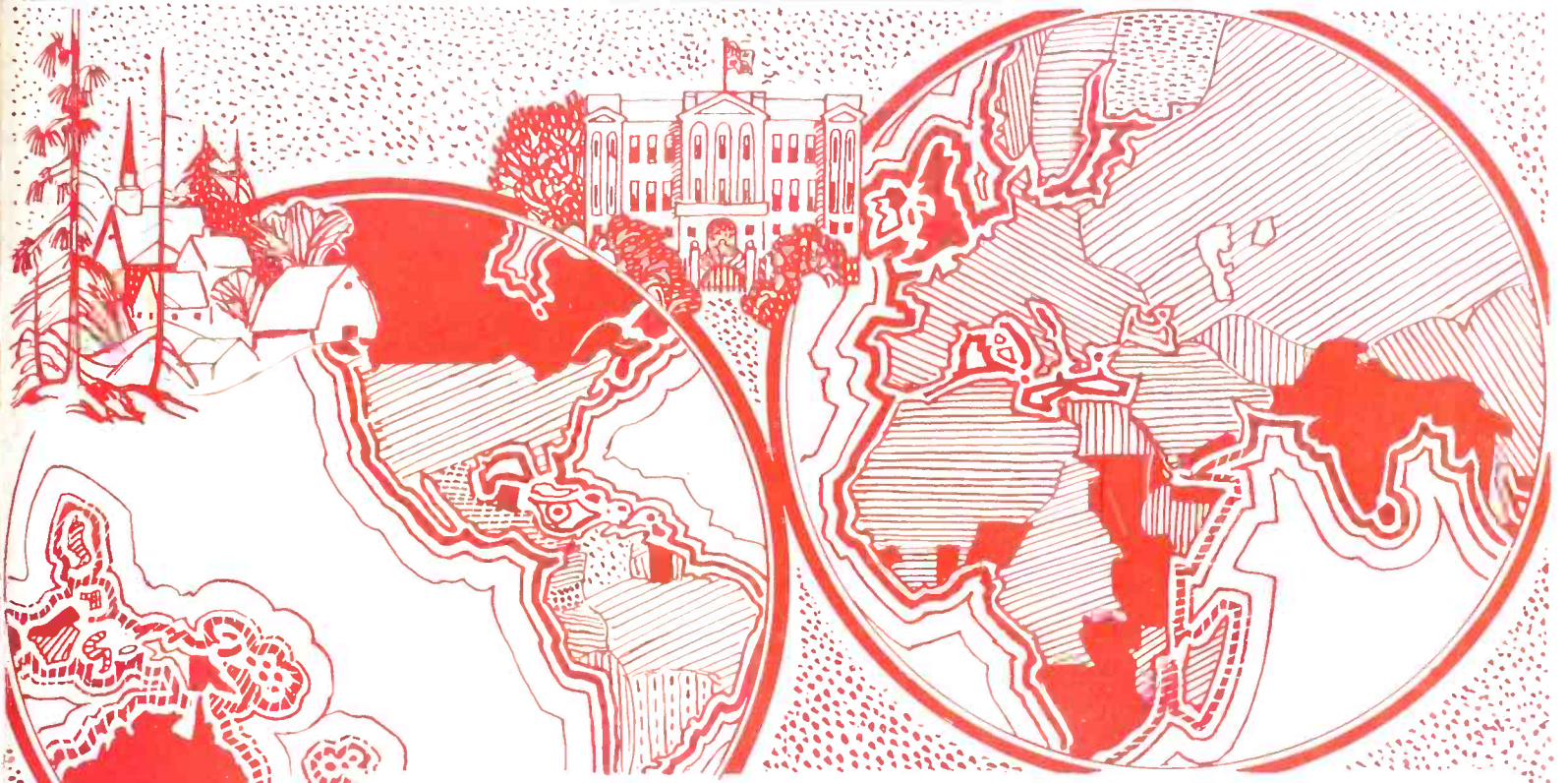
CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 24.

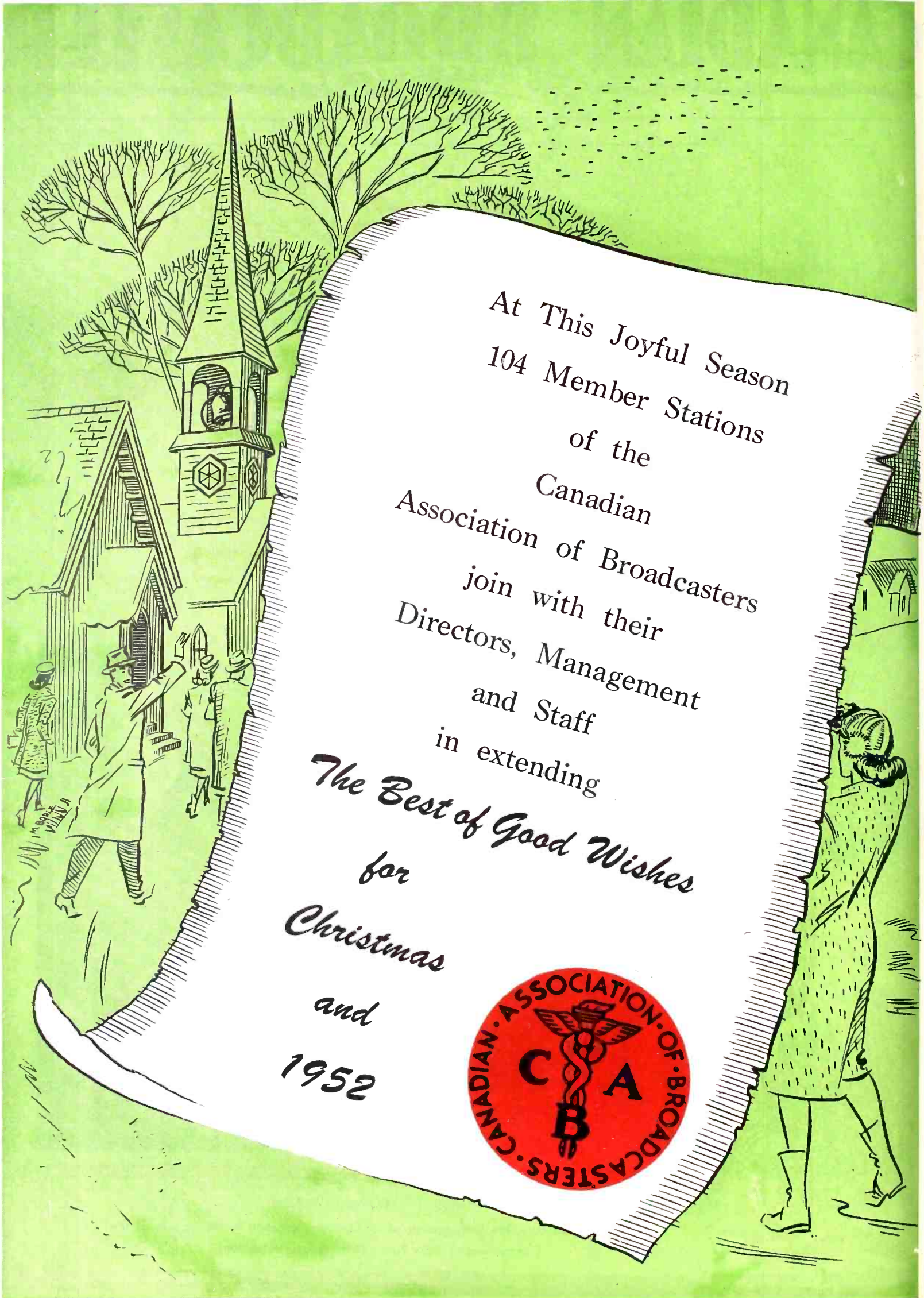
TORONTO, ONTARIO

December 5th, 1951



CALLING THE COMMONWEALTH

Every Christmas Day, the King broadcasts a Christmas greeting to the people of the Commonwealth from Buckingham Palace in London.



At This Joyful Season
104 Member Stations
of the
Canadian
Association of Broadcasters
join with their
Directors, Management
and Staff
in extending
The Best of Good Wishes
for
Christmas
and
1952



CAB

Allard Presents CAB Quests To Parliamentary Committee

Ottawa. — The Canadian Association of Broadcasters, in a long brief, underlined nine major points which it urged the Parliamentary Committee on Radio to put into effect, during one of the Committee sessions here last week.

T. J. Allard, general manager of the CAB, outlined to the Committee the private broadcasters' association's recommendations. They included:

A separate regulatory body not connected with any part of the broadcasting industry, public or private, be established to control radio and television in Canada.

The Department of Transport continue to license and police the use of broadcasting channels.

A reasonable number of these channels be provided for the "subsidized government service," the CBC.

All other usable channels should be offered to Canadian citizens for "general non-subsidized use."

The radio license fee, "which is a tax on knowledge, a tax on the right to listen and therefore a serious limitation on a very fundamental right," should be eliminated.

Licenses for non-subsidized, non-government stations should have security of tenure, subject only to compliance with the general framework of the law of the land, including equitable expropriation where the public interest may require this.

The control over non-CBC stations in news and other programs, as at present exercised by the government's agency, the CBC, should be abolished, with radio being made subject only to the same laws as govern printed publications.

Those engaged in broadcasting and television should be given full opportunity to be heard by the recommended regulatory board on matters directly affecting them.

Properly qualified Canadian citizens be permitted to provide television service immediately in any area of Canada.

The brief went on to state that of the 154 radio stations in Canada, 19 are government-owned. The CBC, representing 19 stations, it said, has complete control over all the others.

"Yet no one would seriously suggest that there should be 19 daily newspapers owned and published by a government agency, or that this agency should have absolute license control of all other daily newspapers and power to limit and censor the advertising and editorial content of the other daily newspapers," the brief held.

"Broadcasting stations in Canada today," it continued, "do not operate within the framework of the general law of the land as do all other forms of publication. On the contrary, they operate under very strict controls imposed in part by the Radio Act, in part by the Broadcasting Act, and in part by regulations made under these Acts—regulations which have the force of law."

The CBC is one of the bodies empowered to make these regulations, it contended, saying: "The CBC is a tax-free, subsidized, government-owned operation which competes with privately-owned stations for audience and for business and at the same time has the complete power to control the programs of the private stations."

In calling for the separate regulatory body, the brief claimed that sections of the Radio and Broadcasting Acts "clearly demonstrate that the CBC is under complete control of the executive arm of government" when it decides on appointments to the CBC's Board of Governors, funds, financing, loans and grants, and appointment of its general manager—all of which "are key activities."

A survey showing that 59 per cent of the people favored all private ownership and operation of Canadian radio, was included in the brief. Listener surveys were also quoted to show that the programs of private stations are

favoured over those of the CBC.

The brief was critical of some of the recommendations of the Massey Commission in its majority report dealing with radio and television. It "made recommendations which are unwise and are not in the best interests of the public," the brief contended.

It had concerned itself almost exclusively with those aspects of radio which relate to supplying cultural programs and the education of the public in cultural matters, the brief pointed out, saying that the Massey Commission's recommendations would restrict private enterprise in radio to the point where "all programs on all radio stations in Canada would so far as possible consist of those which the government agency thinks the public should hear; and in order to increase listening to these programs all other programs which the public might prefer to listen to would be kept at an absolute minimum."

"We express no objections," the brief added, "to the Canadian

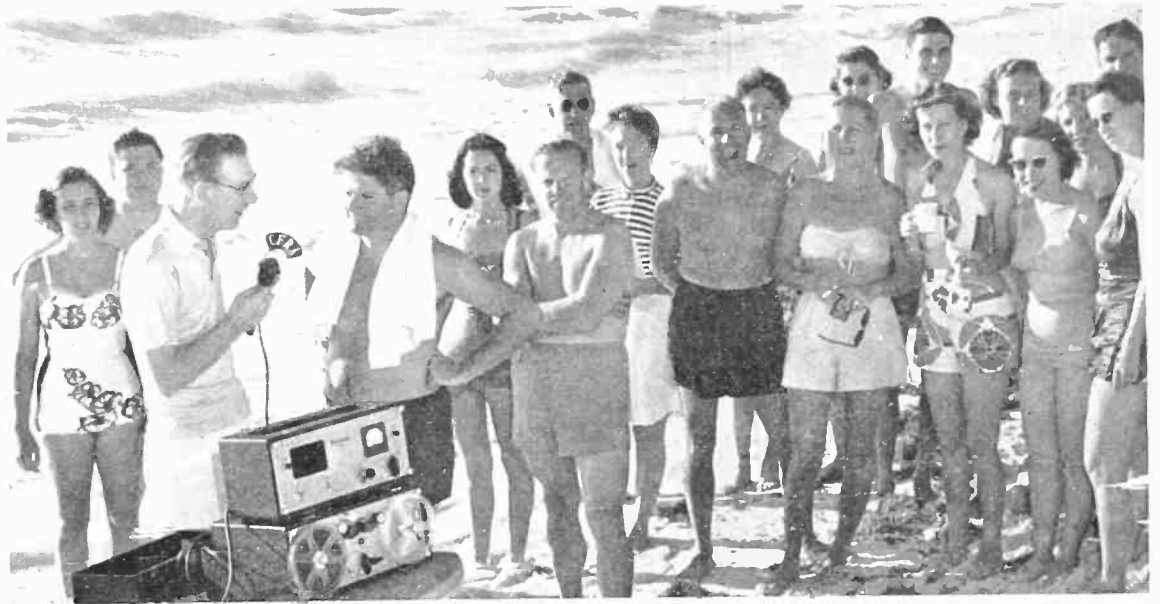
people, through its governmental agency, the CBC, using a number of radio broadcast channels to produce and broadcast cultural programs at taxpayers' expense. What is objected to is appropriating all radio broadcast channels for government-approved programs to the detriment of other vitally important public interests."

The brief felt it was a misconception, frequently stated, that if it were not for the CBC, broadcasting in Canada would become dominated by U.S. interests. "It is apparently not generally realized," it said, "that the bulk of the better-known United States programs are brought into this country by the CBC and released on its networks . . . whereas only four . . . privately-owned stations have direct U.S. connections, and three of these are casual and irregular."

"The only way to increase the use of talent is to afford greater facility for training and to per-

(Continued on page 6)

Bermuda . . . or Ottawa — Ottawa Valley You can't get up early enough to beat CFRA



CFRA's Terry Kielty and George Gowling were up before the sun to get color material for the second edition of *Bermuda Bound*. In the above picture, Terry is interviewing members of the "Seahorse Club" at Bermuda's Elbow Beach Surf Club during their regular Friday morning pre-breakfast get-together.

Last year's *Bermuda Bound* program was so successful, CFRA is again being used to stimulate interest in the gay, holiday islands.

You'll find, as Bermuda has, it pays to advertise on a wide-awake station.

FOR EYE-
OPENING
RESULTS USE . . .

CFRA

OTTAWA

REPS
ALL-CANADA
WEED & CO.



Merry Christmas

1951



It seems to me a goodly thing, as the festive season comes again, to put aside ink-horn and quill, and reflect quietly on the year gone by. For then heartwarming thoughts do come—of many good friends, of kindly courtesies enjoyed, of work done in harmony of minds. So it is also good to say "thank you" to the proven Stations we do represent, to Sponsors and their staffs, and to many friends in their Advertising Agencies. May they—and theirs—keep Christmas well, and find the New Year kindly.



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

CANADIAN BROADCASTER AND TELESCREEN

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

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Winnipeg - A. L. Garside
Vancouver - Bob Francis



Vol. 10, No. 23.

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

December 5th, 1951

The King's Broadcast

For years past, the King of the British Commonwealth of Nations has delivered, from Buckingham Palace in London, an inspiring address which is relayed by radio to all the members of this vast family.

At this time, when lack of understanding and general dissension are so rife, it is an encouraging thought, and an example to others, that we have this one annual opportunity to forget petty differences of opinion and concentrate on what we see and like in one another. Therein, far more than in armed might, lies the Commonwealth's phenomenal strength.

■ ■ ■

Many of us, now living happily in Canada, had our beginnings in the British Isles. In other cases, our fathers, or our fathers' fathers, left the old world to settle in the new. All of us here are bonded together by the proud privilege of Canadian citizenship, and those of us of British origin have that fact as an additional tie.

Being a good Briton or a good Canadian or both has no negative significance, entails no obligation to dislike anyone. Neither does it mean that it is necessary to cajole or compel others to live as we live. It is a sort of legal bigamy where we have not one wife but two; where we can be the richer and the happier for knowing and loving two countries.

One day, and let us pray that day comes before it is too late, we are all going to realize that real and lasting peace will only be restored to this warring world when English-speaking people everywhere can look at one another and, looking, just see what they have in common.

■ ■ ■

You cannot know anyone, properly, without finding something about them to love. Surely if this is the case with people, it is the same with nations.

Unfortunately, it is a characteristic with human beings that some of them are firmly convinced that there are two ways of doing a thing—their way and the wrong way. And



Christmas 1951

Small children hang their stockings
by the fire
For Santa Claus to fill.
And, in Korea—guns bellowing.
It's Christmas?

Grim, ugly factories are belching
flames.
They fashion armaments to maim and
kill.
In contrast to it all, a child's voice
speaks
The ancient greeting: "Happy Christ-
mas!"
It's Christmas?

Come, fete the Birth, with incense,
myrrhh
And merriment around the festive
board!
Bear gifts the Wise Men bore the
Prince of Peace
Two thousand years ago.
Let childish laughter quench the belch
of flames
And quell the roar of cannon, spewing
death,
While Mother stuffs the dressing in the
goose
And finishes the icing of the cake.

And pray with me our songs at Christ-
mas time
May sound throughout the world;
warm hearts of stone;
Let brotherhood re-live; turn hate to
love
And strife to peace. Then shall those
blessed words
Ring out once more, defying dread or
doubt—

IT'S CHRISTMAS!

there are also those who carry the idea still further, and cannot rest until they have bent every effort to force their way on the rest of the world.

Through Magna Charta, British Law is a British heritage that has spread itself—voluntarily—far beyond the British Isles.

Being British is a civilization and a creed or code that knows no territorial boundaries and wields no compulsions. It speaks its language and administers its justice as it sees fit. It lets others follow in its wake or take their own paths as they choose.

From it has grown a League of Nations, tied by this common tongue and common code, each nation a tower of strength in its own right, but many times stronger when all stand together.

The members of this League of Nations are united by these invisible hereditary ties. They live in the way they want to live and encourage others to do the same. They exist to build up and to create. But they are ready, when danger lurks, to tear down and destroy.

■ ■ ■

At this particular period, we are facing a far greater problem than our enemies from without. And that problem is a less evident but no less startling threat of fissures and frictions from within.

Right now, the world needs the complete unity, which is the ideal of the British Commonwealth of Nations, as it never needed it before, because down through history, the British spirit has proved itself supreme in leadership.

■ ■ ■

When the voice of our Commonwealth's King reaches us over the air, wherever we may be on Christmas Day, it will not be just another radio program. It will be a gathering together of a group of free nations around the world, tied by no stronger compulsion than kinship, a flaming example of concordance and fraternity to the rest of the world. And the gathering will be only made possible by radio.

