

the **use** magazine for Radio and TV advertisers

# SPONSOR

11 AUGUST 1952

50c per copy • \$8 per year

## How to **WIN SALES** and **INFLUENCE PROFITS**

Nothing should count as  
much as the station's  
record of results. Ask Adam  
Young to show you his  
files on productivity.

*Adam J. Young Jr.*

INCORPORATED  
STATION REPRESENTATIVES

\$1,000,000 TV sponsor  
without a sales problem  
page 27

**TV IS CHANGING  
MEDIA BUYING**  
page 30

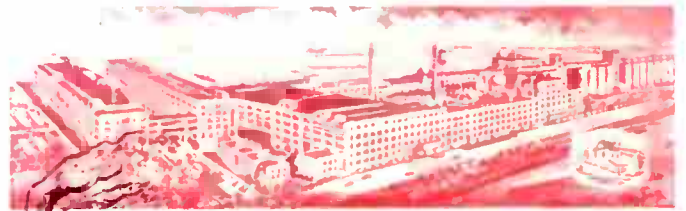
The Advertising Council:  
11 years of fund raising  
and good will building  
page 32

What does it cost  
to build and run  
a TV station?  
page 34

**CANADIAN RADIO**  
Second annual  
Canadian section  
starts on page 61

Tip on selling in  
the Canadian market  
page 76

Successful users of  
Canadian radio  
page 80



*Kellogg's* does a complete job . . .

**SO DO HAVENS AND MARTIN, Inc. STATIONS . . .**

**WMBG  
WCOD  
WTVR**

American industry is big with advertising-studded successes, yet none is bigger than Kellogg. Advertising, and especially air advertising, has taken Corn Flakes and other fine products of this Battle Creek firm into every nook and cranny of our country—and many other countries. Kellogg does a complete job, from farmer to miller to delectable product to dealer to consumer. And in the rich Virginia markets, Havens and Martin Stations help the assembly line move faster.

Havens and Martin Stations, WMBG, WCOD, and WTVR, are available to alert advertisers as the modern way to sell in the Old Dominion State. There are reasons aplenty! Havens and Martin Stations are the only complete broadcasting institution in Richmond; for more than a quarter century they've featured the kind of public service that builds loyalty and affection; they bring NBC to viewers and listeners; they're a quality operation doing a job for quality products.



FIRST STATIONS OF VIRGINIA

**WMBG AM WCOD FM WTVR TV**

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



# REPORT TO SPONSORS 11 AUGUST 1952

## **CBS might act unilaterally on night-time rate slash**

Impression prevailing in New York ad agency circles last week was if CBS and radio affiliates can't come to agreement on terms of rate adjustment at affiliates meeting in Chicago this week network will announce rate card change anyway, effective Sept. 1. CBS at this point committed to advertisers on rate revision to amount of over \$5,000,000 for 1952-53 season and it's become question with CBS whether to cancel rate changes made to such clients as Procter & Gamble, Lever Bros. and Colgate or exercise clause in some 170 affiliate contracts allowing CBS readjust rates without affiliate consultation.

-SR-

## **CBS, affiliate would each take 15% reduction**

Rate revision as submitted by CBS was on 50-50 basis with network and affiliates each giving up 15% existing rate. Cut would apply only to night-time. One counter proposal made by members of affiliates committee, which did preliminary negotiating with CBS, was that any adjustment be shown through network discount structure. This may be network compromise, though it prefers straight rate revision.

-SR-

## **Republicans pick Kudner**

Kudner Agency drew the Presidential campaign assignment from the Republican National Committee, with contact going to Shafto Dene, Kudner vice-president and copy chief. Joseph Katz had been previously picked by the Democratic National Committee. Lloyd Whitebrook will be Katz's executive on the account.

-SR-

## **RTMA asks immediate price decontrol**

Immediate lifting OPS ceiling on TV and radio sets and parts has been asked by Radio-Television Manufacturers Association. In petition to OPA the RTMA argued that set prices being 5 to 15% below ceiling justified decontrol. RTMA also doubted whether TV station thaw will have much effect on over-all TV set market.

-SR-

## **BAB's Ryan charts radio's pull over newspapers**

William B. Ryan, BAB president, in separate talks before Syracuse retailers and agencies last week told how point-of-sale check by ARBI at four Syracuse retail outlets (including a Sears store) showed radio outpulling newspapers advertising in store traffic by wide margin. Four stores reported that their customers had been influenced by following media: radio, 38.6%; newspapers, 31.8%; both, 17.4%; other 12.2%. On medium credit for volume sales produced the average count came to: radio 45.7%; newspapers, 18.3%; both 28.5%; other, 7.8%.

-SR-

## **Cockfield, Brown leads in Canadian production**

Cockfield, Brown & Co., Montreal, sets new record for weekly program production among Canadian agencies. Now producing 230 15-minute programs a week, along with 2 one-hour network shows, 6 half-hour shows, 5 5-minute programs and 11 announcement campaigns. (See Canadian section, which starts on page 61.)

-SR-

## **WNEW collects on future earnings of d.j. released to WCBS**

WNEW, New York, now has stake in sponsorship success of a WCBS, New York, program. When one of its d.j.'s (Bob Haymes) left station recently to move to CBS flagship, it was with stipulation that WNEW would get percentage of future earnings. Haymes' contract with WNEW had two years to run when he was released to WCBS. Returns to WNEW are said to be heavy.

## REPORT TO SPONSORS for 11 August 1952

**TV film directors to share in rerun proceeds** Directors of TV films will participate in proceeds from sale of reruns under 3-year agreement with Alliance of Television Film Producers. Directors get \$275 on fourth showing of film which will also cover all runs thereafter. Members Screen Actors Guild (as disclosed SPONSOR 28 July 1952, Is the rush to film shows economically sound) likewise have participating arrangements with ATFP.

-SR-

**Rybutal going Canadian radio** Rybutal (Vitamin Corp. of America) launching extensive radio and newspaper campaign in Canada. Spot announcements and schedule of 15 5-minute programs weekly already set, with deal also being made to air Gabriel Heatter. Rybutal is latest heavy U.S. air spender to join long list American advertisers using Canadian radio. Campaign will be handled by Ronalds Agency, Toronto. (See Canadian Section, page 61.)