TIME OUT FOR A WORD

from

SANTA

"Happy Christmas"

Jack Dennett



A WEEKLY BBM of 71,380

(44,340 daily)

gives

CJBR
Rimouski

The Largest French-Language
Potential Coverage in Canada
after Montreal and

Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR
RIMOUSKI

Ask

HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.

CAB

(Continued from page 3)

mit the privately-owned stations to form competitive networks," said the brief. This would enable the private stations to spread the cost of live-talent programs among many stations across the country.

The CBC's monopoly on network broadcasts discouraged the development of Canadian talent, the brief stated, adding that in many cases it was not economically feasible for private stations to use live talent which could compete with the talent used on a network program. But any person with reasonable talents and reasonable willingness to work finds no difficulty securing employment.

On television, the brief claimed the entry of properly-qualified citizen applicants into the television field would bring this medium to many areas other than Toronto and Montreal at no cost to the taxpayers, and it urged the Committee to recommend this. "Operators of non-government radio stations in Montreal, Toronto, Ottawa, Windsor, Hamilton and New Westminster have indicated their willingness and their desire to immediately enter the television field," it said.

While the introduction of television will unquestionably destroy broadcasting as it now exists, to refuse existing non-government operators permission to enter into television "is simply an indirect way of expropriating their businesses or cancelling their licenses," the brief continued.

One example of specific instances of injustices resulting from CBC control was the monopoly the CBC has in wire line facilities, Allard said in answering a question by John Diefenbaker (PC, Lake Centre). When occasionally given permission to operate small networks, private stations were forced to rent their line facilities from the CBC at prices higher than they could get them through dealing directly with wire line companies, he declared.

The CBC had refused some private stations permission to carry free-of-charge programs on the Canadian National Exhibition, Ralph Snelgrove, manager of

CKBB, Barrie, told the Committee. Phil Lalonde of CKAC, Montreal, complained that the CBC had refused his station the right to carry National Hockey League broadcasts, because similar broadcasts were carried on a CBC station in Montreal.

CCF Leader M. J. Coldwell questioned Allard on the results of the survey which showed nearly 60 per cent of the people favored private ownership of radio, suggesting that if this was correct it would have been reflected in presentations to the Massey Commission which would not then have supported the CBC as they did. But Allard pointed out that the Commission itself admitted in its report the regret that it had not heard from the man in the street.

The control over radio of the CBC was responsible for keeping down the advertising rates of private stations, Allard stated, because they had to meet the competition of the subsidized CBC stations. He was not complaining of competition as such, the CAB general manager emphasized, but of subsidized competition.

Private stations should have an equitable tenure in their license to broadcast since at present a license can be cancelled at any time by the CBC, although they are granted for a three-year term, declared Allard. He recalled two instances, for Coldwell, where licenses were suddenly cancelled—one at Cobalt and another at Dawson Creek, although the cancellation was for cause. Allard suggested that license cancellations were few because operators obeyed the regulations, but he held that once issued, a license should remain in effect indefinitely, and that it should be cancellable only when it was proved the station owners had broken the law.

Although Coldwell considered broadcasting a public service, Allard maintained that it is a business, but like the publishing business, it is also a public service. Any business, he concluded, had to be a public service in order to survive.

Continuing his testimony before the House Radio Committee the following day, Allard enlarged on the CAB recommendation which

(Continued on page 8)



FROM THE

OKANAGAN
"MacOVEE"

Wishes you all a most
Merry Christmas
and the
Happiest of New Year

CKOV

"THE VOICE OF THE OKANAGAN"

From British United Press

*Merry
Christmas
and a
Happy*

NEWS

Year!



Today's NEWS in news is B.U.P!

Just a note

to say

HAPPY CHRISTMAS

Lucio Agostini



CKSF—Cornwall

"proof of performance"

Dear Mr. Pemberton,

Re: The Canada Starch Company Limited
"BENSON'S DIAL DETECTIVE"

May we offer on behalf of our client The Canada Starch Company, sincere appreciation for the splendid job Radio Station CKSF did, during the recent campaign of "Benson's Dial Detective".

The mail response was very good and again proves the listening popularity of your station.

The job of promotion which you did on this program was excellent and is appreciated by the client and ourselves.

Yours sincerely,
VICKERS & BENSON LTD.

R. E. Gourlay

REG/cb

FOR MAXIMUM

"PULLING POWER"

PUT YOUR SALES MESSAGE ON

CKSF CORNWALL
"The Seaway City"

National Representatives —

Horace N. Stovin (Canada) • J. Hershey McGillvra, (U.S.A.)

CAB

(Continued from page 6)

calls for an amendment to the Broadcasting Act, making it necessary for all directors of private stations and members of the CBC Board of Governors to be Canadian citizens.

The move is recommended, he said, to kill off for all time the argument that if there was no control by the CBC, private stations would soon come under American domination. As far as Allard knew, all private station directors and CBC Board members are Canadians.

It would be well for radio listeners to know that Canadian citizens were responsible for the policies of radio stations, similar to the way in which they know, from a newspaper's masthead, who is responsible for the policies of the paper.

Getting back to television, a subject opened in the previous session, Allard said for programs private stations could telecast hockey and baseball games, news events, boxing matches and other attractions as well as using films of the Crown-owned National Film Board.

Private television would be financed through the sale of advertising, Allard told the Committee. Coldwell remarked, however, that, having seen American television recently, he considered the advertising bad and the programs poor, and if it was a sample of what Canada would get it might be wise to accept the Massey Commission's recommendations and move ahead slowly with television.

Canadian stations could benefit from the experience in television in the U.S., Allard suggested, but Coldwell countered with the view that advertising on both CBC and private radio stations indicated they had not learned anything from the U.S.

Donald Fleming (PC, Eglinton) said he did not like many features of the American TV programs and wondered how Canadian broadcasting compared with U.S. radio standards. To which Allard replied: "On the average, the Canadian standard is as good or better than the United States standard."

Allard claimed he did not believe that the existence of the CBC had tended to raise the standard of programs, because if a station wanted to survive it had to supply the types of programs which people wanted to hear.

Harry Sedgwick, president of CFRB, Toronto, said that when he applied for a TV license several years ago he estimated the capital cost of the station would be about \$750,000, in replying to a question on station costs. The total price has dropped since that time, he believes, and it has been shown in the U.S. that a TV station can be put on the air for as little as \$150,000, Sedgwick said.

Questioning on the CAB brief continued Thursday of last week, with Joseph Sedgwick, K.C., calling the Committee's attention to another reason for abolishing the \$2.50 radio license fee. He said that it now costs between \$600,000 and \$700,000 to collect this fee and, in a sense, this is money wasted. It could be better spent on broadcasting, he suggested. In lieu of a license fee, the CAB recommended that a subsidy of \$2.50 per receiving set be paid by the government to the CBC, thus doing away with collection costs.

William Robinson (L, Simcoe East) wondered if there was a tendency for private stations to be concentrated in the more populous areas of the country and Allard pointed out that even before the CBC was created, private stations were operating mainly in outlying areas.

At the end of the session, Robinson, who is chairman of the Committee, tabled copies of resolutions adopted by the Canadian Chamber of Commerce recently and forwarded to the Committee for consideration.

The resolutions call for the establishment of a separate regulatory body with authority over radio and television and urge that private stations and citizens be granted permission to enter the television field. Two of them call for the permission of power increases to some stations in order that all citizens get good radio reception, and the waving of any television license fee which may be set in the case of receivers in areas not adequately served by Canadian TV stations.

DID YOU KNOW?

That All We Want To Say Is

Merry Christmas

And A Big "Thank You" From

CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Manager

OMER RENAUD, Representative
Toronto and Montreal

BOOKS

"The Television Program"

Nearly all of television's "experts" — those who know more than most and not nearly as much as some — probably have written or intend to write books on the subject. But only a handful of the volumes on this medium so far in print can claim authors commanding the authority of Edward Stasheff and Rudy Bretz, whose recent work, *The Television Program*, has just been released by Copp Clark Company (\$6.00).

Bretz, now free-lancing as a television consultant, was one of the original writer-directors of CBS-TV and a member of American TV's "Nine Old Men of Television." He was also a TV instructor at Brooklyn College and, previously, production manager of WPIX, the station where Stasheff was assistant program director before his appointment as supervisor of television for New York City Board of Education's WYNE.

The value of a book by men such as these, apart from its instructional content, is that in their pioneering spirit they take so few things for granted, and instead theorize and speculate on the very basis of the medium, hoping, presumably, to infect newcomers with the searching and inquisitiveness that will help them make sight-and-sound better entertainment. For instance, the old question, "If TV isn't mainly radio, theatre and film, what is it?" receives a detailed going-over from

Messrs. Stasheff and Bretz.

From this point they go on to discuss TV in terms of its writing, direction and production. Under these sub-headings, however, the authors cover a lot of ground, delving more into creative and planning phases of these departments, than enumerating technical details.

The technicalities are there, though. It is just that they do not stand out as being "tradey" for the writers are good teachers who do not talk down to their pupils, an important reason why the book should be a success.

It has been written, naturally enough, on the assumption that its readers are on intimate terms with most of the current TV shows and personalities and, more especially, the techniques and formats they are built with. It can be argued, however, that any prospective Canadian reader of this work who has yet to be blessed with a TV receiver in his home or a station in his area, will at least be able to approach the subject objectively.

A knowledge of present TV program fare is not vitally important anyway, nor is an understanding of "zoom," "panoram," "tight close-up," Bretzbox and balopticon, for Stasheff and Bretz tell a good story for those who want to get close to the "organized chaos" called TV, and all the information is there.

—Briggs.

This and other craft books are available from the Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto.



MOST
SINCERE WISHES
for a
MERRY CHRISTMAS
and a
HAPPY
NEW YEAR

Charles Jordan



GISELE

GLAMOUR and PUBLICITY PHOTOS

FOR THE ENTERTAINER

WARNER BROS.

Creative Photography
249 DANFORTH AVE.

TORONTO Phone HA. 0112

"Photographers to Stars of the Entertainment World"

MERRY CHRISTMAS

from the
management
and staff of

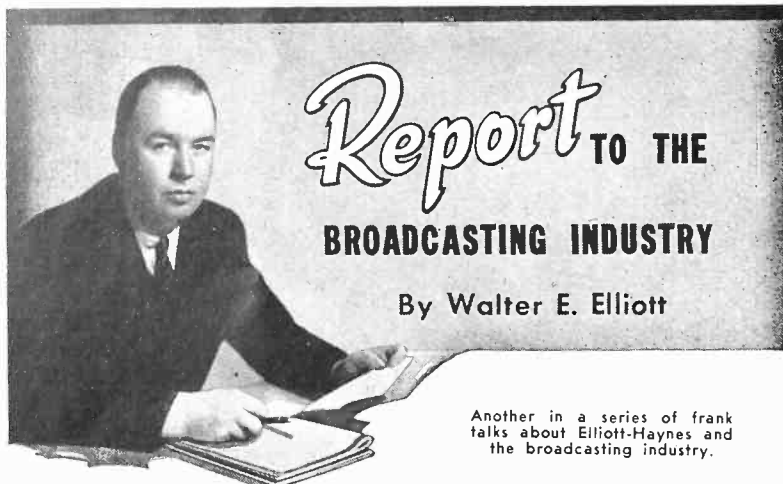
CKRC

WINNIPEG MANITOBA

Salaams from The Gordon Sinclairs

Gordon Allan Sinclair
CFRB and The Toronto Star

Gordon Arthur Sinclair
CFCF, Montreal



Station Studies

Question: "How can I calculate a fair cost-per-home for my program?"

Answer: "Take, for example, a program on Station X in Toronto, with an E-H rating for your half-hour program of 12.5 and a time cost of \$90 per occasion. Based on 305,000 radio homes in York County, your audience is 38,125 homes for \$90, \$2.36 per thousand homes, or about 1/4 of a cent per home reached. In this example, we used the home county because city ratings cannot be projected beyond this area; E-H area ratings, however, could be used to supplement the city ratings.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
UNiversity 1519

515 Broadview Ave.
TORONTO
GErrard 1144

TALENT TRAIL

By Tom Briggs

A rather unusual touch has been added to an otherwise ordinary program to dress it up for consumption on this side of the border by Ronson Art Metal Works' Canadian subsidiary. *Canadian Stories the Headlines Missed* is an interesting departure from the normal, neatly tucked into the spot following 25 minutes of the American production of the parent company, *Hollywood Stars on Stage* (Dominion network, Wednesdays, 9 p.m.).

Now that the first season of the series is well under way, it is obvious that writer George Salverson is acquitting himself nobly of a task that could easily become a long headache, even though he has a list of accomplishments as long as the *Search For Ourselves* itself, which, among other things, he also scripts. For the catch in *Headlines* is the amount of research that must go into finding stories that are true, unknown and filled with human interest.

As yet Salverson has not uncovered anything sensational for these playlets preferring, possibly, to point up the fact that it is the little things and people which make life—and a warm story. His characters are invariably eccentrics, either humorous, cold or pathetic, and that is what news is so often made of.

Putting these monologues into the mike for Ronson has been a list of some of the most capable people in radio, including Bud Knapp, Beth Lockerbie, Alice Hill, Jack Mather, Ruth Springford and Doug Haskins, with Drew Crossan as producer. They turn it out in interesting fashion.

"We are putting a lot of emphasis on this part of our program," the sponsor says, "as we sincerely wish to be connected with the furthering of Canadian shows and Canadian talent." With good commercials in the hands of John Rea, Mona O'Hearn and Sandra Scott, the furthering of Ronson may also follow.

Strikes me that if this trial of *Headlines* is a success, then the addition of another voice in telling the stories might kill any tendency they have toward monot-

ony and make a good thing even better.

Anybody in the house not know Wayne and Shuster? Hardly. The two boys have been around so long now that they are being mistaken for the back pages of the newspaper when anyone casually refers to the comics.

It's natural enough. Week in and week out (except in the warm months when laughing might bring on over-exertion) they put on a show for the stable-mates, Toni Home Permanents and Gillette, that never drops below "fair" and is more often in the "good" and "excellent" brackets.

And this record of not-a-lemon-in-the-lot is an unusual accomplishment in radio, with its weekly schedules, time schedules and enough people running around to drive a funnyman sane. And it isn't their jokes either; they can be classified as "stolen," "re-vamped" and "original" in that descending order. It must be, then, their happy ability to become completely, yet reasonably discreetly, uninhibited before an audience and microphone, at the same time calling forth an abundance of natural and developed comedy, showmanship and brains.

They not only act the part but plan it well, and we are amused by what is usually the highlight of their show—original lyrics set to some tired old tune. Sure, these guys are comics, but they are also wits. The same goes to a great extent for announcer and "straightman" Herb May, who often sabotages his role with an unsuppressed chuckle; and with many reservations, for Eric Christmas also. Score him "A"—if you like that sort of thing.

In short, the whole thing is tied together like a big, floppy bundle of groceries, with the corn spilling out of one corner, while the sauce and ice cream peek out another. Spicy Terry Dale adds to the good-humored disarray, while Samuel Hersenhoren and orchestra hold the pieces together.

Radio needs Wayne and Shuster. Hope they stick around.

Incidentally, this rave notice just served to get something off my chest. Wayne and Shuster don't need it, but this is the Christmas issue.

Miss Beautiful Barrie Says—



Season's Greetings
from
All of Us

CKBB

Serving
Simcoe
County

Paul Mulvihill In Toronto
Radio Time Sales (Quebec) Ltd. In Montreal
Adam Young In The U.S.A.

Bob Bennett
Harry Tindel
Olive Mc Bride
Jan Swallow

Frank Peppiatt
John A. Hume
Hugh Horley

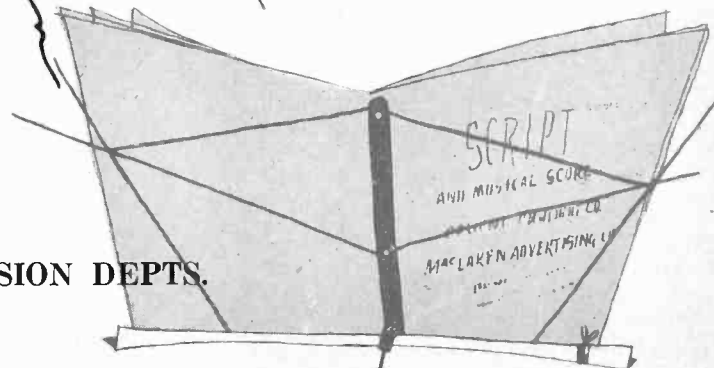


Christmas, 1951. That familiar and comfortable spirit of felicity and goodwill is with us again . . . so we think happily and gratefully of all our good friends across the country Long may you be merry . . . Long may you prosper!

Kay Dale
Robert Macfarlane
Forrester & Forrester
Laura DeWitt
Victor P. R. Dyer

Harry Humber
James Jameson
Ed Jameson
John Patterson

RADIO AND TELEVISION DEPTS.



MacLAREN ADVERTISING CO., LIMITED

TORONTO • MONTREAL • WINNIPEG • VANCOUVER • LONDON, ENGLAND

STATIONS

Five Stations Co-operate In Continuing TB Drive

When Austin Jenkins of the Fort San Sanataria at Fort Qu'Appelle, Sask., said that "Saskatchewan owes a great debt to the Associated Commercial Travellers and the radio stations," he was referring to the fact that this

province today has the lowest death rate from tuberculosis of any in Canada and ranks top on the world's chart.

This healthy state was not spontaneous. It is the result of the effort of a great number of people—the many who give money, others who collect it, those who engineer, promote and take part in the radio program that spearheads the drive for funds, and finally the skilled who put the funds to work.

But it was this "spearhead" that gained widespread tribute. Five stations — CKBI, Prince Albert; CHAB, Moose Jaw; CJGX, Yorkton; CKRM, Regina and CFQC, Saskatoon—in 14 years, by co-operating with the Associated Commercial Travellers in carrying the weekly, sustaining *Amateur Hour*, have raised well over half a million dollars for continuing the preventive work of the ACT's Anti-Tuberculosis League. The results have prompted a prediction by Jenkins, who is also secretary-treasurer of ACT, that "the province's White Death rate is about to reach the point when we can refer to tuberculosis as a minor cause of death."

CKBI and the Prince Albert branch of the ACT started the Saturday night *Amateur Hours* in 1936, using them to promote local talent and the sale of bonds and Christmas Seals. To decide the winning contestant each evening, listeners and members of the studio audiences were requested to register their preferences through pledges of 10 cents each vote. The money thus raised



TYPICAL OF THE WAY in which interest is aroused in the anti-TB Amateur Hours is the above float highlighting the Exhibition Day parade in Yorkton. Calling attention to the widely-known "Search for Talent," a co-operative effort of station CJGX and the local branch of the Associated Commercial Travellers, is an instrumental group of amateurs, which was featured in one of the 150 four-hour shows heard throughout Saskatchewan on five stations each year. The programs have raised over half a million dollars to help "stamp out TB."

Something wrong here. But can't seem to put my finger on it. Oh, well, Merry Christmas, anyway.

Jaff Ford



was turned over to the Anti-TB League, the pet project of the Saskatchewan travellers' service club.

Taking the program from the city to the surrounding towns and communities was the next major move in the show's growth. The idea was sparked by Dick Dewhurst, one of several travellers snowbound at a hotel in the town of Tisdale, and from the discussion which followed came some recommendations for carrying the program, and with it the story of the League's work, into the country.

Then in January of 1938, the first remote broadcast of the *Amateur Hour* was staged in Parkside, with the blessing of CKBI and Dr. R. G. Ferguson, medical supervisor of TB preventive services of Saskatchewan, establishing the format and plan of the program on this and other stations for at least the next 13 years. CKBI alone, during those years, has aired 315 programs featuring 8,000 contestants, who brought in slightly over \$100,000.

A typical program gets under way when the members of ACT, in their weekly business travelling, delegate officials in each town and village to handle preliminary details of the program well in advance of the broadcast date. Local artists, numbering from 25 to 30, eagerly offer to compete in each edition of the *Amateur Hour* which, since its expansion, has been increased from 60 minutes to almost four hours. Merchants in the towns

display cards, distribute leaflets, dress windows and generally talk-up the event, as well as collecting votes with the accompanying dimes. Service clubs, like the Board of Trade and the Canadian Legion, pitch in to contact contestants and carry word of the program to the surrounding area.

Allied with their local branches of the ACT, the four other stations began broadcasting their own versions of the CKBI-ACT venture in 1945. Competition became the keynote, with each station striving to outdo the others, until finally it was necessary to hold a joint meeting and set up areas in which each station could operate. Even so, it is far from unusual to have contestants journeying back and forth to appear on the *Amateur Hours* of at least three stations.

Two awards have been founded to recognize the contributions of the individual station and ACT branch each year. The Eilers Trophy, for the highest per capita collections from an area, and the Hotelmen's Cup, for raising the greatest amount of money, went jointly this year to CKBI and the Prince Albert ACT.

Being aired as they are from October to May, weather becomes one of the greatest problems the programs have presented. With the town from which the broadcast is to originate often over 200 miles away, the station's announcer and technician and the six ACT members, who handle the pre-broadcast portion of the show,

恭
祝
聖
誕

BEING very busy with the Christmas schedule and letting out the seams on this "ever-expanding market," we were somewhat dismayed when Dick Lewis informed us the deadline for the Christmas Issue was at hand. We hurriedly pressed into service, the first person we could find, to write our annual Christmas message. He happened to be our Chinese laundry man, bless his starchy old soul, who tells us the translation is MERRY CHRISTMAS and not "No tickee no Laundlee" or a side order of Chicken Chow Mein. May we add to this Confucian confusion a wish for a Prosperous New Year.

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

Merry Christmas

from Bob Bowman

and everyone at

RADIO STATION CFBC

SAINT JOHN, NEW BRUNSWICK

often have to rely heavily on their ingenuity as well as physical strength to get the through Western snow and mud, with equipment. Their typical modes of transportation include tractors, horses, railway gas cars and snow-plows, in addition to the more usual cars, trucks, planes and buses.

Plying the concession roads of rural Saskatchewan today are five \$15,000 X-ray and TV preventive mobile units, all, except one, named after the station which has helped to raise the money for its purchase and maintenance. The exception is the Bill Shultz Memorial Van, named after the CHAB announcer who started a drive for funds, apart from the regular program, on his own show. He heard that the Moose Jaw ACT, hoping at some time to be able to afford a modern unit, was hampered in its work with a poorly-equipped made-over truck, and he set out to get one.

Teaming up with another announcer, Bob Giles, who handled an afternoon show, the two competed for listeners' contributions for the one cause. The primary objective of \$15,000 had been reached when Shultz died suddenly, a few weeks after the campaign opened. But renamed the Bill Shultz Memorial Fund, gifts continued to pour in until, a month later, it was possible for the station to present to J. J. Smith, provincial chairman of the Christmas Seal Committee, a check for \$82,500, later increased by a further \$1,500.

Would Start Courses For Clergy

Vancouver.—The CAB would do both the church and itself a service by offering trained men from the industry to conduct courses in religious radio in Canadian seminaries, Allen F. Crewe, director of the Vancouver Presbytery Committee on Radio of the United Church of Canada, said here.

A former radio man himself, with seven years' experience with CKWX, Vancouver and other stations, Crewe is combining his study for the ministry with leading a one-unit course in radio at Union College.

Crewe sees the setting up of courses in theological colleges, run by local radio people, as not only improving the radio technique of ministers themselves, but building a better relationship between the church and radio.

As a start, he has arranged a schedule under which Vancouver radio men have lectured to the students at Union College.

Laurie Irving of CKWX discussed radio speech, one of the most important subjects for the clergy. Crewe himself drew on his radio experience for lectures on a general outline of the uses of radio to the church and the possible types of religious program.

Ray Whitehouse, CBC writer-producer, talked on radio writing; Ken Caple, CBC regional director, discussed the CBC and its policies on religious broadcasting; Sam Ross, assistant manager of CKWX, covered similar ground

in relation to private stations.

Ken Hughes, promotion director for CKWX, discussed his topic and suggested how to promote a series of religious broadcasts in the community, as well as how to take your own listener polls.

There was further discussion of station organization, the work of departments and planning programs to fill the needs of a particular community.

The course is being held on an experimental basis for the first year, two hours weekly during the first term and one hour after Christmas.

One room has been set aside, acoustic plaster and tiles installed and chapel pulpit and lectern have been wired. The college also has a wire recorder and Magnecorder for use in the course.

Crewe gained some of his ideas for the course during work with San Francisco and Los Angeles groups sponsored by the Broadcasting and Film Commission of the National Council of Churches in the U.S.

FOR SALE

RCA Communications Receiver AR 88—500 kcs. to 31 mcs. Continuous, crystal selectivity. Noise limiter, etc. \$350.00 or best offer.

R. F. Maskell
P.O. Box 127 Oakville
Phone 1775-J

A Note of Greetings



Lou Snider

Me too!



Kenny Graham

Season's Greetings



Howard Cooney

On The Spot . . .

Four Canadians featured on the air and hitting the front pages these days tell up the story of Canadians making news around the world: Bill Boss, red-bearded veteran reporter from Ottawa covering the 25th Brigade in Korea; Norm Altstedter of Winnipeg on the U.N. General Assembly in Paris; Alan Harvey of Toronto covering the British and European scene from London; Doug How of Moncton with the 27th Brigade in Germany.

Their stories are part of the radio-styled round-the-clock world news report fed to 105 Canadian radio stations by Press News, including the incomparable Canadian Press coverage of Canada and the exclusive world news reports of The Associated Press and Reuters.



Norm Altstedter at Paris



Alan Harvey at London



Doug How in Germany



Bill Boss in Korea

Merry Christmas



Good Luck all the year

through

Yours for a Happy '52

from

Kate Aitken

and

"Our" Good Friends

K. Brown
President, G. Tamlyn Ltd

[Signature]
Marketing Director, Lever Bros

B. Johnston
Brand Manager, Lever Bros

[Signature]
Radio Director, Young & Rubicam

C. Stanger
Network Announcer

[Signature]
Musical Director, Kate Aitken's shows

[Signature]
Emcee, "Court of Opinion"

[Signature]
Chief Announcer, Station CJAD

Donald K. Dall
Production, Station CJAD

Bill Baker
Producer-engineer, Station CFRB

Don Bacon
For all our CBC engineers

[Signature]
Production & Publicity

Gay Laing
For our wonderful office staff

from

CJCA

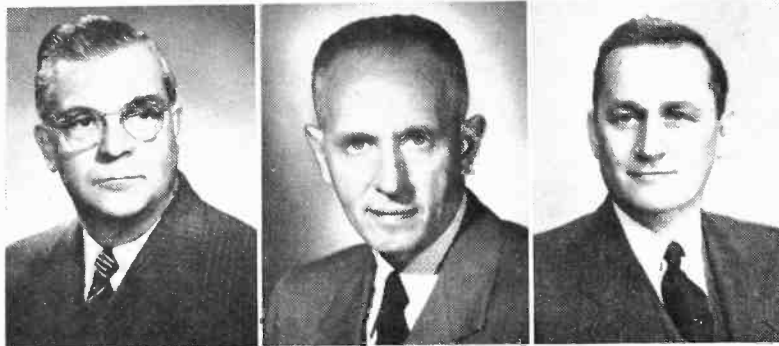
AMERICAN RADIO HISTORY.COM

WWW.AMERICANRADIOHISTORY.COM

Alberta....

MERRY CHRISTMAS!

CBC APPOINTMENTS



Frigon

Manson

Ouimet

Ottawa.—Dr. Augustin Frigon, C.M.C., general manager of the CBC since 1944, is relinquishing that post to assume the duties of the newly-created senior post of Director of Planning. He is being succeeded by the assistant general manager, Donald Manson, who has served in that capacity since Dr. Frigon assumed the general managership. Frigon is 63 and Manson is 64.

Alphonse Ouimet, 43, chief engineer and co-ordinator of television for the Corporation, moves into the post vacated by Manson.

The appointments, recently approved by the Federal Cabinet on recommendations from the CBC's Board of Governors, also include the naming of Jean Desy to the newly-created post of director-general of the International Service. Desy, until recently Canadian Ambassador to Italy, will serve in this new post only for a limited period.

Rumor has it that Mr. Desy will shortly be named chairman of the

Board of Governors while the present chairman, A. D. Dunton, will move into a new post of president.

As Director of Planning, Dr. Frigon will continue to carry on senior planning and advisory work, but has been relieved of many administrative duties, necessitated by his recent serious illness. "In recent years he has carried a very heavy load of administrative work," Dunton said of 63-year-old Dr. Frigon. "The transfer to the new post will relieve him of administrative pressure."

Dr. Frigon was a member of the Aird Royal Commission which investigated Canadian radio in 1928 and 1929 and, following the adoption of its report, he was made assistant general manager of the newly-created CBC in 1936.

Manson, who is 64, has followed in the Doctor's steps. He was made chief executive assistant in 1936 and eight years later was made assistant general manager.



SYNTAX DEPT.

In reply to our grammatically-inclined reader who wants to know which is right—"CBC is," or "CBC are," we respectfully suggest "CBC ain't."



CLIENT RELATIONS

Youth wanted to learn advertising in old established advertising agency. Good opportunity for son of a national advertiser.

—Ad in "London Times."



SO TRUE

If there were but one Royal Road to Success, the government would control it.

—Maurice Switzer.



POWER OF THE PRESS

As of November 22, there is one Star less shining from Toronto's firmament.



WE'D LIKE TO KNOW

What would happen if Western football fans paraded their own Main Streets wearing the hats and clothes they don when they come to Toronto for the Big Game.



GO FOR BROKE

Xmas marks the spot where the money was last seen.



MENTAL COSMETICS

Then there's the gal in continuity who went the rounds of the drugstores, looking for a box of something with which to make up her mind.



ROAD TO SUCCESS

Maybe we should set out to earn money instead of to make it.



SEASON'S GREETINGS

To our legion of friends, scattered the length and breadth of this continent—to our vast list of business associates and readers—happy Christmas, Mac.

*Radio Artists
Telephone
Exchange
and all its
Subscribers
Including*

- John Arkless
- Jean Cruchet
- Joy Davies
- Johnny Elwood
- Joe Handley
- Beth Lockerbie
- Jack Mather
- Maxine Miller
- Howard Milsom
- Verla Mortson
- Mona O'Hearn
- Lois Ould
- Maurice Rapkin
- Meg Ruttan
- Sandra Scott
- Joseph Sera
- Barry Wood

*WISH YOU
COMPLIMENTS
OF THE
SEASON*



cjch
A PLANE'S EYE VIEW
OF Rich HALIFAX
cjch



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

cjch

1950 Retail Sales Estimates

Halifax County	\$124,405,000
Halifax City	94,568,000
Dartmouth City	12,024,000

REPS:
Paul Malvihill in Toronto
Radio Time Sales in Montreal
Adam J. Young, Jr., in the U.S.

cjch

That's **WHAT THE MAN SAID**

"That's what the man (or woman) said." This, in a nutshell, describes the "Verbatim" section of this Christmas issue of Canadian Broadcaster & Telescreen.

Some reprinted from past issues, some new material, the ten articles we have chosen express the opinions of people who do things. Some originated as speeches, some as articles. All are printed in the words

of the individual, so that we may say, in truth—"that's what the man said."

These articles emanate from a wide cross-section of the advertising world. Their authors include two station managers, two advertising agency people, one sponsor, the head of a script service, a commercial writer, a researcher, a journalist, and, strictly to fill up the rest of the space, the editor of this paper.

WHAT MANAGEMENT EXPECTS OF ADVERTISING 21

This is a digest of an address delivered by Fred Otterbein, president of General Foods Ltd., to the 1951 Fall Conference of the Association of Canadian Advertisers.

RADIO IS A SUCKER ABOUT SURVEYS 24

The Broadcasting Manager of the Canadian Marconi Company, W. V. George, wrote this article for our issue of February 23, 1949.

RADIO REACHES 'EM ALL 26

When the Manager of CJOC, Lethbridge, Wm. M. Guild, was chairman of the Board of Directors of the Canadian Association of Broadcasters, he delivered the address from which this article was condensed to the Women's Advertising Club of Toronto. It appeared first in our issue of June 28, 1950.

SPEND YOUR MONEY—SELL MY GOODS 28

Don H. Copeland of Don H. Copeland Advertising Ltd., contributed this provocative article on promotion to our issue of May 25, 1949.

CARBON COPY TO JOE SPONSOR 29

Walter A. Dales of Radioscripts, Montreal, had his neck out a mile when he addressed this article to the men who pay the bills, in our issue of February 23, 1949.

YOUR COPY, DOES IT SMOULDER OR SPARKLE? 30

The basic product in all advertising is words. Alec Phare, managing director of R. C. Smith & Son Ltd., a veteran broadcaster and lecturer

on advertising, is frequently called upon to repeat the speech from which this article was condensed in our issue of February 23, 1949.

WHO SAYS YOU CAN'T TAKE IT WITH YOU? 32

We were never quite sure whether the 1951 CAB Convention applauded Dick Lewis, editor of this paper, because they liked his speech or because they were glad it was over. We printed this digest in our March 7, 1951, number and here it is again.

SEEING AND HEARING MAY NOT BE BELIEVING 35

Horace Schwerin, of the Schwerin Research Corporation, New York, told the ACA, at their Fall Conference in Montreal last month, that getting listeners to believe commercials is more important than just getting listeners. Here is a digest made from a tape recording of his talk.

ONCE SOLD, JOHN BULL STAYS SOLD 39

It may be tough persuading U.K. business to sell its products in Canada by the unfamiliar medium of commercial radio, but it is worth the effort. So says Howard Clegg, Canadian newsman, who has been working on London's Writers' Row—Fleet Street.

ANYBODY CAN WRITE RADIO COPY THAT SELLS—EVERY TIME 41

When Lee Hart of the National Association of Broadcasters, Washington, D.C., gave the 1949 CAB Convention her ideas of writing commercial copy, her talk was regarded as the highlight of the meeting. This digest appeared originally in our issue of August 24, 1949.



CHRC
The only
5000 watt Station
in Quebec City

Build future sales
Air your wares
over

"TOP FRENCH RADIO VOICE"

Big families are typically French-Canadian . . . they need every sort of merchandise and services . . . and CHRC reaches 250,000 radio homes!

Our Representatives:
Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young, Jr., Inc.

Make it a truly
Merry Christmas
and Happy New Year

Plan Your Party and
Celebrate in the Wonderful

STAMPEDE ROOM

AT MART KENNEY'S RANCH, WOODBRIDGE

Special New Year's Eve Frolic
with MART KENNEY
and his Western Gentlemen
Norma Locke • Wally Koster
and the Vocal Quartet

Call RAndolph 6102

For full particulars, rates and reservations.



RATES—6 Months (12 Issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each Issue.
12 Months (24 Issues) 20 words minimum—\$40.80
Additional words, add 8½c per word, each Issue.
Casual insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed each Issue.
Agency commissions cannot be allowed on these advertisements.

PRESS CLIPPING

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

ACTING

For warm, sympathetic voice type, call **IRIS COOPER** — WA. 5017. Also European dialects. Fully experienced. (L)

ROXANA BOND — WA. 1191. (L)

ANNOUNCING

EDDIE LUTHER—OX. 4520 or CFRB: PR. 5711. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

JAFF FORD—At your service. CFRB—Princess 5711 or Zone 5-769. (S)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$7.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

EDUCATION

ACADEMY OF RADIO ARTS — Lorne Greene, Director. Our function: to supply the Radio Industry with competent, trained personnel. 447 Jarvis, Toronto. (U)

EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

ENGINEERING

MCCURDY RADIO INDUSTRIES LIMITED — Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service — 74 York St., Toronto—EM. 3-9701. (P)

PERSONAL

Saving money? Experienced insurance counsellor with radio background can show you a worth-while savings program. **TOM WILLIS**, EM. 4-6111 — 17 Queen East, Toronto. (U)

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS — Personalized professional portraits and publicity shots. Appointments at artists' convenience — MI. 9276 — 574 Church St. (O)

PROGRAMS

METROPOLITAN BROADCAST SALES—Radio Program Specialists — Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (O)

RADIO ADVERTISING FOR RETAILERS—A monthly service for the Broadcaster, consisting of Commercial Continuity, Copy Starters, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. Free samples on request. Available exclusively thru All-Canada Radio Facilities Limited, Program Division, Toronto.

RECORD SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Cappel's resharpening sapphire needles. Mail us your used Sapphires and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each . . . \$2.50 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

RESTAURANTS

LITTLE BIT OF DENMARK TAVERN — When in Toronto, eat in old world atmosphere. Famous for Danish Smorgasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

SINGING

EVELYN GOULD—Coloratura, winner of Eddie Cantor's "Talent Search"—now available for Fall shows. KI. 7372. (X)

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present shows: "Bruce Webb Show," "Danforth Radio Folks"—GE. 8360. (U)

HELEN BRUCE—International lyric soprano, 15 years stage, concert, radio. Popular classics, opera, etc. Audition disc available—Zone 8449. (U)

WHATEVER THE SERVICE you have to offer Broadcaster readers, there is a category for it in our Professional and Service Directory.

Wanted — A Future

PROGRAM DIRECTOR, 26, nine years' experience covering announcing, personality shows, special events, news, etc. Wants position with solid future where aggressiveness and initiative pay off. Topflight recommendations. Can supply disc or tape.

Box A-108

Canadian Broadcaster & Telescreen, 163½ Church St., Toronto

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

Sherbrooke is prosperous — and that means a growing market for advertisers on Radio Stations CKTS and CHLT. Take construction alone. In the first six months of 1951 there was an increase of over a million dollars! New industries have opened — Retail Sales have gone up (Index 104, or 4% above general average) and the average family income is also higher than average. Ask Jos. Hardy.

Representatives

JOS. A. HARDY & CO. LTD. - CANADA
ADAM J. YOUNG, JR. INC. - U.S.A.