-SR-

**NIC reports local market media trend** National Industrial Conference Board reports survey among 157 companies shows advertising appropriations and media planning undergoing changes in keeping with 1952 sales needs. Budgets, adds report, are "tending upwards and advertising is being aimed more specifically at individual markets." Statement about advertising pattern tends to bear out premise of article, How TV is changing media buying patterns, in current issue SPONSOR (see page 30), which was prepared prior to release of report.

-SR-

**Hotpoint, Lambert co-sponsor Ozzie & Harriet** Hotpoint and Lambert Companies have underwritten radio and TV sponsorship on alternate week basis of The Adventures of Ozzie and Harriet on ABC Friday nights starting 1 October. Each version will be aired at different times but there will be combined rate.

-SR-

**Hormel Girls on spot TV via film this fall** Hormel & Co. is another radio advertiser that has assumed financing of its own programs. Series of 13 half-hour TV shows was built around radio program featuring Hormel Girls; it is in process of being completed in Kling Studios, Chicago. Much of the film was shot in Hollywood under personal supervision of sponsor Jay C. Hormel. Films scheduled for fall airing on spot basis; BBDO is Hormel agency.

-SR-

**UPT's status as TV film producer puzzles nets** Common topic speculation in network executive circles is whether United Paramount Theatres in event FCC approves ABC deal will be permitted to engage in production of TV films. Under divorcement from Paramount Pictures Corp., as part settlement of Government's anti-trust suit, latter was confined to making motion pictures and UPT to operation of theatres.

-SR-

**N. Y. viewers favored Republican convention** Pulse found in special check of 12,500 homes in New York area Republican convention had 30% edge over TV tune-in of Democratic convention. Republicans averaged 16.5 for daytime sessions and 43.0 at night. Democrats' averages were 12.2 daytime and 32.0 nights.

(Please turn to page 54)



# KWEM

WEST MEMPHIS, ARK.  
MEMPHIS, TENN.  
1000 WATTS

# WGOV

VALDOSTA, GA.  
5000 WATTS

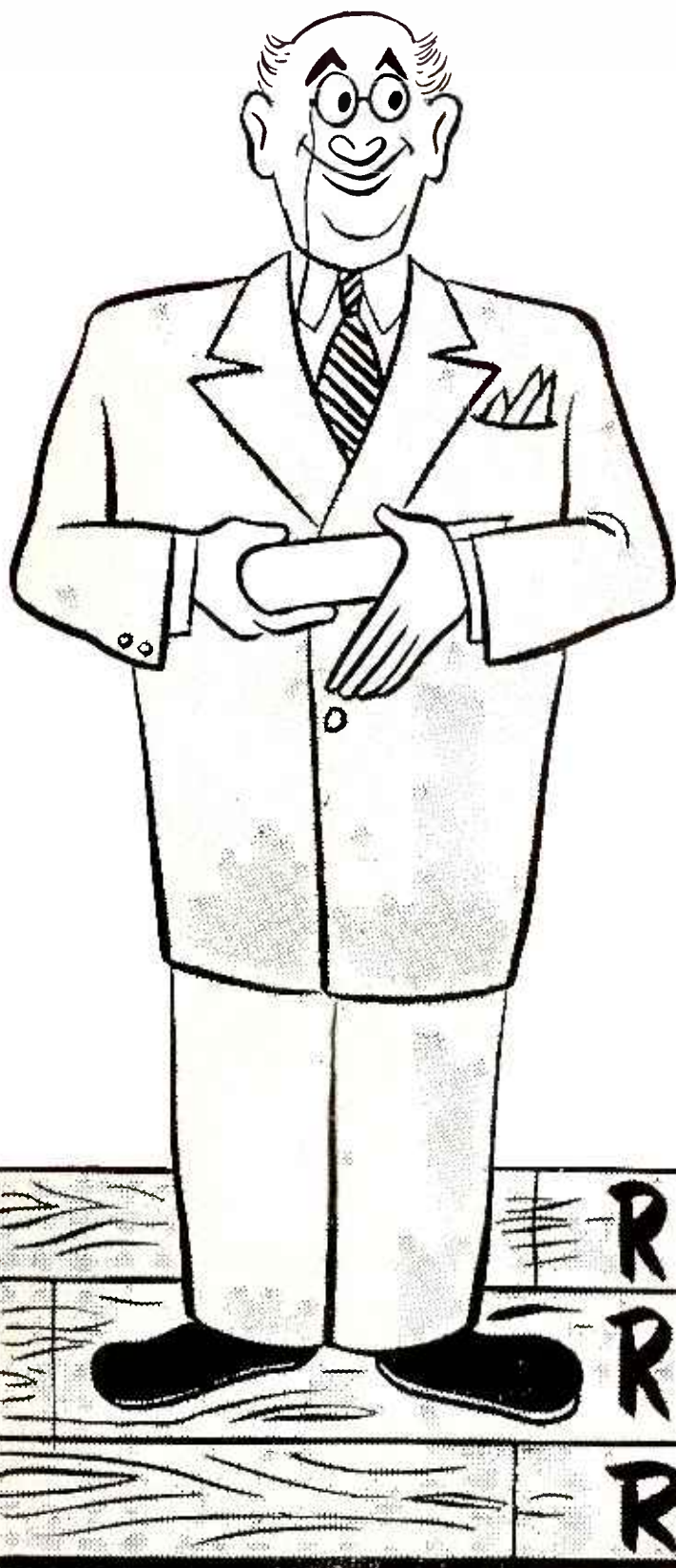
## *"The Family Four"*

# WJIV

SAVANNAH, GA.  
1000 WATTS

# WEAS

DECATUR-ATLANTA, GA.  
10,000 WATTS



*Present: An interview with Senator Quad.*

*Question: What is your 1952 platform, Senator Quad?*

*Answer: In behalf of the more than 5 million loyal southern consumers who have nominated the family four as their choice for all 'round good listening, I stand firmly on a platform of greater sales impact. And I furthermore declare my unyielding faith in the three R's as championed by these outstanding stations. Added together these three R's produce the most important R of all,*

# = Results

For Complete Information Call Your Nearest Forjoe Office  
Family 444 • Family 444 • Family 444 • Family 444 • Family 444 • Family  
or Stars Inc., Candler Building, Atlanta, Ga.

# SPONSOR

the use magazine for  
radio and TV advertisers

11 August 1952 • Volume 6 Number 16

## ARTICLES

### **\$1,000,000 TV sponsor without a sales problem**

Revere is No. 1 among copper-clad pots and pans and it can't get enough metal to expand production. Nonetheless it regards "Meet the Press" as vital effort to insure future sales, uphold company's prestige on the industrial level

27

### **How TV is changing media buying**

Agency media strategists are now evaluating the role of major media in the post-freeze TV era. Some of their conclusions: market-by-market rather than national coverage will be dominant; co-op advertising will gain

30

### **Good Samaritan of the advertising industry**

For 11 years the Advertising Council has coordinated public service activities within the industry, produced tangible results in fund raising and good will

32

### **What does it cost to build a TV station?**

It costs a minimum of \$105,000 to build even the smallest TV station, charts prepared for SPONSOR reveal. These cost breakdowns are designed to show admen why time costs—even for new stations—are set high

31

## SECOND ANNUAL CANADIAN RADIO SECTION

### **The Canadian market: raw materials spur boom**

Discovery of rich mineral deposits has drawn vast sums of development capital into Canada, boosted income, productivity, sales to new highs

62

### **Canadian radio: Dominion's lowest-cost medium**

High listenership, less competition per station, deep penetration, lack of TV, and low rates are some of the reasons why radio is good buy in Canada

66

### **Tips on selling to Canadians**

Treating our northern neighbors as "branch-office Americans" won't sell goods. French and English-speaking audiences differ widely, need special handling

76

### **How leading sponsors use Canadian radio**

Most successful U. S. advertisers have been those who studied market, planned programs with wide audience acceptance, and didn't spread advertising too thin

80

### **Canadian TV: two stations, 103,451 sets**

Outlook for commercial utilization of Canada's TV is dim. Limited programming, heavy restrictions and feather-bedded costs are current obstacles

88

## COMING

### **How Schick licked a sales slump**

25 August

Piled-up inventories melted and electric shaver sales boomed when Schick used network TV. New show being added to make product year-round item

### **What agencies plan for farm radio next season**

SPONSOR poll among advertising agencies shows increased activity in the field of rural radio used to sell general consumer products

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Published biweekly by SPONSOR PUBLICATIONS INC.  
 combined with TV, Executive, Editorial, Circulation, and  
 Advertising Offices: 510 Madison Ave., New York 22,  
 N. Y. Telephone: MUrray Hill 8-2772. Chicago Office  
 161 E. Grand Ave., Suite 110. Telephone: SUperior 7-9863  
 West Coast Office: 6087 Sunset Boulevard, Los Angeles.  
 Telephone: Hillside 8089. Printing Office: 3110 Elm  
 Ave., Baltimore 11, Md. Subscriptions: United States  
 \$8 a year, Canada and foreign \$9. Single copies 50c.  
 Printed in U. S. A. Address all correspondence to 510  
 Madison Avenue, New York 22, N.Y. MUrray Hill 8-2772.  
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# This is Milwaukee . . .

## where

# WTMJ dominates

## and here's why:

More people listen to WTMJ throughout the day and night than any other radio station.

Listener loyalty is traceable to 30 years of intense local programming, extensive news reporting, NBC shows and outstanding service to the community.

Advertisers' loyalty is proved by renewal orders from America's leading food, drug, automotive, appliance, beverage, farm and other accounts.

Phone or write your Henry I. Christal representative. He is armed with facts and figures to show you how and why WTMJ dominates in Milwaukee and Wisconsin.

# WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC

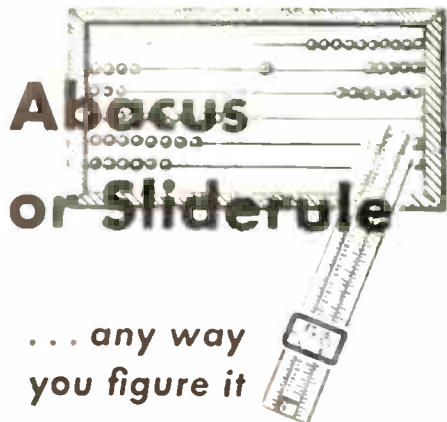
Covers almost  $\frac{2}{3}$   
of all Wisconsin  
radio homes

Represented by

**THE HENRY I. CRISTAL CO.**

New York • Chicago





**KROW**  
reaches more  
Listeners-per-\$  
than any other  
San Francisco or  
Oakland Station\*

\*PULSE for Oakland and for San Francisco,  
June, 1952



**BEST BUY IN 2 MARKETS!**

There's a billion-and-a-half dollar market on *each* side of San Francisco Bay! Over 150 result-conscious advertisers... local, regional, national... now use KROW of Oakland to reach *both* of these markets at the lowest cost-per-thousand of any station in San Francisco or Oakland. Incidentally, there are comparatively few TV sets in these markets.

For details, see  
**PAUL H. RAYMER COMPANY, INC.**

**KROW**  
Radio Center Bldg.  
19th & Broadway • Oakland, Calif.  
Serving the Entire Oakland-San Francisco Bay Area

**Men, Money  
and Motives**

by  
**Robert J. Landry**

**Russian "radiofication"**

Way back in the 1920's Soviet Russia pioneered in shortwave radio propaganda beamed in all directions world around. Many a Yankee ham stayed up all night to bring in Siberia. Communist strategist Lenin himself had recognized the dynamic nature of radio, spoke of it as "newspapers without paper." Today, in obedience to the Lenin dictate, uncounted Russian transmitters are busy night and day.

\* \* \*

Details are skimpy but the nerve-center is clearly Moscow. Russia uses 34 languages exterior to the Soviet and 70 languages interior to its own borders. In short, the United States with 29 spoken tongues, including Mesquakie Indian, is only one-half as polyglot as Russia.

\* \* \*

Currently Russia has joined with its satellites in an elaborate exchange of programs, news, music and "culture" and these now spread from Poland, Hungary, Czechoslovakia, Albania, Rumania and Bulgaria to China, Outer Mongolia and North Korea. Similar exchanges, but less formalized, exist among the western countries, notably France, Britain and America.

\* \* \*

A great authority on international broadcasting is Dr. Arno Huth, sometime consultant to the United Nations, lecturer at many American colleges. He points out that about 600,000,000 human beings can be reached by radio and many of them *only* by radio. There are still a billion-and-a-half human beings who do not have any radio yet, and therefore do not have any effective, regularized communication with the world. Note something more: In countries, colonies, islands, jungles and so on, wherever most of the inhabitants cannot read or write the spoken word of radio is magical to governments (friendly or hostile) and to commercial interests (with or without advertising appropriations).