May
the joy
of the holiday season
be with you
every day of the year.

CFQC
600 KC
5000 WATTS

THE RADIO HUB OF SASKATCHEWAN



WHAT MANAGEMENT EXPECTS OF ADVERTISING

By FRED OTTERBEIN

President of General Foods

There are many definitions of "management." All the serious ones list it as the endeavor to staff, organize, plan and control the diversified elements of modern business to the end of a profit and a secure future for its employees as well as stockholders. That in itself *heaps* expectations on management.

Then along comes realization that these difficult and troublesome times are having heavy total effect on business management — which, therefore, has to steer a course through a rougher and rougher passage. So the only thing to do is to trim ship, get it in ballast, and steer the course with greater efficiency.

Certainly, as far as my company goes, a prime objective right now is profitability.

To achieve increased profitability—over the current average, before taxes, mind you—I, for one, have to consider every important phase of our operations.

You'll be interested in knowing that, among other things, I have to consider these two points:

1. We can sell more volume with the same or greater expense in doing it. But this isn't very satisfactory, because there are a variety of opportunities to achieve greater efficiency in the use of people, money, materials, time and facilities.

2. So how about selling the same volume, or perhaps a larger volume, at a considerably reduced expense? This means that every aspect of our advertising and sales budgets needs to be specifically challenged. The view, of course, being to eliminate, wherever possible, the questionable expenditures, either as to kind or as to amount.

You can see at once that this challenge is to our own sales and advertising people, principally. But it can't stop there. It has to extend through to the planning activities of our advertising agency people. They have to know clearly of any renovating tactics we might wish to put under way.

Now, what does management expect of its advertising managers?

Some of us hold that our director of advertising is a member of the over-all management team. So we delegate to him responsibilities for product, price, and promotion, as well as distribution.

With such responsibilities, your advertising manager no longer plays the harmonica—he plays an intricate organ, all keys, stops and pedals, to make that lovely music commonly called profit.

In Canada, there's a reluctance to fully delegate to the advertising manager the responsibilities that rightly belong to him.

I am convinced that advertising directors — managers — call them what you will—are truly on the management team only when they are held accountable for the profit



and growth of the products under their direction.

It appears to me that the advertising manager's job splits into these divisions: basic marketing planning, sales and distribution, pricing, advertising and consumer promotion, consumer and market research, packaging, budgetary control, new products and administration of his department.

The duties I have outlined may not have been delegated to many Canadian advertising managers. And, more likely than not, good job specifications are not being written for good, deserving men. Of course, when management hands out such responsibilities, it has to examine the man's pay status to make sure it is paying the right freight for the service it gets.

One of my fond hopes is that management in general will expect more and more of its advertising managers—but not without granting them the working tool they need most, all the authority they can take. It's the acceptance of responsibility that pushes a good man into leadership.

Next, what does management expect of the advertising agency?

The Dominion Bureau of Statistics says that in 1949 a total of 2,340 persons were engaged in advertising agency work. The total number of account executives — including presidents, vice-presidents, branch managers and the like—was about 400. That certainly helps classify them as experts.

Deeply ingrained in my business training has been the belief that the advertising agency is a working partner, selected, ideally, for a long haul—years, most likely.

What an advertiser buys in an agency is specialized service—the service of knowledge and experience, talent and integrity in people.

Our agency must be ready with continent-wide service, as regards media, market research, and consultation on all phases of marketing. It will be equipped with all the facilities demanded by the partnership we enter into.

An agency doesn't learn all the big and little problems of our

(Continued on page 22)

VOX MERRY XMAS

and HAPPY NEW YEAR TOO!



There's A Spot in our Schedule

Made Just For You

Your Expectations All

Come True

For Successful Selling in '52

Call STOVIN or WEED

That's All You Do

They'll get the Best

of Times for You!

VOXM IS NOW IN ITS 16TH

YEAR OF EVER INCREASING POPULARITY WITH NFLD. LISTENERS.

RATED FIRST AND FAVORITE!

(Elliott-Haynes Report)

APRIL 1951

VOXM at 590 with 1000 WATTS

Colonial Broadcasting System Ltd.
 P.O. BOX 920 ST. JOHN'S, NFLD.
 NEWFOUNDLAND'S "OWN" STATION
 See Stovin & Co., Canada -- Weed & Co., U.S.A.

OUTSIDE OF THE THREE
METROPOLITAN CITIES—

**MORE PEOPLE
LISTEN TO**

**C
J
I
B**

**THAN TO ANY OTHER
B.C. STATION.**

Day in and day out, British
Columbia's "Big Second"
Market is sold by

CJIB
VERNON

RADIO REPS WILL
SHOW YOU THE

F-A-C-T-S

Continued from page (21)
business overnight. It takes time to pick up and organize the factual data needed to meet our problems. Call this period one of mutual investment, whose yield comes later, and you see why we favor the long-term working arrangement.

Our agency enjoys our fullest confidence: as to sales figures . . . production costs and facilities . . . distribution facts . . . and so on.

While we honor this partner's billings promptly, we continue in a perpetual state of dissatisfaction with what we get in return.

My company has 400 wholesale customers across the land. And we aim to work with them to let all our retailers know that when they stock our products their customers will want to buy those products. After all, that's the main thing a retailer wants to know.

What makes sauce for the consumer and the retailer makes sauce for the wholesaler, for the processor, and for the advertising agency, too—providing the latter comes up with the right media and the right message for this five-way objective.

As our partners, the agency men have got to tune themselves in on that *profitability* problem of ours. We want their best thinking on how to merchandise our advertising dollar so that we get the maximum out of our whole selling effort, advertising and personal.

And we expect them to consider whether price reduction would do more for the product, in the long

run, than would the same amount spent on promotion—even though this course would involve less income to the agency for a short time.

Partnership is like that.

Now, take research of one kind and another.

Agency men, and advertising managers too, should beware of stifling their own initiative and logic. They're reasoning humans, aren't they? They know for sure, just as well as any housewife knows, when a food advertising program, for example, shows conspicuous signs of bad taste. In a given marketing problem, their judgment may leave them only 79 per cent sure of a fact. So maybe we sit around, making no headway at all, until research leaves them 83 per cent sure. And by that time, whatever the percentage, it's too late to take any good advantage of the situation that existed at the outset.

Further, I think we can forget new research at times when study of what has worked in the past will show us what will work again.

Research that isn't carefully evaluated before it is made can be close to 100 per cent wasteful. Sometimes it doesn't do any more than make a check on itself.

All considered, let me emphasize that management today expects the advertising agencies to pitch in with more of everything they've got. In cases where advertising managers are given their due authority, management won't be expecting agency executives to go on running around right end to get at the company president.

Now, what of the advertising profession?

It has a big selling job all its own to do. It needs to sell itself.

Sure, it's the best means we have found to inform a given mass of people where and how to get a product that has particular advantages and uses. It's usually the most economical means. You and I know that. But even we are inclined to neglect the fact that it is the best means of informing people of a condition and calling upon them for action relative to that condition.

I think we can dispel the idea that advertising increases selling costs and so raises product costs to the consumer. That's a periodically popular idea with some consumers that never seems to drown.

Maybe we should work on it harder. There are records to help us, in this manner:

It's a matter of record that those companies that rely principally on direct salesmen—either door-to-door or in company-owned stores and showrooms—frequently have selling costs that are relatively high.

The U.S. Federal Trade Commission states, for example, that sewing machines have a relatively high selling expense of 36 per cent. Only a small part of that is advertising. Other industries have developed, through advertising, such strong consumer acceptance of their products that the direct-selling effort can be greatly reduced, and the more economical advertising substituted for part of the personal effort.

General Foods today spends several times as much on advertising as it did in 1925. But the increase in total dollar-volume of business is at a much greater rate than that of the increase in total advertising cost. Product by product, our own records show, advertising has shown a reasonable and just cost trend when measured against volume of business. How good it would be if the public understood such points.

And what are your ideas on whether advertising, by increasing sales, tends to hold prices down? You know there are people who say that's just a pipe dream, or empty theory at best.

Well, is there anyone who thinks he can get a pair of hand-made shoes today at the price of a machined pair? Or a hand-rolled cigar at the low cost of one from a machine? Or who thinks he can go out with just his hands and make gelatine, then turn it into refined, flavored, wholesome lemon pie filling as economically as modern processing does? He's the one who's having the pipe dream.

It's just second-, maybe third-primer economic reasoning that practically all of our scheme of physical existence today is built on the general rule that the more products we produce and sell, the cheaper we can sell them. Any time a guy comes along with a better selling medium than advertising, man, we'll buy it fast!

You and I know that advertising has three workmates: product, price and distribution.

Our product must be wanted or



Spud says . . .

Merry Xmas!

WASSAIL! WASSAIL! WASSAIL!
(Whatever that means)

Don't get **BOILED** or in a **STEW**
during the Festive Season. Leave
that to me. But do have a

Happy New Year

- Spud

CJRW

SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"

Why Should I Wish You A Merry Christmas?

Art Benson wrote to ask me if I'd like to switch my regular ad into something sentimental for this Christmas issue. Well, gosh, yes. I wanted to say Merry Christmas, of course. If I had the dough I'd buy the whole damn issue and fill it full of the names of broadcasters and advertisers I've hoisted one with, or shot the breeze with, or argued with, and I'd say Merry Christmas to the works of them. And why not? Broadcasters and advertisers are a pretty special kind of people. If you are reading this, you're probably a "character," as they say . . . something a little different than the mine-run, and a whale of a lot more interesting. Lots of names are running through my mind right now . . . names of persons it has been a real pleasure to know. I hope you don't mind if your name is among them. It very likely is. Why should I wish you a Merry Christmas? Because that's what I wish you, that's why!

WALTER A. DALES

Radioscripts

907 KEEFER BLDG.

MONTREAL, QUE.

needed . . . and of good quality. The price must offer a sound value . . . not out of line competitively . . . and provide the needed profit margin for those dealing in it.

The product must be made available . . . in wholesale channels, in retail stores conveniently located for consumers.

Product — Price — Distribution — Advertising. That foursome is no stronger than its weakest element.

The Canadian people as a whole don't know the story — not if they're like their neighbors in America, where investigation has uncovered an appalling ignorance of even the most elemental economics. I pray that we find a way to instruct Canadian parents and teachers, in particular, as to the true significance of advertising.

■ ■ ■

The only consolation I have for you or myself right now is the degree to which a company's advertisements can convey management's thinking to the consumer. Take most any good advertisement. Actually, it may mention only the comfort, or the convenience, or the pleasure, or other satisfaction the consumer will get out of product in view. But, between the lines usually, it shows that management has set itself to providing those satisfactions for the biggest possible number of people. In this light, the advertisement at present is probably management's best interpreter to the public.

But we need something more

direct than that. The advertising profession hasn't been active enough in spelling out its special function in Dominion welfare.

It's more than possible that the U.S. National Advertising Council has a cue for us up here. It has served its people well—by its campaigns to promote safety . . . to encourage interest in better schooling and more churchgoing . . . to get people to understand the country's economics. It has done much to encourage good citizenship, and is going on to do a lot more. Maybe you remember one of the moves that got it going. During World War II, the government's scrap-metal drive was going haywire. Then NAC stepped in, used the press and radio to wake up the American people to the need of scrap. It worked. And it boosted the prestige of the whole advertising profession.

■ ■ ■

This is what I've been pointing up: Management has the right to expect that the advertising pro-

fession of Canada will do all in its power to sell itself to the Canadian people and their government.

Service will go a long way in that. Of the profession's fitness to serve the best, long-range interests of community, province and Dominion I haven't a red cent's worth of doubt.

■ ■ ■

And that brings us to a wee discourse on media.

It isn't my business, management's business, to mess around with every little detail in analysis of media selected by the advertising department. Yet management, believe me, has the right to ask if the selection of media has been based on proved facts. It even has the right to insist that its advertising manager understands validated media research.

The Canadian Advertising Research Foundation was set up for the purpose of getting more and better information about media. CARF hasn't been in existence very long, but its service is there

for our use.

Management might very well expect that media will co-operate fully in the research that will give advertisers the true picture of one after another of our publications' audiences, and I mean the whole picture, as plain and uncolored as a kid's fill-in book.

And that's that, for managers, agencies, profession and media.

■ ■ ■

Right this minute, the job ahead may seem pretty hard. It is never going to be easy to try to make a just profit for our own business, to try to see that the wholesaler and the retailer make theirs, and to try to give the Canadian people better and lower-cost products.

That's our job. Advertising and selling are the two hands that do management's most important work, whatever the day or the evil thereof.

So today, as usual, management expects advertising to help produce the volume sales needed to keep us all going.

Greetings . . .



The cast of "Brave Voyage" from the left: Pegi Brown (Emily); Jane Mallet (Mrs. Harris); Beth Lockerbie (Helen); Jack Scott (Gordon); Sydney Brown (Mr. Manning) and Maxine Miller as Linda (gone to bed). Not shown, Bill Needles (Bart, Emily's husband).

May Your

Christmas

Joys

Be

Quotidian

. . . from the All-Canadian daily network serial



John Rae
Announcer

"BRAVE VOYAGE"



Esse Ljungh
Producer

RADIO IS A SUCKER ABOUT SURVEYS

By W. V. GEORGE

(Reprinted from C. B. & T., February 12, 1949)

Radio is a sucker about surveys. What other medium has such confidence in itself that it attempts to make any comparable effort towards telling the advertiser a supported story of its own effectiveness? What other medium, even on an occasional basis, attempts such wide interpretation of a limited sample and throws these facts open to the broadest possible interpretations? Surely no other medium makes it possible for an advertiser to say either: "This medium is terrible. I will never use it again," or: "This medium is wonderful. I will use nothing else." Either way, the advertiser making such a statement is wrong. If he finds such a decision on a quick glance at one of our surveys, then we are wrong too for giving him the opportunity. The fault is not with the survey, for it has accomplished its purpose—but too few people recognize exactly what the survey measures.

For example, many of us have had the experience of being associated with commercial broadcasts that rated extraordinarily well, but we have had grave doubts in our minds about the real effectiveness of the broadcasts from the standpoint of the advertiser's investment.

We are also familiar with the sponsor who buys a highly rated period, puts in a different program, and the highly rated period soon becomes just another average figure on the survey. In both these cases, there was probably something wrong with the programs, but there was also something wrong with the use that was made of the survey.

Another experience was related to a particular feature that rated only fair. However, we thought it was a good show, so had it surveyed by a different organization, but using the same technique. Again it did not show up too well. So we offered a prize of a total of two hockey tickets to one lucky listener who had the strength and patience to listen on four successive nights and mail us the answers to four different questions. The total audience was large enough to produce nearly five thousand people who would listen that consistently and write for just two hockey tickets. Obviously there were elements here that did not show on the surface of the rating.

Another example concerns a program on a station which had a consistently low rating — very low in fact — over a long period of time. One day vandals broke into a mission church and caused damage that was quite beyond the resources of the small poor congregation to repair. The incident was reported on this low-rated program, and while some skill was used in the manner of presentation, the matter was not over-emphasized. Within a few days so many people had sent so much money to that little church that not only was all the damage made good, but enough was left over for other good works that had long been the dream of the clergyman concerned.

Much of the response to both the hockey ticket offer and the church incident came from areas beyond the range of the ordinary coincidental telephone survey. One of the things we must keep in mind, and which so many people forget, is that almost any radio station serves a vast constituency of listeners whose radio preferences, daily schedules, and tempo of living are a far cry from the telephone-surveyed urbane. To consider them as exactly the same as their city cousins is a bit like saying that because a train is a certain length, it obviously carries 240 passengers. The local yokel smiles when you make that conjecture, for he knows the only train of that length in his neighborhood is the Saturday morning way freight.

These outside listeners are consistent radio fans and in total represent a great purchasing power. They make a vital contribution to the economic life of Canada. They point up the fact that while our surveys are excellent in what they do, their value is impaired because the survey is

used as though it measured the whole audience. Until radio can state with some certainty who is listening to what throughout its whole coverage, lack of real thoughtfulness in using the survey will generate an incredible amount of off-base theorizing. It is also true that until such time as the real effectiveness of any advertising medium can be accurately assessed in terms of its whole constituency, any survey can so easily be completely misleading.

■ ■ ■

We must take measures to prevent those people who use surveys from failing to look at more than one figure, or forgetting the above-mentioned way freight, or mistaking quantity for quality. One sees ill-founded decisions being made by trusting advertisers who have been sold a bill of goods as well as by those with a good background in broadcasting who should know better. It happens all the way through, from the major markets to Squeedunk, Saskatchewan.

More background material must be made available so that the advertiser or his representative really knows where he can do the best job. There are several different equally sound program approaches used by intelligently directed stations, but they result in different audiences. The advertiser must know what audience he is going to get for a start, and he must know whether he is holding that audience not only in a certain group of homes, but throughout the whole area. At the present time he can only guess. Until such information is obtainable, please let us get away from this nonsense of projecting out into the great blue yonder, figures that were never intended for such purpose and are only really accurate when applied to a certain type of listener, home, habit and way of life.

■ ■ ■

Broadcast advertising can and does combine many of the merits and coverage of the most exclusive magazines, farm publications, the popular daily newspapers and, in some measure, the billboards. Our easy habits of survey interpretation complicated by our actual research shortcomings, are leading us into habits of thought that may well limit our effectiveness to that of just one of the above competitors. Such a trend is definitely unhealthy and is certainly not in the public interest.

I maintain that most of us do not really know how to interpret our surveys. I believe that we should take steps to create some device that will really measure the whole audience and that will permit some sound assessment of the real effectiveness of our medium.

**Need a man?
Equipment for sale?
Use an ad in the Canadian
Broadcaster & Telescreen.**

**HAPPY
CHRISTMAS
TO EVERYONE**

IN THE FIELD OF
ADVERTISING AND
THE RADIO INDUSTRY
FROM

THE HAPPY STATION
IN THE HUNDRED
MILLION DOLLAR
RETAIL MARKET

**CKX
BRANDON**

"THE BUSIEST STATION
IN THE NATION"

*May your Christmas
be merry,
your New Year
filled with happiness
and prosperity.*

The gang at

NATIONAL BROADCAST SALES

TORONTO AND MONTREAL

Cordial Season's Greetings To All from **CKLW**

50,000 watts

AM - FM

THE GOOD NEIGHBOUR STATIONS
WINDSOR ONTARIO

800 on your dial

Out of the ether comes the merry old gentleman with the white whiskers to spread cheer throughout the land and to herald the advent of that most joyous of all seasons — Christmas. And it is fitting that on the eve of that great day which commemorates the Nativity, we pause to thank Him for the many blessings He has bestowed, and to rededicate ourselves to the continuance of the spirit of fellowship and goodwill which He so shiningly exemplified.

May we, then, extend to all our friends in the radio, newspaper and advertising professions, 50,000 sincere wishes for a truly happy, old-fashioned Christmas, and a successful, prosperous and peaceful New Year.



REPRESENTATIVES • ALL CANADA RADIO FACILITIES LTD. (CANADA) • ADAM J. YOUNG JR., INC. (U.S.A.)