\* \* \*

Customs, tariffs and cartels do handicap international distribution of radio sets. A small \$19 bedside radio set in America may be \$80 at retail in a European country. And it will be much worse as to TV sets. Indeed a recent news story out of Copenhagen told of the discouragement of the usually progressive Danes. They had launched but were considering the abandonment of video. Sets were prohibitively high.

\* \* \*

The moral is plain. Radio is now and for decades to come the cheap, convenient and still-growing instrumentality of the world masses. Only in America and Britain does TV amount to much. New and impoverished lands like Pakistan give radio the highest priority, appropriate millions of dollars many might suppose could more advantageously (to national interest) be spent otherwise.

(Please turn to page 122)



# All It Took was Impact...

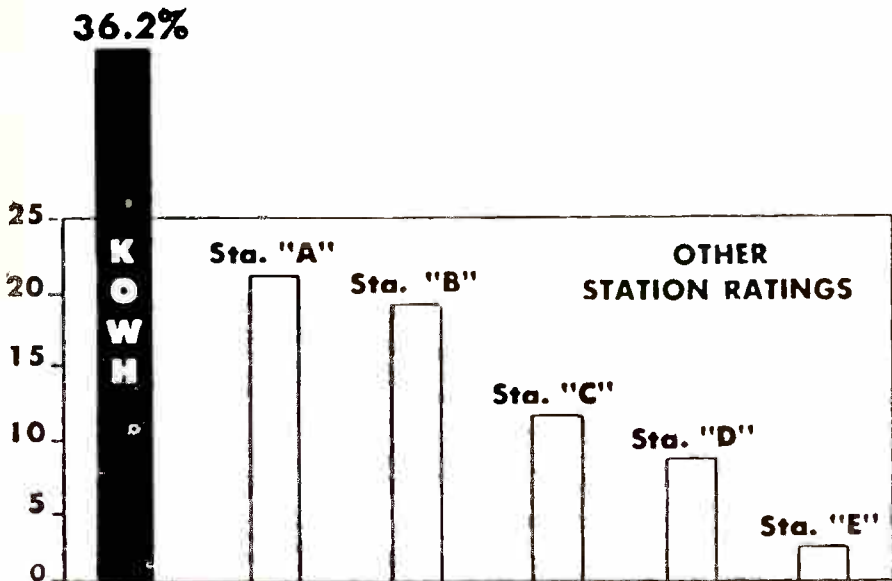


... A twin-barrel salute, to remove outlaw-leader "Curley Bill" from circulation. Western myths to the contrary, Curly's death in an Iron Springs, Arizona shotgun duel with Wyatt Earp was confirmed by eyewitness reports from both outlaws and possemen present.

Eyewitness reports are important to KOWH too. On-the-spot news coverage by a mobile unit, coupled with a news department whose three major wire services make it the only Independent in the nation so served, means real impact on Omaha-Council Bluffs news audiences!

Sight-in on that thar Hooper (averaged for the nine months from October, 1951, to June, 1952), podner! If'n it don't prove impact . . . thar ain't no such critter!

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951 thru June, 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (June, 1952.)



# Kowh

**O M A H A**

**"America's Most Listened-to Independent Station"**

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

**Can you see the difference?**





**Los Angeles television viewers did!**

Four Los Angeles channels carried the same picture from Chicago, but the people's choice was KNXT! During *both* conventions.

When the big speeches were made and the presidential candidates nominated, the KNXT Hooper count was up to 112% larger than any other station's!

And throughout the show, KNXT had the biggest share-of-audience by far...12% greater than the second station's for the Republican Convention, 23% greater for the Democratic!



This convention sweep comes as no surprise. KNXT's daytime share-of-audience is up 83% and its nighttime share up 39%, May over November, according to ARB.

If you want to get on the best bandwagon in the nation's second TV market, get on KNXT. For details and availabilities, just ask your CBS Television Spot Sales representative, or...

the new Channel 2 **KNXT**

Los Angeles · CBS Owned

Represented by CBS Television Spot Sales

Results . . Results . . Results



The scene above marked the opening of the 1952 Brandeis "Housewares Fair"

### Dishpans or Mink Coats KMTV Sells Them in The Omaha Area!

Sales for the 1952 J. L. Brandeis "Housewares Fair" enjoyed a 30% increase over the record-breaking 1951 "Fair." Remote telecasts, originating from the store, were seen by thousands of Omaha women. Mr. Meyer Rubin, Merchandise Mgr. of the Home Furnishings Dept. attributes a great part of the success to the way the "Fair" was advertised and publicized over KMTV, and said that KMTV will play an important part in future advertising planning.

### Fur Business Tops!

Mr. Thomas Vaughan, Mgr. of Thomsen Furriers, Omaha says: "We felt that we should add TV to the Spring Fur Storage campaign. One spot per week for 6 weeks was purchased on KMTV—the only change from our '51 schedule. Results: We had more Spring business and more new customers than in any previous year."

Let KMTV sell YOUR product in the rich Omaha area. Contact the Katz Agency or KMTV today.

**KMTV** CBS  
DUMONT  
ABC  
OMAHA 2, NEBRASKA  
CHANNEL 3  
Represented by KATZ AGENCY

# 510 Madison

## CORRECTION

Just a line to say that in looking over your excellent publication, July 28th issue, page 1, I note a rumor that we might be open to a new agency connection. May I say that, as of the present writing, the rumor is wholly in error.

FRED CARTOUN  
Chairman of the Board  
Longines-Wittnauer Watch Co.  
New York

## NEGRO PROGRAMING

We were shocked to see in your 28 July issue that WSAI is listed as a station carrying 50% of programs beamed to the Negro audience. This is not true.

WSAI's programs are designed to appeal to all the rich greater Cincinnati market of two and one-half million people. While some of our programs may hold a particular appeal for this group or that one, our overall programing objective is to reach every bit of this homogeneous market. More than two-score new sponsors added since last year and a thumping 20% increase in volume over 1951 prove that this programing policy pays off for advertisers. Our listeners tell us we have succeeded in this and sales records of our sponsors support this conclusion.