RADIO REACHES 'EM ALL

From an Address to the Women's Advertising Club of Toronto, by William M. Guild, former chairman of the Canadian Association of Broadcasters, and manager of station CJOC, Lethbridge, Alta. (Reprinted from C. B. & T., June 28, 1950)

One of the biggest advantages of radio is that you don't have to deliver it physically. You don't have to go out and take it individually to each consumer and he doesn't have to come and get it from you. From the receiver's point of view, it is virtually effortless.

If you are building a power line, you may decide not to go down the fourth concession road because it has only six houses in 40 miles and it would be economically unsound. If you are running a railroad, you may decide your trains can service a specific area only once a week, because there aren't enough passengers to provide more frequent service.

But radio reaches them all. And it's the homes in the remote areas where folks are most indebted to radio because at many times it is their only contact with the outside world.

Coaldale is a small town of a few hundred population about 18 miles directly east of Lethbridge, Alberta. Approximately 10 miles south east of Coaldale is a small farm operated by Mr. and Mrs. Bronson.

The Bronson's have three children, two boys of school age, and

a little girl of five. This particular day is the fifth birthday of the little girl.

It is a mid-winter day in January and temperatures have been very low. In spite of that there are many farm chores to be done, and household activity commences about six o'clock in the morning. It is still dark outside so that it is hard to tell what the day is going to bring in the way of weather, and weather is very important to these people.

So one of the first things they do is to tune in the radio station. Besides, Eddie Conville's early morning show is on and with no neighbors for three or four miles in any direction, these people have come to look upon Conville as virtually their regular breakfast guest. They like his cheerful banter, his wry comments about the severe winter weather and the little digs he takes from time to time at the folks in town who don't have to leave their beds for another two hours.

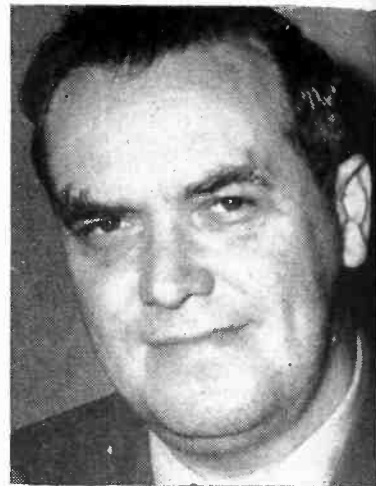
It's a few minutes past six and they've missed that first summary of the over-night news, but they know that there will be another one at six-thirty. They also know that Ed will give them the correct time after one musical number and the temperature after the next. He'll keep this up until nine o'clock when all the city youngsters will have reached school.

The military band recording comes to an end and they learn that it is 35 below zero. That means extra warm clothing for the boys when they go to school and for dad when he goes to the barn. Breakfast is on the table at six-thirty when the next news summary is on, and the whole family listens, because, at the end of the news, Ed begins to announce which schools in the district are closed because the school bus can't get through the snow-bound roads. On this particular day they learn their road is open and the bus will go past their farm at about eight-ten.

That draws a groan from the two boys who are quickly shushed while Mr. Bronson listens to the announcement that the Medicine Hat train is three hours late this morning while the train from Bellevue is on time.

There is more to this train time business than appears on the surface. The postmaster at Grassy Lake wrote in asking the radio station to make those announcements. The postmaster in that little town has to meet the train from Medicine Hat every morning to pick up the mail. It goes through Grassy Lake about ten minutes to seven, if it is on time, and there is no one on duty in the depot at that time and no heat in the waiting room. Without the help of the radio station he has no way of knowing if the train is late, or how much, and he would have to wait in the unheated station.

At 6.45 Dad Bronson is listening to *Farm Fair* because it's a program that brings him bulletins from the Experimental Farm at Lethbridge and this particular



BILL GUILD

morning they're telling him how to treat seed grain before planting to avoid fungus growths. He hears the commercial announcement at the end, describing a new beet cultivator that has been developed to save him a lot of work in the many acres he has devoted to sugar beets. There's news again at seven, and, when the *Breakfast Club* comes on at 7.15, the children march around the table with Don McNeill and his gang, just as enthusiastically as if they were in Chicago with him.

The boys are off to school with their lunch pails, dad has gone to the barn, the five-year-old has been put to work with a coloring book, and Mrs. Bronson's first job is bread.

The severe weather has made it impossible for her to get into town but on their visits to Lethbridge they stock up heavily on provisions for just such emergencies as this. Bread she makes herself, for you don't get daily bread deliveries at remote farms on the Prairies.

While she's preparing the bread, Kate Aitken's program is on and she makes a note of a short-cut recipe. At 11.15 the radio set brings them that familiar "knock, knock, who's there?" and, before the Gang has a chance, the five-year-old sings out: "It's the Happy Gang."

At noon the Alberta Livestock Company brings them the latest news of the Farm Co-operatives. At one o'clock, it's the soap operas. Mrs. Bronson listens to them and a great many hard-working women on the farm who live miles from a theatre or a movie house and who can find little time to read good books do find release from the confining nature of their lives in these serials.

A storm has developed. It's snowing hard and the wind is blowing and the announcer has just said: "Stand by for a special announcement."

"Here is a special message to residents of the Coaldale area. Since twelve o'clock today blizzard conditions have prevailed in this area and all roads are blocked. Snow plows have been making attempts to clear the roads, but without success. The school authorities of Coaldale have asked this broadcasting station to broadcast this appeal for sleeping ac-

from
THE INDUSTRIAL
HEART OF VANCOUVER
ISLAND

CJAV

THE "TRANSIT RADIO"
STATION
SENDS A

BUS  LOAD

OF

BEST WISHES

FOR

CHRISTMAS

AND THE

NEW YEAR

PORT ALBERNI

VANCOUVER ISLAND

CFCY



OUR CHRISTMAS PRESENT TO YOU —

OUR SPONSORS!

According To BBM The Greatest Radio Home
Circulation of any Private Station
East of Montreal

THIS IS WHAT YOU BUY
WHEN YOU PURCHASE TIME

on

5000 W. **CFCY** 630 KC.

"The Friendly Voice of the Maritimes"

CHARLOTTETOWN, P. E. I.

PLUS! New GE Transmitter and RCA Designed Directional
Antenna for 5 KW. Night-time Operation.

Canada: All-Canada Radio Facilities — U.S.A.: Weed & Co.

commodation for three hundred children, as school vans will be unable to make the trip home tonight. Parents are asked not to worry, as all children will be properly looked after. Townspeople, who are able to take care of one or two children for tonight, are asked to contact the Coaldale Consolidated School immediately."

There is a moment of anxiety for Mrs. Bronson and there is a frustrating knowledge that, being 10 miles away, with snow-blocked roads, there isn't anything she can do. And she reflects for a moment that it will be impossible to secure mail or the daily newspaper.

Fifteen minutes later there is another announcement:

"The Coaldale School announces that accommodation has been secured for all of the three hundred children. No further help is needed."

During the musical programs throughout the rest of the afternoon, as Mrs. Bronson goes about her chores, she hears, interspersed with commercial announcements, the fact that the Women's institute Meeting at Broxburn has been cancelled because of weather, and a dozen other similar announcements.

Then the *Birthdays Carnival* is on, and all activity stops while the announcer sends greetings to the five-year-old as a result of a letter the mother wrote a couple of weeks ago. She hears too that her close friend, Mrs. Jensen, three or four miles down the road, is celebrating a wedding anniversary. She had forgotten about that, but goes to the phone to express her congratulations.

It's the same throughout the balance of the day. The rural weather report at five to six that tells them just what temperatures and weather conditions exist all around them, the day's news at 6.15. They hear the national news from Toronto at 8.00 o'clock and George Brown singing songs at 8.30. They have never met him, but he's been on that station for years, and they refer to him as George. They seem to know him so well. They listen to *Take A Chance* and match wits with the contestants, commiserating with them when they pull the wrong curtain.

Mr. Bronson never gets to a hockey game, but he knows the players on all the teams in the National League by name, and he follows their activities by listening to the sportscast every night. On Saturday nights he's right in Maple Leaf Gardens, and he's cheering and groaning just as loudly as any fan in the Blues.

All these things are happening every day, not just in Lethbridge, but everywhere throughout Canada; not just on the farms — in cities too, in other ways.

To these people, radio is not a plaything, but a vital part of their daily lives. Mrs. Bronson buys Ogilvie Flour because Kate Aitken plays an important role in her life. She buys Adam's Gum for the youngsters, because she remembers Roy Ward Dickson and *Take A Chance*. When she is buying gift jewelry, she buys it from the jewelry store that spon-

sors George Brown's program, because she likes his singing.

Advertisers are aware of this power of radio to the extent that they spent \$20,000,000 on Canadian radio stations last year. That may not be a large percentage of total advertising dollars spent in Canada, but I can tell you that it's a whole lot more than was spent in radio 10 years ago, and it's almost double what was spent four years ago.

There is a town in Alberta called Lacombe, lying about halfway between Calgary and Edmonton, and, at Lacombe, is the transmitter of CBX, the CBC's 50,000 watt radio station, designed to serve the Province of Alberta.

That radio station couldn't possibly let the postmaster in Grassy Lake know how much the train from Medicine Hat is late. That radio station could not solve the problem of billeting the school children in Coaldale. CBX could not give the Bronsons an hour-by-hour check on their local temperature. The 50,000 watt must serve in a general way and, as a consequence, it can never become as much a part of the daily lives of these people as their own radio station.

As a consequence, the operators of the free-enterprise stations feel that they should have the freedom to serve their listeners according to needs and requirements that are far more familiar to the local operator than they ever will be to a national government-owned organization.

They feel too that it should be possible to make George Brown's program, if it is good enough, available to more listeners, by network, without his having to become an employee of the CBC.

We are proud of our service to our listeners and to our advertisers.

If we succeed in our request for proper recognition for free-enterprise broadcasters, I can safely predict for you that radio in Canada will become an even greater force than it is today, and that we shall give you, in addition to radio, the new medium of TV.

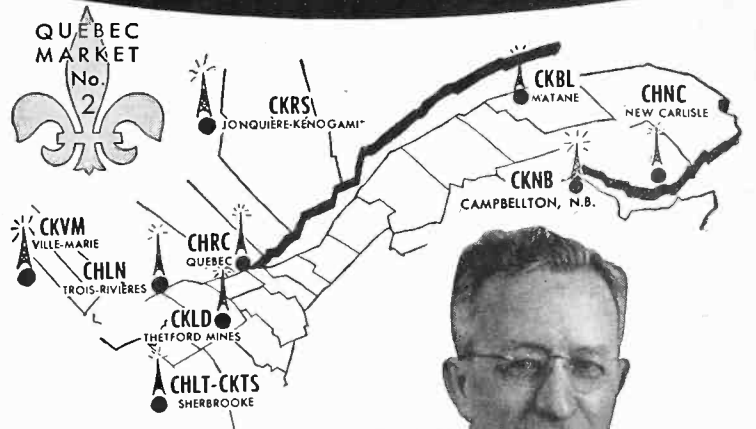
Greetings
from
"The Westons"

BEST
WISHES!



Marjorie Chadwick

MARKET No. 2
IN FRENCH-SPEAKING QUEBEC
is Canada's Fastest-Growing Market



All of Quebec Province east of Montreal, with a large added French Audience in North Eastern Ontario and the Maritimes.

"Reach it by Radio"
SAYS *Jos. Hardy*

REPRESENTING
These leading
Regional Stations

CHRC	Quebec	5000 WATTS
CHNC	New Carlisle	5000 WATTS
CHLN	Trois-Rivieres	1000 WATTS
CHLT	Sherbrooke (French)	1000 WATTS
CKTS	Sherbrooke (English)	250 WATTS
CKVM	Ville-Marie	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	Matane	1000 WATTS
CKLD	Thetford Mines	250 WATTS
CKNB	Campbellton	1000 WATTS

RADIO IS NOT ONLY THE CHEAPEST AND MOST EFFECTIVE WAY OF REACHING MARKET NO. 2 IN FRENCH-SPEAKING QUEBEC — IN MANY SECTIONS IT IS THE ONLY WAY.

"My message comes to you in new form, and will continue to do so. I hope you think it is an improvement. And be assured that—in large space or small—it always will be about Quebec Market No. 2!

"Take Quebec City, for instance. It is growing in all directions—there is a new sales market. It now has a population of 205,115 — an increase since 1931 of 46.7%. Industrial establishments in the same period increased from 257 to 377. Bank Clearings have grown from \$284 million to \$702 million—a 2½ times increase. And the 513 new buildings put up last year constitute a record.

"USE these live, French-speaking stations — they serve the fastest-growing market in Canada. Ask Jos. Hardy."

His 22 years of experience in the French Quebec Market is at your service.

For any information on QUEBEC MARKET No. 2 and "Trans-Quebec" Radio Group Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.

1015 DOMINION Sq. Bldg. MONTREAL UN 6-8915	39 ST. JOHN St. QUEBEC 2-8178	11 JORDON St. TORONTO Waverley 2438
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SPEND YOUR MONEY — SELL MY GOODS

By DON H. COPELAND

(Reprinted from C. B. & T., May 25, 1949)

There are a lot of spenders in this world. In fact, spending money is one thing a lot of people are more good at than anything. The game is still more interesting when one can spend the other fellow's money, and that is the basis of these few thoughts.

Radio advertising is an interesting and important business. Unfortunately, radio has never grown up.

The lordly newspaper sets a pattern which radio might well note and learn from. Let us imagine a scene in a large metropolitan newspaper office. The manager of the advertising department has a caller, a Mr. J. Oadwallader Squiggle. Mr. Squiggle has never spent a bean with the newspaper in his life. He, however, has spent a lot of money in radio advertising, but he thinks that maybe newspaper space can do a little something for him. The advertising department manager is busy, but a new customer is still a new customer and he can spare a couple of moments to give him the glad hand and the friendly heave-ho.

Mr. Squiggle speaks:
"Mr. Hxmnf, I'm happy to make your acquaintance. You know, of course, why I'm here. I'm seriously contemplating trying your medium for the promotion of a new product of our company. Of course, we've always used radio and, if I do say

so myself, under my personal direction and constant supervision, I've made radio advertising do a job for my products."

(Mr. Hxmnf cogitates with a fishy look in his eye.)

"Now, Mr. Hxmnf, I have drawn up my idea of a little campaign—nothing elaborate to start with, you know—but I think I'll experiment with a thousand line contract—of course, I shall probably use ten thousand the first year so we may as well figure this initial contract at the ten thousand discount rate to save retroactive discount allowances later."

(Mr. Hxmnf eases back in his chair and takes a firmer grip on the arms.)

"Now, here's what I have in mind, Mr. Hxmnf. We'll run eight pieces of copy this size, then you can take a telephone survey to see just how we're pulling—er—oh, and by the way, you'll run a dozen mentions on your billboards around town of our ads appearing in your paper, and, there was, of course, the pre-appearance running, shall we call it, of a dozen or twenty small teaser copy ads. One column will do for a start, or perhaps a couple of dozen inch ads, spread through your want ad pages, may be a gimmick that would do a good selling job—er—"

(Mr. Hxmnf clears his throat, choked with emotion, no doubt.)

"All this space is additional to your thousand line contract, of course? The rates are different on want-ad space than they are on display space. And this billboard business — you'll have to take that up through your agency with a poster advertising company. We don't sell poster advertising."

Mr. Squiggle looked non-plussed. "In addition to the contract?—take up with poster advertising company?—"

"And," continued Mr. Hxmnf, "this survey business — what's that?"

"Why — er — a telephone survey; nothing elaborate, of course; five hundred calls should do it—and a few letters, say a couple of hundred, to the dealers who will carry this article, to get reaction to the ads." He paused and watched the rhythmic waggle of Mr. Hxmnf's head. The movement was in the negative, to quote our leading statesmen. "You mean—?"

"I mean just this, Mr. Squiggle, and I'll try to make it as clear as I can. You have some advertising to place?"

"Yes," said Mr. Squiggle.

"Then place it. Here are the lineage rates. You can make your contract with the proper department on your way out."

Silence as Mr. Squiggle and Mr. Hxmnf looked at one another. Mr. Squiggle's face gradually grows red.

"But proof, Mr. Hxmnf! Evidence of readership! How will I know my ads are read and by whom?"

"Your cash register should ring if your products are good and your ads are clear and interesting, Mr. Squiggle."

"But—but — promotion — billboards — spot announcements, I mean, whatever the newspaper equivalent is — special window displays — store checking — telephone surveys—"

"You mean you've been getting all that from radio stations—for free!?" Mr. Hxmnf's tones were slightly awed.

"Of course — it's customary. But perhaps the terms are different from those used in radio. What is the newspaper equivalent, Mr. Hxmnf?"

Mr. Hxmnf silently took from a table behind him a document, and handed it to Mr. Squiggle.

Mr. Squiggle read "Audit Bureau of Circulation."

"That," said Mr. Hxmnf, "proves that we have a circulation of 132,727 copies of our paper."

Mr. Squiggle digested this piece of information for a moment.

"And you mean that's all you offer as an inducement to place my business with you? You guarantee no readers—no returns—no sales—no—?"

"NO," interrupted Mr. Hxmnf. "We guarantee that that many copies of our paper containing your advertisement will be placed in the hands of readers."

"But — there are three other papers in town—"

"Four," corrected Mr. Hxmnf. More silence.

"Look," said Mr. Hxmnf, and there was a hint, just a hint, of kindness in his tone. "You write the ads that you will use, don't you?" Mr. Squiggle nodded.

"They may be killer-dillers, but, then again, they may be complete busts, Mr. Squiggle. How can a newspaper go out on a limb for you, when it has no control over your copy? If your ads are good, and your goods are good, and your price is right and people want your stuff, you'll sell it. Your cash register tells all that story. This newspaper is a vehicle to carry your good, bad or indifferent announcements about your products into the hands of so many thousands of people. Few or many will read those announcements, depending on how attractively they're prepared. Some or all of the readers may or will buy your products. But our job stops at getting your announcements into the hands of those people. You can't use our money, or any part of our money, to sell your goods beyond what we contract to do.

"We've been doing business that way for a lot of years, Mr. Squiggle, and it seems to have worked."

"But," commenced Mr. Squiggle, "when I use radio, they do all sorts of things to prove the value of their advertising, like I outlined—"

"Spending their money to sell your goods?" Mr. Hxmnf shook his head wonderingly. "Well," he said consolingly, "I suppose someday radio will grow up. Someday it will give you a reasonably accurate statement of the number of homes it penetrates" (Mr. Hxmnf hadn't yet heard of BBM), "and, with that information you'll have to be content, as you must be with our A.B.C. figures."

"Just imagine," he continued to himself, as Mr. Squiggle slowly oozed from the office. "if we had to do all those things to get a few thousand lines of display advertising." His cogitations were halted by the telephone at his elbow. He listened a moment, said "good" three times, rang for his secretary and said "Miss Qptst, that two hundred thousand line campaign for the Frosh Fritter and Plug Company has gone through okay. Tell anyone who calls I'm out to lunch."

NOTES TO YOU!

"FAR FAR AWAY"

- Records Available
- Jim Byrne
- Maple Leaf (Folk)
- Charlie Kunz
- London (Pop)
- Ozzie Williams
- London (Pop)
- AND OTHERS

Write us for a free disc.

FAVORITE MUSIC CO.
80 RIVERSIDE DR. TORONTO 3



CARBON COPY TO JOE SPONSOR

By WALTER A. DALES

(Reprinted from C. B. & T., March 23, 1949)

This is going to hurt me more than it does you, Mr. Sponsor. I find it hard to work up a critical attitude when I recall the House of Lords cigars you've plied me with, the hampers of cheering beverages delivered by your beneficence, the rare occasions when you've added a cipher to the cheque with a "you deserve it" notation. But for your own good—and to work off some spleen—I'm going to tie into you for a thousand words or so.

You're a hard-headed businessman when you buy a program. You get the facts and figures. You analyze them. You know what you're doing.

But when the show goes on the air, your emotions take over. "The fiddles didn't seem right. My wife thinks the singer should sing louder. Why does the announcer mumble like that?"

Look, sir, if the show doesn't please you — don't listen to it. Keep away from the studios. Gag your wife. You see, the show is not for you; it's for the listeners; and it is entirely possible that they have not nearly as many brains as you have, and they like their entertainment corny. You should be fact-finding, not fault-finding!

And the facts are available. Now, with Walter Elliott snoop-ing into people's pantries, and even into their medicine chests and bathrooms, the consuming public has no secrets. Even the skeleton in the closet gets the once-over. With such facts, you can help your agency do a better job for you.

With such facts at hand, you won't find yourself gazing dream-ily skyward and breaking the account executive's heart with such comments as, "I don't know, Jim—it just didn't seem to come off last night. Wasn't knit together. You know, Jim. Let's see if we can't goose those boys a bit. Zip it up."

Instead, you can say, "Jim, in Moncton we're not doing a job. When we started this show three months ago, 90 people out of 400 interviewed had our product in their homes; but today, only 110 have it. In other words, we've enjoyed only slightly better than a normal increase, whereas in

Winnipeg, where we're running exactly the same show, users have increased 45%. Perhaps we should use different commercial copy for the Maritimes. Now, do you have a copy writer on your staff with a sound knowl-edge of the Maritimes?"

That kind of talk doesn't frus-trate Jim. It spurs him on. He studies some of his accounts that have had success in the Maritimes. He notes their approach. Changes are made. And when the next Pantry Roll arrives, it bears glad tidings—or it should. Meanwhile, the crooner is still crooning in his own inimitable fashion and the fiddles aren't trying to interpret the dream the sponsor's wife had the night before. Of course, you may happen to know more about playing the violin than the boys who make a living at it; but don't bank on that until you've had it straight from Toscanini.

If you feel you must improve the actual performance of the artists, there is one sure-fire way to do it. Praise them! Tell them about the parts of the show you liked. Send them generous sam-ples of your product. Soon the cast will be free from sponsor-fear and will thoroughly enjoy themselves on your show. And the audience will sense it, and respond in the same manner. If the artists, announcers and writ-ers secretly resent your existence and fear your scathing criticism, that fact will ride out on the sound waves too. How, I don't know; but it does. If, on the other hand, the cast is all for you and your product, only sheer bad luck and inept merchandising can keep you from getting impressive results through radio advertising.

Such an attitude is harder to achieve than it seems. When some self-appointed critic at your club speaks disparagingly of your show, it is tempting to rush out and quote him to your artists. Or when some underpaid newspaper columnist who doesn't know from nothing about radio in the first place sets out to please the pub-lisher by rapping a big advertiser's program with both fists, it is hard not to say, "Oh, t'hell with it." Too many sponsors forget that the only oracle worth con-sulting is the listener—the buyer. Newspaper columnists are not paid to promote commercial radio; they sing their paeans of praise for the wonderful sustaining pro-grams on which their newspaper clients spend no money.

And when you spend money on advertising, shouldn't you give more thought than you do to the medium you use? You, as a busi-ness man in a free country, know that your very existence as a business man and an advertiser depends on general acceptance by the public of the concept of free, competitive enterprise. Should you not have that in the forefront of your mind when selecting your medium?

There's another irritating thing about you, of course. When you do make changes, corrections, and suggestions—you're so often right! But please, be humble about it!

Season's Greetings

from

all of us

at

DAL 1050



BMI CANADA



Christmas

May this be your Merriest Christmas ever...

BMI CANADA LTD.

TORONTO 229 Yonge St. Empire 4-0040

MONTREAL 1500 St. Catherine W. Fitzroy 2552

cics SELLS in Stratford



says

Christmas Greetings!

and best wishes for your personal prosperity in 1952 . . .
with good luck from Norm Botterill and all the staff at 980!

ckrm Regina

SERVING SOUTHERN SASKATCHEWAN



Season's

Greetings



Bovine Bill

From



Wheat Stalk Willie

CJGX Yorkton SASKATCHEWAN

940 on your dial

25th year of service to the community!

Representatives:

Horace N. Stovin, Toronto, Montreal, Vancouver
Adam Young, New York, Chicago, Hollywood
Inland Broadcasting Service, Winnipeg

YOUR COPY, DOES IT SMOULDER OR SPARKLE?

Digest of an Address by Alec Phare, R. C. Smith & Son Ltd., to the Advertising & Sales Club of Toronto.

(Reprinted from C. B. & T., February 23, 1949)



The magic of words lies in the power they possess, when properly arranged, to transfer ideas and to impel action. Is it not then important to groom each word before it is harnessed for its long journey?

In one case, it may mean little, jolting, one-syllable words, packed on paper as neatly as olives in a bottle, for a given effect. In another case, it may mean words tumbled pell-mell in a passionate torrent of cascading syllables, with a definitely different end in view. It may mean earthy, sweaty words arranged to drive home an idea on muscle-bound minds that are slow to respond. Or it may mean airy words, floated like little soap bubbles to break against sensitive brain cells in silent and soft explosion.

How frequently does that tired old bromide leap into our conversation: "One picture is worth a thousand words." Who said so? Well, the Chinese are said to have perpetrated it. Did you ever hear of a Chinese advertising campaign that set up any new sales records, even in China? Yet the phrase is always associated with advertising copy. Aesop Glim, the master of all copy scribes, says that maybe it is because it is so damn difficult

to write a thousand words in Chinese! I still think it is the excuse of a lazy copy-writer. No picture, unsupported by words, ever sold anything.

There are no natural-born copy-writers, in the sense of being able to dash off impromptu copy which is inspired and dewy-fresh.

Most good copy has been shaped up and fondly but critically reviewed, revised, re-revised and only then released. But there are signs and symbols all along the way, which the masters have left for the apprentice to profit by.



Words are so full of beautiful things, and yet advertising is so full of commonplace ones; over-worked words which once meant something, but have now lost their saltiness; words like extraordinary, wonderful, remarkable, exceptional, amazing. I ask you, have you ever been amazed by an advertisement?

Try to use little words. Little words have power. Lucid, jolting little words are like candy. When one pleases, you reach for another. Little words, little groups of words, ideas said simply, ring true. They are believed. Your advertisement must be believed or it is money down the drain.

Little words do not mean commonplace words or over-worked words. Watch for them as carefully, and discard them with the same disgust as you would a caterpillar in your cabbage salad.

Listen to these phrases, all of them distinguished by little right words which are never commonplace.

"Feel its minty freshness wake up your mouth."

"Little green onions, as daintily sweet as clover blossoms."

"Here's no book for mental mollicoddles."

"Stream-lined as a ribbon in the wind."

"Such an exquisite, tiny little Tom Thumb of a watch."

"Colors that are almost fragrant in their loveliness."

"Take a kennel tour. See the fat spring puppies tumbling in the sun."

When you want to use an adjective, try to use a verb instead. Verbs are powerful words. They

Wanted To Buy

A good commercial radio station in a good market — not metropolitan. Unlimited funds available for right proposition.

Box A-109

Canadian Broadcaster & Telescreen

163 1/2 Church St.

Toronto

suggest action. They work wonders. Verbs stand alone. Adjectives lean on nouns. Avoid the conventional verbs. Use the infinite wealth of "action words" available.

Fall—tumble, collapse, drop.
Taste—savor, sip, relish.
Run—speed, dash, whisk.
Shout—cry, roar, bellow.
Disappear—vanish, fade, dissolve.

Pull—tug, yank, haul.
Plan—scheme, devise, design.

Similes impart some of the magic to good writing. Mencken said: "as effective as a man raking leaves in a cyclone"; Conrad: "a mouth, dry as a cinder"; Dickens wrote of the fiddler who "tuned like fifty stomach aches." Simile laughs at the idea of one picture being worth a thousand words. Simile makes words produce a thousand pictures.

Shun the trite: "hat in the ring"; "new light on the situation"; "wound up the meeting"; "knocked the bottom out of his argument." Compare Bulwer Lyton: "a stiff man, starched with self-esteem"; Bass Streeter Aldrich: "time, the careless laundryman, shrinks many of our ideals"; O. Henry: "he let loose the practiced scalpel on his tongue"; Byron: "each kiss a heart-quake"; A. Hamilton Gibbs: "he tossed a yeasty word into the conversational dough."

Sprinkled sparingly over your copy, alliteration adds a pleasing piquancy to reading. Never strain or overdo. The danger is overuse, or to strain for effect. Keep in moderation or good taste.

Onomatopoeia, or, more simply, echoism, makes for vivid writing, particularly in verbs. Blare, hiss, crack, crumple, break, hush, click, rumble, thunder—all words such as these are more than symbols standing for a meaning. The very sound of them echoes, and therefore helps their meaning.

Ugly words are usually sparing of the use of vowels. Listen to: cross, crass, kill, cringe, pall, frog, snarl, snatch, strike. Compare: evening, river, alluvial, angel, peaceful, lovely, Jesus, gentle, sleepy, chimes.

The trouble with copy is that it is written in the office. It should be written in the market place, the kitchen or the factory, to the buyers one meets there.

When I get stale or feel I haven't got my feet on the ground, I go up to Eaton's Annex and watch people buy. They know values, do the women who shop in Eaton's Annex.

To whom do you write your copy? Did you ever stop to find out? How often do you write it to please yourself, or somebody higher up? If you are an agency man, and honest with yourself, you will admit that you write altogether too much of your copy to your client. You have to, because, if you don't, he'll change it until he does like it. It is so easy to rewrite copy and so many people do. It is quite possible to rewrite the Lord's Prayer, but I doubt if it would be improved by the rewriting. Every line of copy we write should be addressed to

one person and one person only, the buyer.

If copy doesn't arouse an emotion, it won't sell. An example of copy which does not arouse an emotion is: "Established 1884 — 65 years old." The Bible has brought the emotion of comfort to millions, few of whom were scholars.

Today as yesterday, and tomorrow as today, the world has goods to be moved, goods to be sold; goods to feed, clothe and shelter people; goods to make the world more beautiful, more comfortable, more humane; goods to make jobs, to brighten homes, to glorify vacations, to ease toil, soften skins, enlighten minds, heal diseases, provoke laughter,

strengthen bodies; goods, and ideas as well, for almost innumerable purposes. They are there to be sold. It is for us to sell them. And the magic of their selling is in the words.

Just call me . . .

AVAILABLE JOHN

My name is not John, but my proven ability and 7 years' experience in announcing, continuity, and production ARE available to YOU. Audition disc, sample copy and full information sent anywhere in Canada on request. Just write to:

Box A-107
Canadian Broadcaster & Telescreen
163 1/2 Church St. Toronto



I've just enough strength left to say:

"Merry Christmas"

after reading the thousands of letters from kiddies all over the Niagara Peninsula, sent to me care of

Your Niagara District Station

CKTB
ST. CATHARINES
Now 620

GOOD CHEER from Mr. 980

CKTB
CFPL LONDON-CANADA

CFPL AM-FM
L O N D O N
FREE PRESS BUILDING

MR. 980 JOINS WITH ME IN WISHING
YOU GOOD HEALTH GOOD LUCK
GOOD CHEER!
MAY EACH CONTRIBUTE ABUNDANTLY TO
YOUR SUCCESS AND HAPPINESS THROUGHOUT
CHRISTMAS AND THE NEW YEAR!

SINCERELY

980
5000 WELLS - DAY AND NIGHT

BASIC DOMINION NETWORK

We at

CKLB OSHAWA

Wish YOU

The Biggest Christmas Ever

Yours for more and
greater sales through '52

(Signed)

"The Biggest Little Station in the Nation"



Season's
Greetings

**INLAND BROADCASTING
SERVICE**

WINNIPEG

Now Representing S. W. Caldwell Ltd.

WHO SAYS YOU CAN'T TAKE IT WITH YOU?

By RICHARD G. LEWIS

(Reprinted from C. B. & T., March 7, 1951)

Has it ever occurred to you that there are a lot of people who make their living by helping you make yours? Do you think that all you have to do is to meet their payrolls or pay their bills, on the appointed day? Does this completely discharge our obligations to them for all their usefulness?

A few weeks ago, a friend of mine had to call the family doctor at three in the morning. Next day, my friend dropped the doctor a note, thanking him for his prompt attention. The doctor rang him up and told him that, in 20 years of practice, this was the first time such a thing had happened. My friend can now depend on medical attention at any hour of the day or night.

Do you feel that a word of thanks or commendation, whether to the company that sells us a station wagon or the kid who brings us our mail in the morning, is beneath our dignity? Might over-inflate their ego? Or would it make our complaints potent when they fall from grace? Or goad them on to bigger and better usefulness, because we have made them feel that they have a share in our undertaking?

The other day, a news item came in the mail just as the last form was going to press. The sender was most anxious that we print it, and it was a good item if used right away. We found another piece that would hold over till the next issue. So we rushed it up to the printer—who charged us eight dollars for "author's corrections." Then we waited for a note from the subject of the story. In due course it came. Here is what it said: "Why the hell didn't you use my picture?" One of these days we will—with a neat little obituary notice underneath it.

There is a new generation of Canadians who aren't old enough to remember when business was truly competitive and went to the man or concern who earned it by sheer force of usefulness. But, unfortunately, the man still lives who thinks that because he has an order to bestow on someone, he should make him jump through several hoops, just so that he appreciates getting the business.

Has it occurred to you that you can get more value from those who serve you if you will cooperate with them in their efforts to be useful?

All office boys, junior announcers and filing clerks can't rise to be presidents of their companies.

But are there top bracket jobs for as many as possible of these youngsters, when, as and if they make good? Or are we prone, when an executive position falls open, to lure in a man from the stable of our competitors, probably hoping he'll bring a couple of accounts with him, if we are in that kind of business?

Droves of starry-eyed youngsters come trooping into our office to see if we can help them get started. We've invited them in and are glad to see them.

It is an interesting project from where we sit, and we are aided and abetted in it by a number of other people—notably Athol McQuarrie of the ACA and Bob Tait of All-Canada. Thanks to the cooperation we receive from employers in various fields, we are able to place quite a few. And it is heartening to watch some of them as they start their climb up the ladder.

But you would be absolutely amazed how many of them, six months after they've found their first berth, come back to say that they are doing fine, but they want to move along, because they feel they have gone as high as they can go.

They are young and impetuous, of course. That is obvious. But doesn't it go a little deeper than that?

The chap at the next desk has been there six years and hasn't had a pay boost yet. It never occurs to them that he just doesn't rate a boost.

The boss has two sons who are shortly going to graduate from university and room will have to be made for them. They are probably aiming at law and engineering, but no one has disclosed this important fact.

It is a sign of the times, my friends, that there isn't a kid in your office who doesn't picture himself sitting right in your chair one of these days. When you see him peering at you with an odd and distant look in his eyes, he is probably thinking: "If that old beezzer can do it, I'm damn sure I can."

That kid will grow into a better man for you because that is the way he thinks.

You are going to get a whole lot more than you are paying for from the man who is working his way up to the manager's desk he covets. I wouldn't trade one of him for six of the kind that wants to use me as a stepping stone to a job somewhere else. If we haven't our own successors and replacements for our key men working for us now, there is some-

Flash.
CKDA FIRST in Victoria!
 (See Penn McLeod Surveys)
 Get the CKDA STORY from RADIO REPS

thing radically wrong with our personnel policy.

■ ■ ■

But all your lackeys are not on your payrolls.

There is another group of people who live only to come when you call. I am wondering whether you are making it as easy as possible for them to be useful to you, and so getting the most for the money you pay them.

Does your transmitter engineer let the grass grow around your insulator and then do you raise Cain with the equipment people when it shorts out your tower?

When the teletype runs out of paper and your competitor scoops you, do you blast the news service?

Are transcriptions left lying around unprotected, and then do you cancel your library service because the dust caused the needle to bounce all over the disc?

Do you leave BMI records in the rack because your wife doesn't like Moon's tunes?

Do you discredit all research—or only those branches of it which don't show you up to advantage?

Do you stay away from or abstain from voting at CAB meetings, and then sulk because you don't like their decisions?

Do you disregard requests from trade papers for information with which to publicize your industry, and then howl from the roof-tops because you are left out of the story?

Do you leave requests for availabilities unanswered and then fire your rep because the agency gave the show to another station?

Do you hide your network jack in the ladies' john, and then blow your top if the wire line boys are locked out when you need a hook-up in a hurry?

Are you more concerned with the money your suppliers make—the kind of cars they drive and where they spend their holidays—than you are about seeing that they get the co-operation that will enable them to carry out your wishes as efficiently as possible?

If my questions seem a little pointed, my friends, I should like to mention that it is not you I am talking to. Oh, no! It's the guy sitting beside you.

I should like to suggest that it is not only more blessed to give of your co-operation, but that the more of this kind of bread you throw upon the waters, the more cream puffs are likely to come floating back into your bank accounts.

■ ■ ■

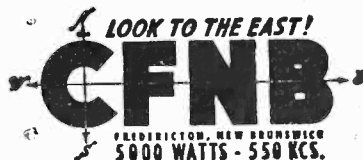
To be specific, we should take our staffs into our confidence. We don't hesitate to tell them when we are losing money and have to cut down expenses. How about the reverse situation, when, after a profitable year, it seems feasible to go ahead with that addition to the building or buy that long-needed tape recorder? Wouldn't it be sound and sane to make a bit of a fuss over it—have a little party and a mock launching or unveiling, making it clear that it is the extra effort of the staff that has earned it? That isn't playing games. It will

(Continued on page 34)

To all our friends, old and new, CFNB wishes sincere compliments of the season.

We have enjoyed our associations during the past and look forward to continuing them in the days to come.

New Brunswick's
Most Listened-To
Station



See
The All-Canada Man

THERE'S A SOCK IN OUR XMAS SOCK

WE WERE looking at the Christmas message of last year, and wondering what we could say in greeting this year. Last year, we did a little take-off on Phil Harris' "The Thing" with an invitation to consult our "Boom Boom Moom" (B.B.M.).

WE DON'T know whether that message had anything to do with it, or whether it was a combination of B.B.M.; the good work done by the Merrie lads who earn their bread and butter working for old Pepys Stovin; our Retail Sales index and perhaps even the work done by our own commercial department and entire staff in programming for our listeners.