We have one excellent program featuring a Negro disk jockey late at night, a remote pick-up from a restaurant in Cincinnati's Negro section. The Pulse shows that this program enjoys a rating which necessarily must include many persons beyond the Negro market because there are just not that many Negroes in this area. Sponsors on the program tell us that a large number of their customers reached through the program, come from all walks of life regardless of race or creed. We have many fine friends among Cincinnati Negroes and we are proud of this excellent program.

But we hasten to correct the impression that WSAI, serving the needs of two and one-half million people daily, is beamed to any narrow segment of the market. A glance at our program

schedule should serve to illustrate the enormous breadth of appeal reached by WSAI's programs.

We trust this letter may serve to set the record straight among your excellent magazine's many readers who may have been misled by this unfortunate error.

J. ROBERT KERNS  
Managing Director  
WSAI, Cincinnati

## TV BASICS

If, as we hope, you are going to reprint as a separate booklet TV Basics, as appearing in your 14 July, 1952 issue, we would very much appreciate receiving half a dozen copies for use among the executives of this office.

Would you please advise me if this request can be fulfilled.

R. WELLS BROWN  
J. Walter Thompson  
Detroit

● TV Basics is available in reprint form at 10c per copy in quantities of 100 or more; 15c for 25 or more; 25c per single copy.

## FALL FACTS ISSUE

I am in receipt of your publicity release which makes available additional copies of the sixth issue of "Fall Facts." I have already looked over my copy and find it one of the most interesting and informative documents on television and its outlook on the all-important fall of '52.

VINCENT ROWE  
Ted Bates & Company

I think that the Fall Facts issue of SPONSOR is terrific. Thanks for sending it along.

I was especially interested in the questions and answers, and the charts.

Congratulations for a wonderful job.

BERNARD C. DUFFY, Pres.  
BBDO  
New York

As subscribers to SPONSOR, I would appreciate receiving four extra copies of your Fall Facts issue. Kindly send the copies and your bill marked to the personal attention of the writer.

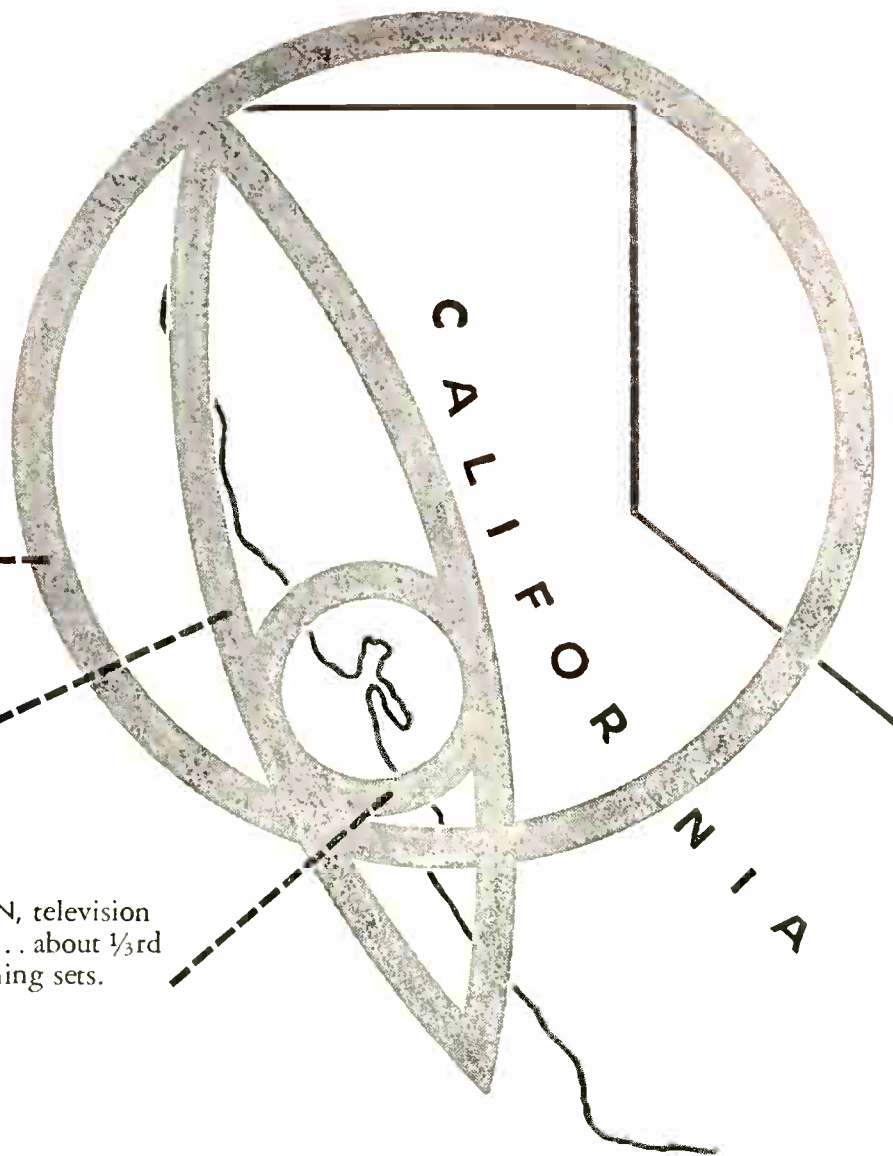
C. BURT OLIVER, V.P.  
Foote, Cone & Belding  
New York



COVERAGE PATTERN, KNBC,  
50,000 watt, *non-directional*,  
"wide circle" coverage that  
not only blankets the great  
San Francisco-Oakland area  
metropolitan markets—but  
*all* the thriving PLUS-Markets  
of Northern California.

COVERAGE PATTERN, the  
two other 50,000 watt  
*directional* stations.

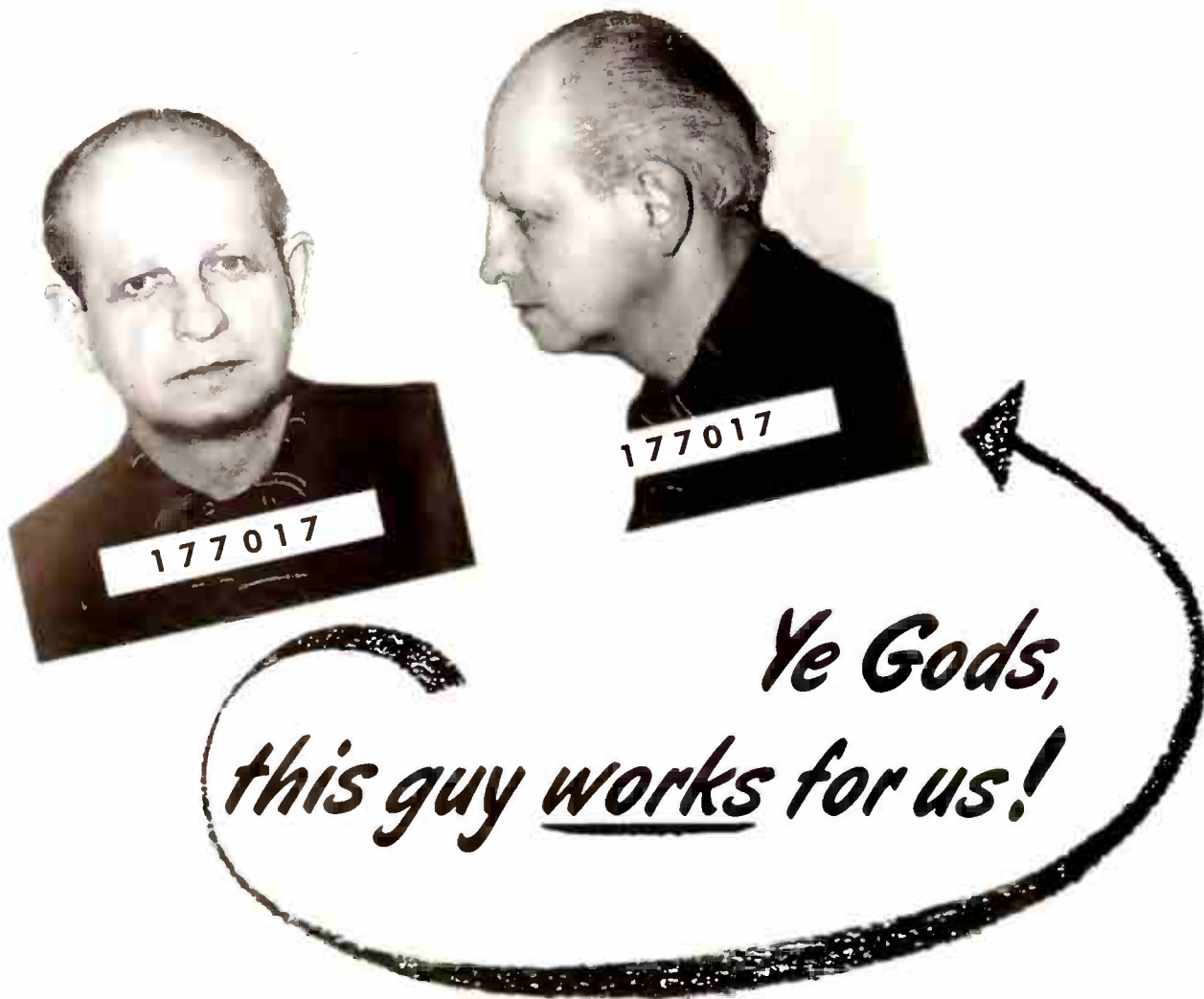
COVERAGE PATTERN, television  
... 60 mile radius ... about 1/3rd  
of the families owning sets.



*In Northern California...*

*KNBC reaches more people, more often, than  
any other radio or TV station. This wide  
circle coverage plus program popularity  
make **KNBC**, San Francisco,  
Northern California's No. 1  
Advertising Medium*

• 50,000 WATTS • NON-DIRECTIONAL • 680 KC • REPRESENTED BY NBC SPOT SALES •



And works is the word which perfectly describes Eddy Jason, Wisconsin's best-known Radio personality.

Been with us 12 years. Heads one of our Theatrical Units (5-piece Band thrown in) called Town Hall Players. He writes Plays (excellent) — Songs (fair) — Poetry (awful). Both Eddy and Town Hall are now part of Wisconsin's good living.

Last year, in 317 personal appearances throughout our Primary, Eddy and his Town Hall Gang played to more than 177,000 paid admissions. And their recordings for Juke Boxes have become big favorites in 17 Counties.

In addition to his personal appearances, Eddy handles our 5-7 AM slot, as well as our Homemakers' Hour . . . and a 15-minute segment at noon.

Yep, we really mean it: "This Guy Works For Us" . . . and how!

wisconsin's most show-full station

5000 WATTS

IN  
G r e e n B a y



HAYDN R. EVANS, Gen. Mgr.  
Represented By WEED & COMPANY

© W B A Y



Many thanks for sending me a copy of SPONSOR's Fall Facts annual. It is quite an issue and contains a lot of material that will be extremely helpful to us.

HARRY PARNAS, *Media Director*  
*Cecil & Presbrey, Inc.*  
*New York*

Please send to my attention two additional copies of your sixth annual "Fall Facts."

Without question this issue is the finest compendium of radio-TV basic data ever assembled.

DALE TAYLOR, *Gen. mgr.*  
*WENY*  
*Elmira, N. Y.*

I would very much appreciate your sending the 14 July issue of SPONSOR magazine to: Miss Arlene Gilbert, 28 First Avenue, Bay Shore, L. I., New York.

I think it is an unusually excellent issue with some very good information in it.

ARLENE GILBERT  
*WGSM*  
*Huntington, N. Y.*

SPONSOR certainly deserves a double orchid for the 6th Annual Fall Facts issue which has just come to my desk. Naturally, I have not had an opportunity to thoroughly digest all of its contents, but a casual review indicates two courses which I propose to take and I consider could be well taken by everyone who has an interest whatever in the business of radio and television:

The first is to read it thoroughly, to get an overall picture of the many facts this issue contains. The second is to keep it always handy as an authoritative reference book on many phases of radio and television, which to my knowledge have never been covered by any other publication or assembled collectively between the covers of a single book.

MURRAY GRABHORN  
*Edward Petry & Co., Inc.*  
*New York*

We want to congratulate you on the most thorough 6th Annual Fall Facts issue. Its contents are both concise and helpful and give us a clear picture of current and future AM and TV potentials.

LESLIE L. KENNON, *Asst. mgr.*  
*KWTO*  
*Springfield, Mo.*

I don't want to fail to tell you—in the rush of other things—what a terrific job I think you did with your Fall Facts issue.

I read it cover to cover last night and . . . it is good!

JEROME SILL, *General Manager*  
*WMIL*  
*Milwaukee*

Your 240-page Fall Facts issue is a splendid thing.