WHATEVER it was . . . "There is a sock in our Xmas Sock" and every day in the year and we wish to say a great big Thank You to every one concerned. Nobody cares much about figures at Christmas time, but as this is written there are 34, very solid National Spot accounts using CHOV and we are very pleased.

FOR the opportunity you have given us to serve you, we say, "Thanks" and to everyone concerned with Radio Advertising . . . Sponsors, Agencies and Representatives, to say nothing of the artists and producers who arrange the presentations, may we take time out to wish you the merriest and happiest Christmas season you have ever enjoyed and that the New Year will make all your dreams come true.

CHOV PEMBROKE

Horace N. Stovin in Canada
Adam Young in U.S.A.



"Another
STOVIN STATION"

1000 WATTS

1350 ON YOUR DIAL

(Continued from page 33)

do more than anything I can think of to get the boys and girls referring to our businesses as "we" instead of "they."

In those feverish days before the second war, an employer in a chain kind of business called his key men together, and simply told them what he had planned if war should come, and how he would proceed if it didn't. It didn't entail any betrayal of secret plans. It simply was a case of showing that he had confidence in his men. The result of this was that, for the first time in months, these men knew where they were going. And this new peace of mind was reflected in their work and in their loyalty to the firm.

Compare this with another man, who, when he came in to see us about a new job, told me that he didn't want to leave his present station; that the manager was one of the finest men he knew, was his idol, in fact. "The only thing is," he said, "whenever I want to get his idea about how something ought to be done, he

is invariably just leaving for Toronto."

The biggest part of the personnel problem lies in the junior ranks. It is hard for a newcomer to become a "we-man" instead of a "they-man" overnight. The changeover only comes when the junior announcer comes to realize that his job isn't just to read what is put before him from nine to five, but rather to keep listeners tuned to the station and increase the sale of the sponsors' wares.

There are ways and means of accelerating this. Make it possible for him to meet his sponsors. He'll soon get interested in their selling problems, and this will make him grow into your organization too. Let him see his ratings when they are good. Let him see them when they are bad. Sometimes it pays to give him a by-line on his program. Sometimes it doesn't. Make him feel that he is just as much a part of the sales department as the boys on the beat—and has just as big a share in your profit and loss ac-

count, with emphasis on the first two syllables.

And then your suppliers — the men you hope will fly you a new tube or condenser in time for tomorrow's sign-on; will put a special story on the wires, if it is humanly possible, for your ten o'clock news; will turn hand-springs to incorporate into your library service and transcribed programs as many as possible of the tunes you want. These are the men you looked to, to help you over the fence, when shortages prevailed during the last war; and these shortages are beginning to rear their heads again.

Many of us are old enough to remember what we might call — with a stretch of imagination — the good old days, when the man on the buying or hiring line was infallible, supreme. These were the days when the customer was always right, and the salesman's job was to do his bidding and be thankful for whatever bounties he might bestow.

On the employment side, hours and working conditions were dictated by management to suit the convenience of management, and with little if any consideration for the staff. Holidays, in the humbler ranks, were unheard of. And a request for a pay increase was tantamount to treason.

Today, we are living in an era when human rights are recognized, to the mutual benefit of us all; when the staff, down to the youngest member, can and should be made to refer to his place of employment as "we"; when the salesman and the customer get

their heads together with the manufacturer to produce a better mousetrap, just like Lew Phenner's able administration of your BBM; when the autocracy of the chief has gone by the board, and instead, he steers his affairs, rather than ordering them, in the guise of a pilot instead of captain; when discipline has, to a large extent, been replaced with co-operation.

Right now a bloodless economic revolution is quietly reshaping our lives. Whether this end is achieved by enterprise or bureaucracy rests largely with enterprise. Co-operation and understanding between buyer and seller, employer and employee, is the bulwark — the impregnable rampart of private enterprise. This, if properly manned, will resist the assaults against the happy homes and gardens of democracy by those idealistic but destructive *ismers* and *ologyites* who would tear it down; those who would build in its place an ugly and uninspiring, cold and impersonal barrack of bureaucracy.

Yours in Sports

Dave Price



Eddie Luther
Extends
Season's
Greetings



SEEING AND HEARING MAY NOT BE BELIEVING

Excerpted and adapted from an address by Horace Schwerin, president of the Schwerin Research Corporation, New York, to the Fall Conference of the Association of Canadian Advertisers, in Montreal, November 2, 1951.



Turning more radio listeners into customers is what I am going to deal with, and it sounds like a charmingly ambitious subject. Believe me, we have no password, no over-all answers. I am merely going to call to your attention the sum total of the information we have gathered through the years.

First I should like to go into technique, to explain how we operate.

We attract 300 to 450 people into our own central theatre in New York, at 46th Street and Sixth Avenue. Our research is different to the field research you are accustomed to. We do not go out to the people. We bring the people to us.

Most of our work is done in the New York area and we attract people from a 50-mile radius. We use this as a reservoir from which to draw the type of people we want.

Our procedure is not only to try pre-selecting the people. Even though all the people we bring together participate in our tests, we eliminate the people we don't want and leave the ones we actually use. Incidentally, we also test in other parts of the country

and generally find very little difference geographically.

First, the people are made to feel at home.

They fill out an extensive personal questionnaire which enables us to eliminate those we don't want, and also to identify those we can use. Next, they listen to platter recordings of a radio show,

As they are listening, they have on their laps what we call a "reaction sheet." The sheet is divided into three columns, one for good, the second for fair and the third for poor reactions. Sometimes the wording is like, indifferent and dislike. When Number 3 flashes on the screen at the head of the studio, each individual checks on the corresponding line

that they were either favorable, indifferent or unfavorable to what they have just heard.

These numbers flash at each change in action of the radio program. If everybody checked that they liked something, we would have a score of 100. If everybody checked that they disliked something, we would have a score of 0.

The research itself is pathetically simple. Our objects are merely to give the public more of what they like and less of what they dislike, both for the groups who are regular listeners and the groups whom we hope to attract.

Having "done" 1,423 programs in the past two years, we have found that most of the time, the answer is relatively simple, and right on the surface. Give them more of the high points and less of the low points, and more people will be attracted to the program.

Immediately following the listening to the radio program, the people turn over their reaction sheets and have in front of them absolutely blank sheets of paper.

This is called the "free response."

They are asked to give us the name of the product or products advertised, and anything they can remember having seen or having been told about the product in the commercial. (The "seen," of course, applies to television.)

One woman may have written out "Clean-Rite Shampoo (the name of the product) clean-rinses hair—not a soap—gets rid of dandruff—good for hair."

It is very important that we consider not only the amount written but also the fact that it "clean-rinses" hair. This is something which is only said by Clean-Rite Shampoo, whereas "good for hair" is said by every shampoo. Therefore we have to differentiate between the types of free response we get.

To do that, we show the percentage of women who remembered the name "Clean-Rite Shampoo" and at least one primary sales argument. (A primary sales argument is what the agency tells us is one of the key points that they are trying to make.) Then we have the percentage of the women who remember the brand name and a secondary sales argument; the percentage of women who do not remember either the primary or the secondary but just the brand name alone; and the percentage of women who remember nothing.

We report these percentages, but this is not enough. In order to improve commercials, it is necessary to know why.

One particular food advertiser has four points on his copy platform.

1. That it tastes good.
2. That it is economical—just a few cents for a serving.
3. That the quality is excellent and is not excelled by anybody else.
4. That everybody is doing it—the "bandwagon" popularity approach.

These ideas do not come to us. (Continued on page 36)

XMAS POME

For more that Kringles than just Kris,
 For series 'cross the board — that's bliss,
 For starring roles, for new accounts,
 For new style cheques that never bounce,
 For songs that often are sang-over,
 For bottles full with no hang-over,
 For scripts that never need re-writing,
 For Kaffeeklatch with no back-biting,
 For shows as good as their rehearsals,
 For much success and no reversals,
 For twelve good months in fifty-two,
 That's what I'm wishing now for you.

(And Me)

Barry Wood

CJAD
first
 IN MONTREAL
 AMONG ENGLISH
 LANGUAGE
 STATIONS

* **SHARE OF AUDIENCE REPORT**
 (Morning and Afternoon)
 April, May, June 1951 — Elliott-Haynes

* **EARLY MORNING AND LATE EVENING LISTENING**
 September 1951 — Elliott-Haynes

* **AUTO-RADIO LISTENING**
 April 1951 — Elliott-Haynes

* **ANALYSIS OF 6-7 PER WEEK B.B.M. ANALYSIS**
 Total Day and Night — 225,390
 Day 124,590 — Night 100,800

5Kw ON 800Kc
 AFFILIATED WITH CBS

Representatives
RADIO TIME SALES LTD.
 Montreal and Toronto
ADAM J. YOUNG JR., INC.
 New York and Chicago

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

Let's
FACE



IT



It's
CHRISTMAS
So
Season's Greetings

CJOB

1340 on your dial

Sony Messner

Jane Seiss

We are told that these are the ideas they are trying to get over.

We take five commercials. In Commercial A, 75% of the people remembered the idea of taste. In B, only 6% remembered the idea of taste; in C, 20%; in D, 24%; in E, 25%.

We get back to the people who actually created this commercial and say to them: "We suggest that whatever you did in A, you should do more of, and whatever you did in B you should do less of."

We found at a very early date that it doesn't do to tell creative people what to do. Much better for us to stick to our business of identifying what is good and what is poor and letting them arrive at the conclusions as to exactly what further action should be taken. This is an actual example: they ranged from 75% remembering taste to 6%; on economy we got as high as 26% and as low as 1%; on quality, from 51% to 7%; on popularity, from 57% to 3%. This is a guide for the creative people in turning out future commercials. to do more of what goes over well and less of what goes over poorly.

Now I want to cover one other aspect, which we call "aided belief."

If you can remember something favorably, you can remember something unfavorably.

The "Belief" test is merely the posing of the pay-off idea of the commercial to the audience and asking them whether they believe it or not. We do not believe that they necessarily believe it, but the people who remember and say they believe are, we feel, more favorable than the people who remember and say they do not believe.

Let us examine the number of people — it doesn't matter how many—who listen to a given program. If you take the number of people as 100%, the percentage who are induced to buy your product multiplied by the number of people you have as listeners tells you how effective the program is.

For years, the whole effort has been to make the audience size larger. Practically nobody has paid any attention to what percentage of the people who were reached were actually induced to

buy the product as a result of being reached.

Yet, when we come down to television, there was an automatic assumption made that if you reached a certain size of audience, by radio, many more would be induced to buy the product because of television than because of radio. In other words, the assumption was that television per thousand viewers was much more effective than radio per thousand listeners. Television had another effect too. It reduced audience size. But the reason for jumping into it was the idea that it is much more potent. May I just use a couple of examples to show how valid that theory is?

Taking the number of listeners or lookers as 100%, the percentage who are induced to buy gives you the worth of the program.

Here are some actual results taken in television, showing the percentage of people who remembered and believed the pay-off idea of a radio version of a show and the television version of the same show.

In the radio version of the show, 59% of the people remembered and believed what was said about the advertiser's product. In the television version of the same show, 45% of the people remembered and believed.

I know this seems almost impossible. This TV show cost four times the price of the radio show, and yet, per 1,000 listeners, it got fewer people to remember and believe than did the radio version.

We have found that when video is added to the audio, it either multiplies the chances of success or multiplies the chances of failure.

I think the best example is some commercials we tested for a soap company. They had a nude woman in a tub. And while the nude woman was in the tub, the announcer was describing the excellence of the soap. We found very few people who remembered the excellence of the soap.

While many of our advertisers have experienced almost equal success in audio alone as they had in the two together — which is what television actually is—I must tell you frankly that when they are properly used together we

find often as high as five and six times the recall of difficult concepts as when we use radio alone.

In order to use radio to get a greater percentage of people to be motivated to buy the product, our role is to get a greater percentage of people to remember and believe the basic concept.

We are not in the field of what motivates people. We are concerned with presentations, and how to increase remembrance and belief without changing the basic sales story. We are concerned merely with presentation. The Toni Company has permitted me to disclose some basic data collected for them. This data goes back to 1948, which is one of the reasons why I can show it to you.

The Toni Company, in 1948, when they were really first starting to introduce their products, were very much concerned with getting women to remember and believe their message, which was that the product would curl the hair without whitening it, hurting the scalp or any of the other features. They used a commercial, a woman giving a testimonial, and we put the same identical commercial in five different programs.

In *Crime Photographer*, the mystery show, we found that 16% of the women said they remembered and believed.

In *Nora Drake*, the serial drama, 27% remembered and believed.

In *Breakfast Club* (participating), 29% remembered and believed.

(Continued on page 38)



MERRY CHRISTMAS AND A HAPPY NEW YEAR TO EVERYBODY

★ Peggy Brooks

CKOC The most progressive station in Quebec city... 1000 WATTS 1280 KC The best buy for your advertising \$ in Quebec REPRESENTATIVES OMER RENAUD & G. TORONTO - MONTREAL IN U.S.A. WEED & CO.

IT WILL BE A HAPPY XMAS IN HAMILTON LATEST FIGURES SHOW THE AVERAGE WEEKLY WAGE TO BE \$55.73. THIS IS TOPS AMONG CANADA'S LARGEST CITIES. TO REACH AND SELL THESE PEOPLE USE THE PROVEN LOW COST MEDIUM HAMILTON'S FIRST BROADCAST STATION 1150 TO THE ENTIRE BROADCASTING INDUSTRY 1150 "Merry Christmas" CKOC

May Christmas, 1951 be

the most joyous

and

the New Year, 1952

the most prosperous.

EVER!



Jack Slatter
and the gang at . . .

RADIO REPRESENTATIVES LTD.



a million watts of
good wishes for the
Christmas Season and
the Coming Year from

**CANADA'S
GREATEST
MAIL PULLER** ★ ★

★ ★ ★ ★ ★
CKAC, Montreal — almost 6,000,000 letters this year!

Phil Lalonde

and the Staff

George Bourassa

(Continued from page 37)

In *Ladies Be Seated* (another participating), 35% remembered and believed.

In *Give And Take* (also participating), 37% remembered and believed.

■ ■ ■

The single best commercial we tested was a commercial in which a woman got on, stuttered and stammered and said: "My name is Mary So-and-so. I have three daughters, Margaret, Mary Ann and Susan . . . You know, Margaret couldn't go to school on Tuesday. She had a rash and we thought it was the mumps." And she went on talking about personal things. And she didn't talk fluently or even too clearly. And when she got around to saying: "My daughter uses Toni Home Permanent Waves," we had a high point with regard to belief. The belief was borrowed from the particular personality.

With the blood and thunder mystery show, *Crime Photographer*, the commercial—the woman giving a testimonial—was dumped in completely cold, and only 16% remembered and believed what was said.

In *Nora Drake*, which is essentially a show appealing to women, even though it was dumped in cold, the commercial came closer to fitting into the show and 27% remembered and believed.

Then we have the three participating shows. First *Breakfast Club*. Even though it came in cold, the commercial was remembered and believed by 29%. In *Ladies Be Seated*, the woman appeared and was interviewed on the program before she gave the commercial and 35% remembered and believed. In *Give And Take*, the woman was actually a contestant on the show before she gave her commercial and 37% remembered and believed.

■ ■ ■

It appeared to us that the closer the commercial, consisting of a woman giving a testimonial came to fitting into the show, the more compatible it was and the higher our remembrance and belief.

The company was very dissatisfied with the *Nora Drake* figure. How could they get it higher? Then they gave us the same edition of *Nora Drake* with four different kinds of women telling the story.

They had Carol Douglas, their own beauty expert, and we found that 17% of the women remem-

bered and believed. When they used a professional show girl, telling the same exact story, in the concept of *Nora Drake*, 25% remembered and believed.

In all our studies of serial drama, we have found that suspect characters, show girls or anyone of that particular type, invariably get a poor reaction. I do not believe there has been a successful serial drama built around any suspect character, show girl or other of that sort. When the same, essentially the same kind of commercial was told by a professional woman, 42% remembered and believed.

Nora Drake, the heroine, is a professional nurse, and when it was told by a good type of housewife, as high as 45% remembered and believed.

■ ■ ■

The procedure for getting the maximum effectiveness from a program is first to study the show. If you are going to borrow from a character, if you are going to have one of the characters on the show do the commercial for you, make sure that when he goes on, interest in him increases, or the liking for him increases, rather than a character who is out of sympathy with the audience, and when he comes on the interest drops. Remember that in shows like *Ladies Be Seated*, the high point of interest is the family.

The second point is to test, re-work and re-test the commercials. Find the approach that best fits into the show. Experiment.

And thirdly, we respectfully suggest that when you improve the program, you give the commercials a better chance of borrowing from the stronger medium, which invariably gives you higher remembrance and belief. And the way of doing it is pathetically simple. You check and find out what parts of the program the audience likes, what parts they dislike. You give them more of what they like and less of what they dislike. Thereby you not only help to attract a larger audience, but you give your commercials an opportunity of borrowing from a stronger vehicle.

It makes no difference what procedure you use, what research approach, if you only concentrate on the effort to increase the effectiveness of your commercials and your program, rather than worrying yourself sick about how many people it is reaching.

Season's Greetings



CHFA

EDMONTON

680 KCS.

5000 WATTS

"La voix française de l'Alberta"

ONCE SOLD, JOHN BULL STAYS SOLD

By HOWARD CLEGG

There are two reasons why Canadian radio should go after British business. One is good. The other is imperative.

The good reason is that British business will be welcome to Canadian stations for its power to stabilize revenues. Once sold British business stays for a long time. I am speaking from personal experience as a Canadian selling his own wares in Britain's most competitive market, Fleet Street. I sold *The Daily Telegraph* on letting me do a Dominion Day article in 1943, and every year thereafter for six years they asked me to do the job again.

Every Canadian writer in London wanted to do that big prestige job, but loyalty forbade that they should give the job to anyone but the man they started with, the man they had once passed as being O.K.

The Briton believes in his decisions. He makes time prove him to be right or wrong. He saves a lot of time and brain power by his method. But more important, he saves a terrific amount of overhead and worry for the people who supply him or serve him. His custom spells stability in letters of 18 carat gold.

When he becomes sold on getting the help of Canadian radio to sell his goods, he will invest for results over the long term. He won't ask for over-night miracles. If a competitor comes along and tells him that he can get him quicker results, he will say: "But my dear chap this business of mine will be going on for generations and generations. We've got lots of time. Besides, we have already formed our radio connections."

It takes months, sometimes, to sell him. But you have to be pretty lousy ever to lose him. If finally he thinks that your service is pretty bad, he will have you to lunch and talk it over. He won't just go and take a chance on buying some more bad service somewhere else. It's worth damning his obstinate hide for three sales-resistant months to be able to bless his soul for the rest of your life.

After years of experience with the try-anything-once attitude of the average North American sponsor, a ration of British sponsorship should be a "little of what you fancy."

■ ■ ■

So much for the good reason. Now for the imperative reason. The Imports Board will tell you that Canada has to import more from Britain in order to sell more. That is skipping softly over the issue. You won't be overstating the facts by much if you put it like this: Unless Canada buys enough from Britain to equalize the whole of the unfavorable balance of trade between North America and the U.K., freighters will, within measurable time, stop plying the North Atlantic. Take that for your gospel and then think out its implications. It will mean that the main

use for trains traversing Canada will be to carry the unemployed on their rods as of old.

The consumption of British goods in Canada will have to be multiplied for Canada's sake. They cannot be sold in sufficient quantities in competition with North American goods without the help of radio. That is just sense. A camel using three of its legs won't get its load to town in time to compete with the goods carried by camels with four legs.

So far British goods have been riding to the Canadian market on a three-legged camel.

That's a fact. And it's no good saying that that is because the British trader is so goldarned ignorant of the Canadian market, and so all-fired unenterprising. Take a peek in the mirror and you may see another guy who is ignorant and unenterprising, only more so. The problems of the British businessman are a closed

book not only to time salesmen but to all kinds of North American salesmen, and indeed to most people outside of the export business even in Britain.

What has to be realized is that it is the very devil of a mental hazard for the British marketer to even contemplate making a big drive on the Canadian market. His raw materials are limited. His skilled labor is being pinched every day by all the countries of the Commonwealth. He operates under controls which make the job of changing his designs or tools a momentous undertaking. He has very little to gain by exporting to Canada except the possibility of a priority from the Ministry of Supply in getting raw materials if, as and when they are available. The favor of the Ministry of Supply is not bankable paper, for various reasons.

■ ■ ■

The British businessman who is

HAPPY DAYS!



Gordon Cook

best wishes



Wally Crouter

To all our old friends and... all our new...

Seasons Greetings

Christmas greetings take on a new importance this year... the importance of many new friends to add to our many old... a Merry Christmas and a Happy New Year to all.

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

HEAD OFFICE TORONTO — Sales Offices from Coast to Coast

exporting to Canada may be accused of only nibbling at the market. Paying lip service to compulsion. But his nibbling is a lot more than most North American businessmen would do in his circumstances and in the light of his fears.

His fear is that he may waste his assets in trying to develop a market which he does not understand and which he knows to be strongly in favor of buying North American. He fears that the conditions are so strongly against him that he may fail. He also knows

that the Canadian market is a very fickle market. You know that too, so you can't blame him. He is inherently a long-term investor, not a wild goose chaser or seeker of temporary benefits. If he cannot see a probability of getting into the Canadian market to stay he just cannot afford to take a chance.

Establish them first and the others will gain confidence to make changes. Changes in many kinds of commodities are very expensive. (It is fantastic that that fact is not realized by critics of the British manufacturer.) It is also expensive to set up service organizations. You have to see an assurance of big volume in order to tool up, specially to produce for one market when the tools you have will serve 60 or 70 markets.

This Canadian market is in time going to be worth more to many British firms who make a real stab at entering it than a dozen other markets. Ten years from now its purchasing power will be of a volume which is incomprehensible today. Anyone who realizes that fact can sell it.

Unfortunately the broadcaster has to sell the British trader more than the market. He has to sell radio. The British idea of radio advertising has been gained from gossip. People have come out here and listened to programs. When they have gone home, their startling conversation has been about the fantastic commercials that are bound to stick in anyone's mind. The commercials designed for the 12-year-old mentality. It is natural that these commercials should be the ones that are talked about. In his heyday, Randolph Hearst was the only newspaper proprietor known in England. Today it is Col. McCormick.

Those characters made people ask how the Americans swallow the juvenile stuff the American press puts out. Today they are asking how radio can possibly persuade people to buy. The way to answer that question to British traders is to show them that many Canadian businesses are using effectively the kind of commercials of which they themselves would approve. Especially businesses which are taking the long term view.

There is no trick to selling the British on radio. It is just a job of work. A patient job, perhaps. But a job that will pay off, especially if times ever turn hard. If you don't want to try it you will understand the Englishman who doesn't want to try the Canadian market.

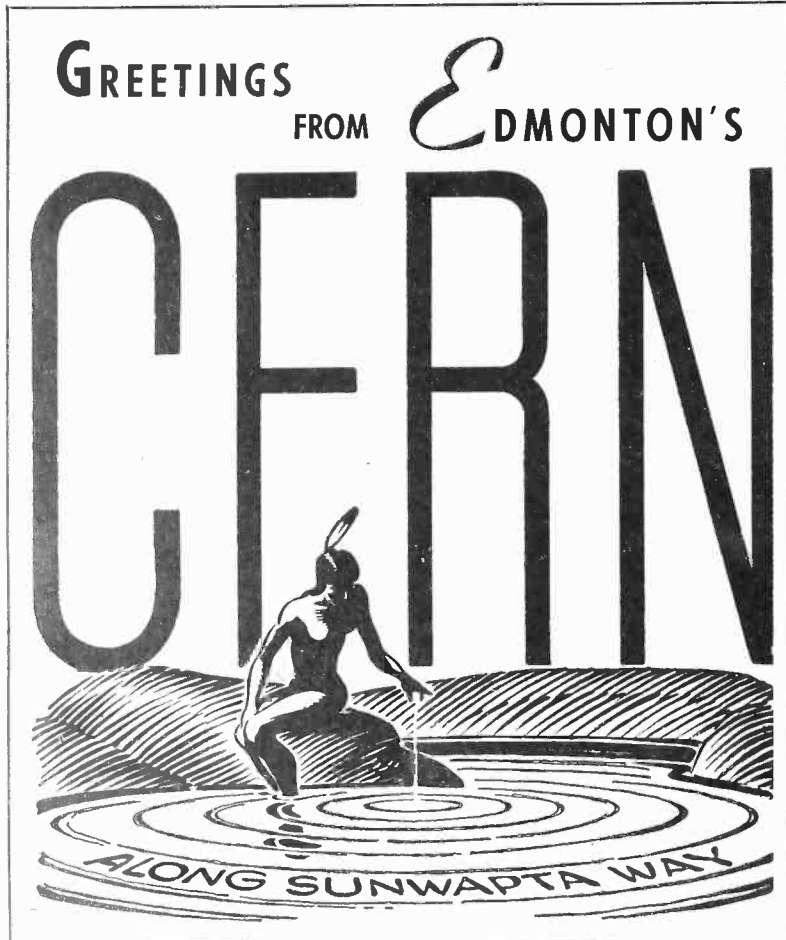
It is said that he is dumb because he won't change the style or shape of his goods to suit the Canadian market. Often he won't but that doesn't mean that he is dumb. It's an old North American custom to declare that everyone is dumb who doesn't conform to North American ideas. That custom may be gratifying to vanity, but there is no money in it. It will be far more profitable to remember that this British bloke has been in business for much longer than anyone in Canada has been. Or his ancestors or relations have been. He is also right in the centre of the world's commerce. He has stocked up more knowledge about the fundamentals of business than North American businessmen will ever learn at the rate they are going.

One bit of knowledge which radio should stock up is this: Never take anything about the other fellow for granted. Ask yourself: Why does he act that way? That is what the British do. That is why they have been selling in every market in the world for centuries.

Now the reason the British businessman acts as he does toward the Canadian market is that he is scared of it. That is the plain fact. He can be reassured.

Because he knows absolutely nothing about broadcast advertising, that is the job that radio has to do beyond all other media. Radio has to show him that it can get him into the market and keep him in. That it can make dealers want to handle his products by the very act of showing them his advertising campaign; that it can keep them fighting for his line by the efficacy of its performance.

Now it is difficult for even radio to sell goods that are not designed to suit the market. But there are lots of British firms making things that will suit any market.



Lots of the Best For the Holiday....



To Who-o-o-o-o-o

YOU (OF COURSE!)

Season's Greetings

FROM

CKCR AND CKCR-FM

KITCHENER

ONTARIO'S RICHEST MARKET

ASK

Omer Renaud & Co.

ANYBODY CAN WRITE RADIO COPY THAT SELLS — EVERYTIME

Condensed from an Address to the CAB Convention at St. Andrews-by-the-Sea, N.B.

By LEE HART

Assist. Director of Broadcast Advertising of the National Association of Broadcasters, Washington.

(Reprinted from C. B. & T., August 24, 1949)

There's no mystery about writing radio copy. The job of putting words together to create a sale is no harder than telling one person why he'd like something. Salesmen and sales clerks use these selling phrases hundreds of times every day without a second thought. Since radio can speak in the same language these people use, anybody can write radio copy that sells.

Here's the NAB formula, together with an example of the way a radio commercial can be evaluated, improved and made more effective.

"Gems of the ocean . . . truly lovely pearls . . . can always be counted upon to add the finishing touches to a new spring ensemble. At the Jewellery Department at Blank's, you will find all types of pearls to adorn your dresses and suits. Especially inviting are the simulated rope pearls. These sixty-inch rope pearls come in green, bronze, pink, grey and the ever-popular white. Priced at one ninety-eight to three fifty plus federal excise taxes, you will find them a valuable accessory this spring and all the year round. There are also one, two and three strand pearls priced from one ninety-eight to three fifty plus tax. Stop in and choose the type you most prefer in the Jewellery Department on the street floor at Blank's."

Copy Formula Point I

What main idea do you want listeners to remember about the merchandise (or service, event, department, etc.) you're advertising? Is it stated clearly, truthfully, believably and in terms of the listener's interest?

Skip over the poetic talk about "gems of the ocean" and "truly lovely pearls." That's obviously just an attempt to sneak in the subject of pearls. In radio, we don't need to resort to superficial lead-ins to catch the listen-

er's attention. After all, you're not going to advertise "gems of the ocean" . . . you're going to advertise simulated pearls. What's good about them? Why should listeners like to own a rope of simulated pearls? In other words, *apply the copy formula. What is it you want listeners to remember about the pearls you're advertising?*

The main idea seems to be that "at the Jewellery Department at Blank's, you will find all types of pearls to adorn your dresses and suits," and that "the simulated rope pearls are especially inviting."

But that's stilted advertising talk, the kind you see in print. No sales clerk would ever look a customer in the eye and say: "truly lovely pearls can always be counted on to add the finishing touches to a new spring ensemble"; "we have all types of pearls to adorn your dresses and suits"; or, "especially inviting are the simulated rope pearls."

People don't talk that way. They don't think that way. Really good saleswomen think the way their customers think. They figure out why their customers would want a rope of pearls and say "you can get these pearls that will do this for you" not, "we have this merchandise with these attributes."

So instead of "gems of the ocean" why not say: "You can wear pearls with anything this spring—even with a sporty woolen suit." Then concentrate on the outstanding attribute of those pearls.

One main reason women like and buy rope pearls is because they can wear them so many different ways. That should be the main idea you want listeners to remember from your commercial, so say it clearly: "And when you have a long sixty-inch rope of simulated pearls from Blank's Jewellery Department, you've got something you can wear a different way with everything."

That's not a vague, unconvictional statement about pearls adding "finishing touches" to your new spring ensemble. It's written

To all our friends
We extend our best
Wishes for Christmas
And the New Year.

CKSB

1000 WATTS

ST. BONIFACE, MAN.

1250 KCS.

"The Key To The French Market In The Keystone Province"

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

ASK
ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.

May these Greetings to friends,
Both near and far;
Tell
Of very best wishes
From CJR
L.

A Merry Christmas

and, in the New Year,

Happiness, Success

and Prosperity

National Representatives:

HORACE N. STOVIN & CO., CANADA
DONALD COOKE, U.S.A.

CJRL

KENORA ONT.

DOMINION NETWORK

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
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STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**



980

on your dial

SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

conversationally, the way the listener thinks and talks.

Copy Formula No. 2

What facts or information in your copy prove the main idea?

A look at the pearl copy shows that the colors and the prices are the only facts given in the copy. Probably these two facts are the top information which should be stressed in this commercial.

However, an uninspired "listening" of the colors is not effective. Radio is not a medium for "listening" information. That's the sort of thing that can be done in printed media.

No listener is going to go around thinking: "I want pearls from Blank's because they have them in green, bronze, pink, grey and the ever-popular white." She's more likely to think: "I'd better go down to Blank's and get some pearls that would look good with my brown suit."

So the color facts about these pearls can be woven into personalized key customer advantages which prove the main selling point that these pearls can be worn many different ways. Copy could read: "Wear grey pearls in one long rope over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Knot them—double loop them. Wind velvet ribbon through them and tie them into a wide choker. Wrap them around your wrist for a lucky bracelet."

Now what about the second fact, price?

A woman will head for a store to look at something she's interested in for a good price, but statement of price without sound salesmanship of the value of the merchandise will seldom interest her. Instead of the auction-like announcement of prices in the original copy, "priced at one ninety-eight plus tax," the price could be worked right into an identity of the place the listener will find the pearls in the store like this:

"Just step up to the Jewellery Department on the first floor at Blank's, where you see the sign 'simulated rope pearls, \$1.98 plus tax.'"

The conversational reference to the store sign gives her the price plus another reason for remembering and wanting the merchandise you're advertising. It also encourages the store to coordinate store displays with the advertising.

Any advertising can be strengthened if it contains a direct bid for action. In radio copy, the bid for action can be the same kind of personal sug-

gestion that a really good sales clerk might make to a customer. So here's the third point to check in NAB's copy formula.

Copy Formula Point 3

What suggestion have you offered to encourage listeners to take action about the merchandise (service, event, department, etc.) you're advertising? Is it a specific suggestion that would be logical and beneficial to the listener?

The commercial as originally written includes a calm suggestion to "stop in and choose the type you most prefer." Why not, instead, make the suggestion a specific one . . . one that applies to the merchandise you are advertising . . . one that is logical and of benefit to the listener? For instance:

"Try them on in front of the mirrors. Fold them, twist them. See how many different ways you can wear them. Then, get the color pearls you want to wear with everything this spring or summer. If you wish, just call Blank's personal shopper. She'll send the pearls you want on the next delivery from Blank's."

There's really a double bid for action. One suggestion is that the listener try the pearls on before the mirrors in the department. The other is that she order them through the personal shopper. Either suggestion is specific, logical and helpful enough to encourage anyone interested in pearls to take action toward getting them at Blank's.

■ ■ ■

Here's the revised copy.

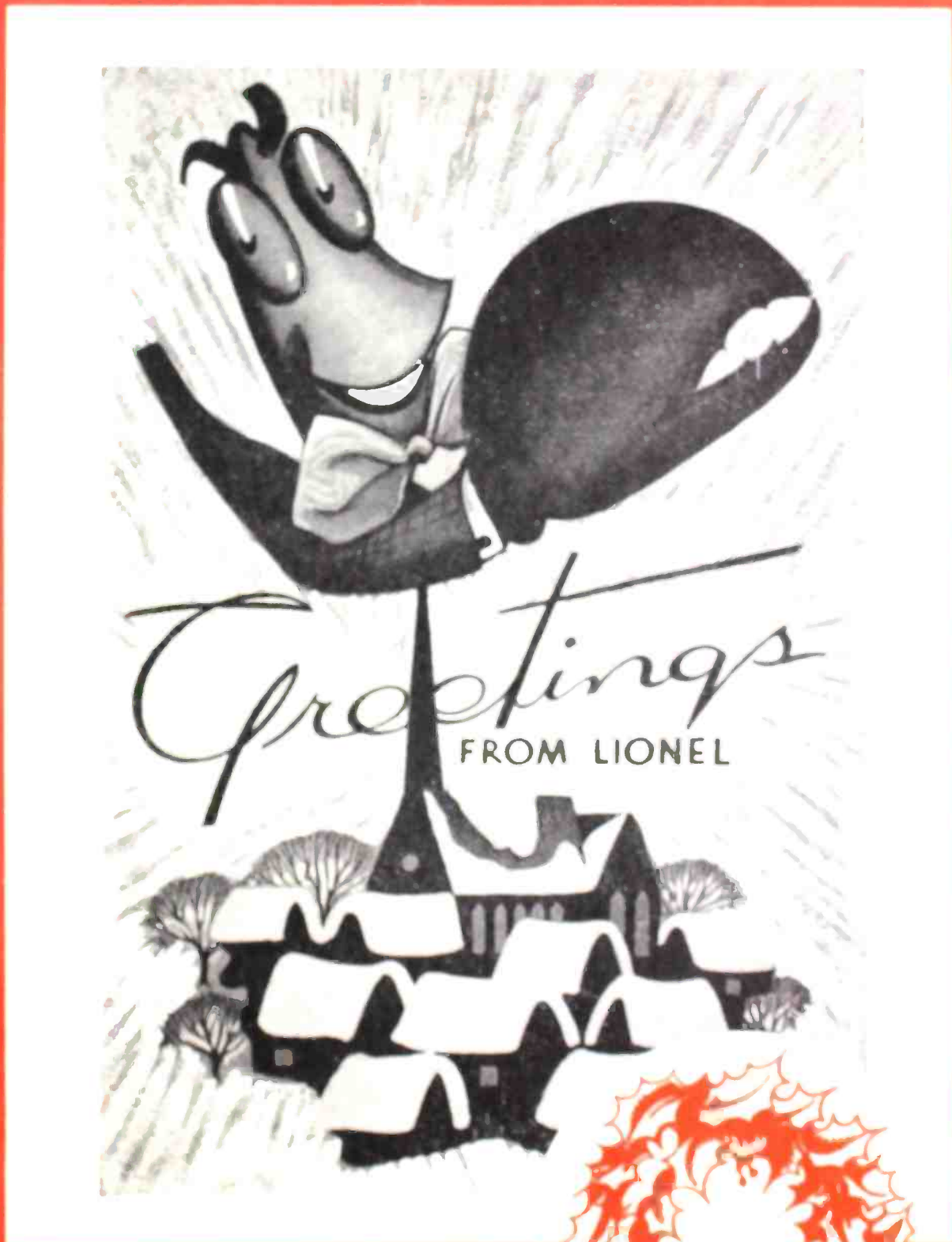
"You can wear pearls with anything this spring . . . even with a sporty woollen suit. And when you have a long, sixty-inch rope of simulated pearls from Blank's Jewellery Department, you've got something you can wear a different way with everything. Wear grey pearls in one long rope over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Knot them—double loop them. Wind velvet ribbon through them and tie them into a wide choker. Wrap them around your wrist for a lucky bracelet. Just walk into the first floor Jewellery Department at Blank's where you see the sign 'simulated rope pearls, \$1.98 plus tax.' Try them on in front of the mirrors. Fold them. Twist them. See how many pearls you want to wear with everything this spring and summer. If you wish, just call Blank's personal shopper. She'll send the pearls you want on the next delivery from Blank's."

CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.

CFCO - 630 Kcs - Chatham



ONTARIO'S FIRST CHRISTMAS CAROL

Jesus Ahatonhia

*Ontario's first Christmas Carol,
written by Jean de Brébeuf
in 1642 for the Huron Indians*



Within a lodge of broken bark
The tender Babe was found,
A ragged robe of rabbit skin
Enwrapped His beauty 'round;
But as the hunter braves drew nigh,
The angel song rang loud and high,
JESUS YOUR KING IS BORN,
JESUS YOUR KING IS BORN...



☆ SINCERE CHRISTMAS WISHES TO ONE AND ALL **CFRB** TORONTO