Please accept this evidence of congratulations.

ROGAN JONES  
*KVOS*  
*Bellingham, Wash.*

Please send 2 extra copies of the Fall Facts issue. This is just the textbook we need . . . and now is the time! It's wonderful to get these figures in time for fall planning.

N. E. STONE  
*WMIT-FM*  
*Charlotte, N. C.*

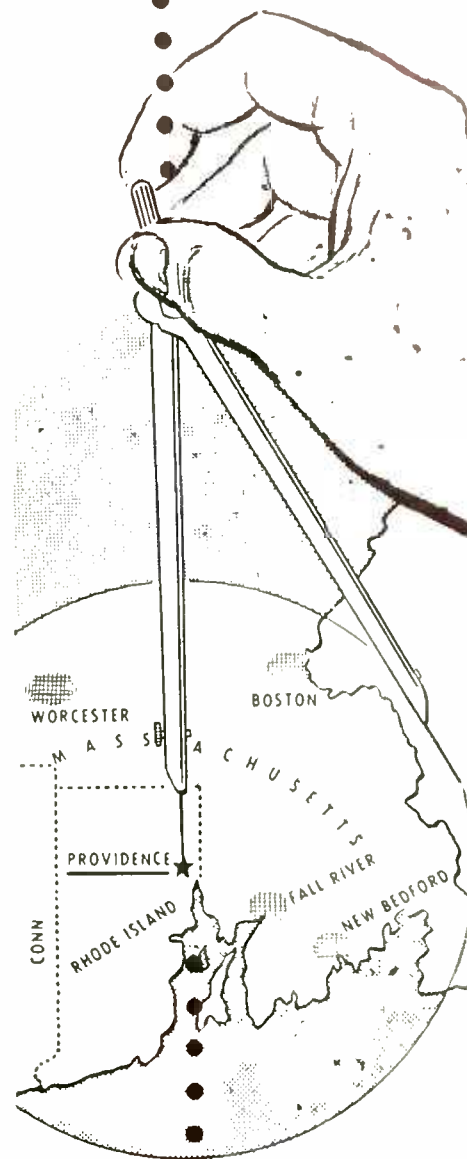
#### TV SETS IN MIAMI

The reverse of your television map Fall 1952 which appears in your 14 July 1952 issue lists 87,000 sets in the Miami market.

As early as February 18, 1952, according to Telecasting survey appearing in *Broadcasting Telecasting* for that date lists 105,000 sets in this market. The 7 July issue of the same magazine lists 119,500 sets in the Miami trading area.

I should appreciate it if you would tell me what you think is the reason for  
(Please turn to page 134)

## PINPOINT YOUR PERSISTENT SALESMAN



SELLING PROSPEROUS  
SOUTHERN NEW ENGLAND  
with  
UNDUPLICATED COVERAGE  
in 220,000 HOMES!

### WJAR-TV

Providence

Represented Nationally by  
**Weed Television**

In New England — Bertha Bannan



WHEN YOU CHOOSE CANADA'S FIRST STATION...



in 3 years { Population up 11.4%  
Retail Sales up 36.9%  
CFCF local sales up 300%  
CFCF Rates up less than 15%

*Based on latest SM figures.*

**CFCF**

In the U.S., see Weed & Co.  
In Canada, All-Canada.



Mr. Sponsor

**John M. Fox**

President  
Minute Maid Corp., New York

As vice president-business manager of the National Research Corporation of Boston in 1943 John Fox worked with scientists on such technical problems as high vacuum coating of ordnance optics, and atomic fission. In this world of research Minute Maid was born.

National Research had been working on high-vacuum techniques of processing for scores of food manufacturers. This interested Fox who had a pet project of his own—the development of methods for quick freezing orange juice.

Fox, who'd sold shoes and insurance, managed a gas station and laundry during his college days, recognized it as a business "natural." He and his associates formed the nucleus of a public corporation soon to be nationally known as Minute Maid. Business acumen was needed; Fox, who'd been an IBM sales manager, was made president.

As for the product, Fox knew quick-frozen orange juice was something the housewife would welcome. It was a frequent-sale item with established general channels of distribution.

A series of production and advertising misadventures ensued between 1945 and 1948 before Minute Maid found the solution in radio. Bing Crosby, a major Minute Maid stockholder, made a series of platters for use in leading markets across the country. These 15-minute, five-times-a-week shows caught the imagination of daytime listeners by featuring top-name guests entertaining and word-jousting with "The Groaner." Almost overnight, sales went up.

By 1951 Minute Maid was "big time" with sponsorship of Kate Smith on NBC TV, Gaylord Hauser on ABC TV and Crosby on radio. This summer the *Gabby Hayes Show* on NBC TV heralds Minute Maid frozen lemonade and a lemonade stand kit premium for youngsters. It brings Minute Maid's annual ad expenditure to well over \$1,000,000, with half invested in TV (through Ted Bates).

Says Fox: "Our margin of profit has narrowed greatly but volume is what counts. We make sure of continuing volume through broadcast advertising."

This is borne out by Minute Maid's seven-year sales gross of \$150,000,000. Fox doesn't ease up although Minute Maid is the sales leader against competitors like Snow Crop, Flamingo and Birds Eye. When he does find time to get away from business pressures, he sails on Long Island sound with his wife and four children. ★ ★ ★



# POWERFUL

## IN THE DETROIT MARKET

A dark square with the call letters 'WJBK' in white, bold, sans-serif font.

### *in Prestige*

Top CBS programs keep Detroit sets tuned to Channel 2! Your sales message reaches more listeners . . . more interested listeners on WJBK-TV, the station that carries a majority of the shows that are tops in popularity by survey ratings.

### *in Popularity*

Tops in music, news and sports with the Detroit radio audience. Key station for the largest baseball network ever created, broadcasting all Detroit Tiger games.

A dark square with the call letters 'WJBK-TV' in white, bold, sans-serif font.

### *in Promotion*

Facts on the rich Detroit market at your command through WJBK's dynamic sales promotion department. Dealer and distributor tie-ins arranged to promote your sales.

**and soon . . .**

### **MORE POWER to WJBK**

It's in the works! 10,000 watts days, 5,000 watts nights for WJBK, just as soon as construction can be completed. That means an even larger market . . . even more sales through "The Station With a Million Friends."

# WJBK *Detroit*

A STORER STATION

**CBS and DUMONT Television . . . Tops in MUSIC, NEWS and SPORTS on Radio**

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY



# RCA's TV "Basic"

TRANSMITTER  
AND  
CONTROL ROOM

1-KW UHF  
TRANSMITTER

ENGINEERING  
WORKSHOP

VIDEO/AUDIO  
CONTROL CONSOLE

ANNOUNCE  
STUDIO

PROJECTION  
FACILITIES

Typical BASIC BUY station for UHF—complete with RCA 1-kw transmitter and antenna. Delivers up to 20 kw, ERP. Provides four program services. No local talent or local pick-ups needed. Size of transmitter, unit arrangement, and future plans determine the floor area (layout here is only 30' x 20'). For higher power, add an RCA 10-kw amplifier to the "1-kw". Add studio facilities any time.



# BUY<sup>™</sup> does the most

## -VHF or UHF!

### 4 PROGRAM SERVICES

— no local studios needed!

- Network programs
- Local films (16mm)
- "Stills" from local slide projector
- Test pattern from monoscope (including individualized station pattern in custom-built tube)

THIS PICTURE ILLUSTRATES what we think is the minimum equipment a TV station should have to start with—and earn an income. The arrangement can handle any TV show received

from the network and provides station identification and locally inserted commercials as required. In addition, it offers an independent source of revenue—by including film and slide facilities for handling local film shows and spots, or network shows on kine recordings.

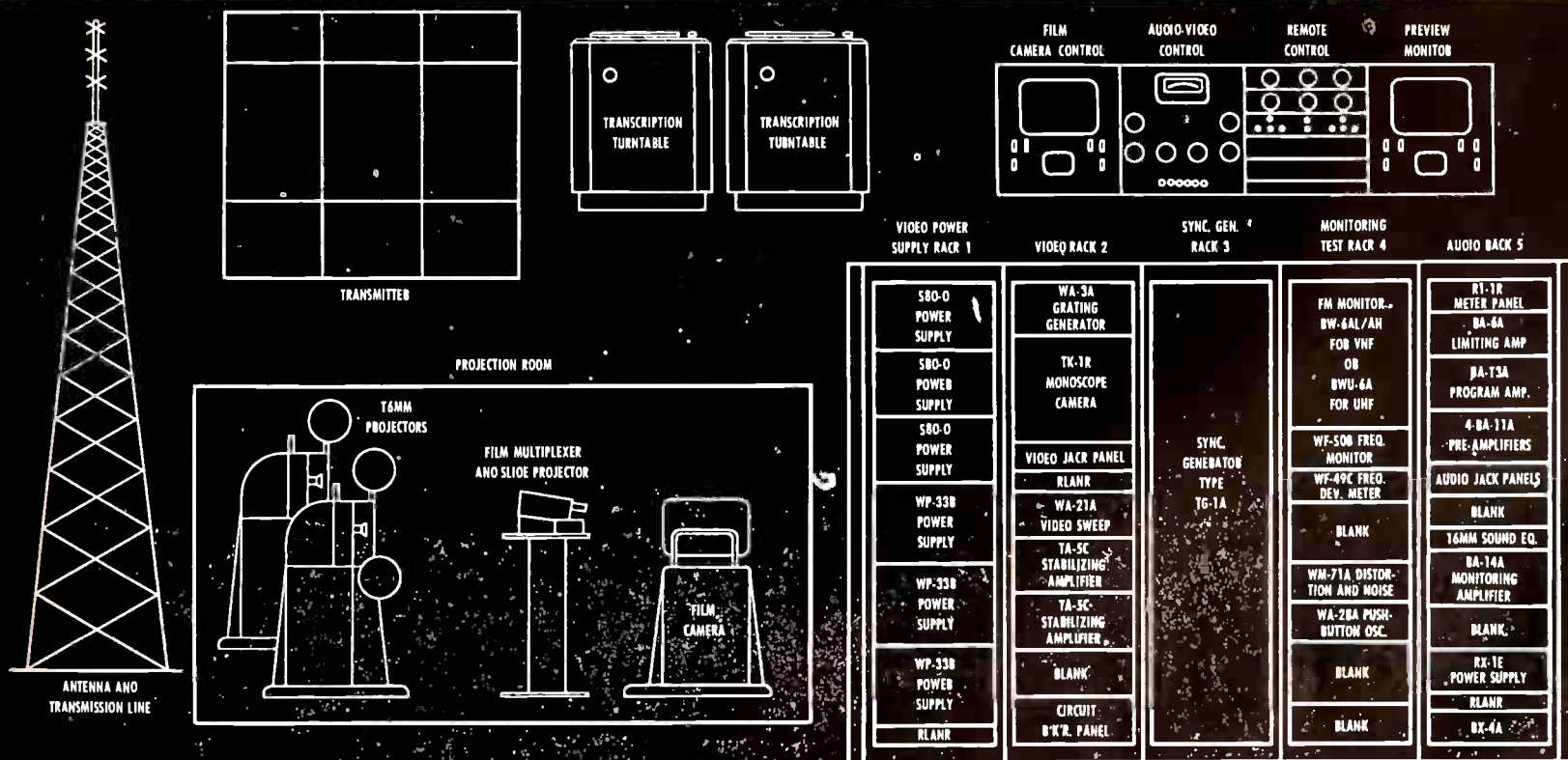
The BASIC BUY includes: A transmitter and an antenna (necessary for any TV station); monitoring equipment (required by FCC); film and slide equipment (for local programs—and extra income); monoscope camera for reproducing a test pattern of known quality (important for good station operation and as an aid to receiver adjustment); and a control console that saves operator time and effort (it enables one technical

man to run the station during nearly all "on-air" periods).

RCA's BASIC BUY can be used in combination with any RCA TV transmitter and antenna, of any power—VHF or UHF. Matched design and appearance make it easy to add facilities any time (you need never discard one unit of a basic package). And note this: *RCA BASIC UNITS ARE IDENTICAL TO THE RCA UNITS USED IN THE BIGGEST TV STATIONS!*

RCA's BASIC BUY is already being adopted by many TV station planners. Let your RCA Sales Representative work out a flexible package like this for you—show you how to do the most with the least equipment!

### This is what the BASIC BUY includes!



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DEPARTMENT  
CAMDEN, N.J.

# 2,252 requests...

or one bank run that made the bankers happy!

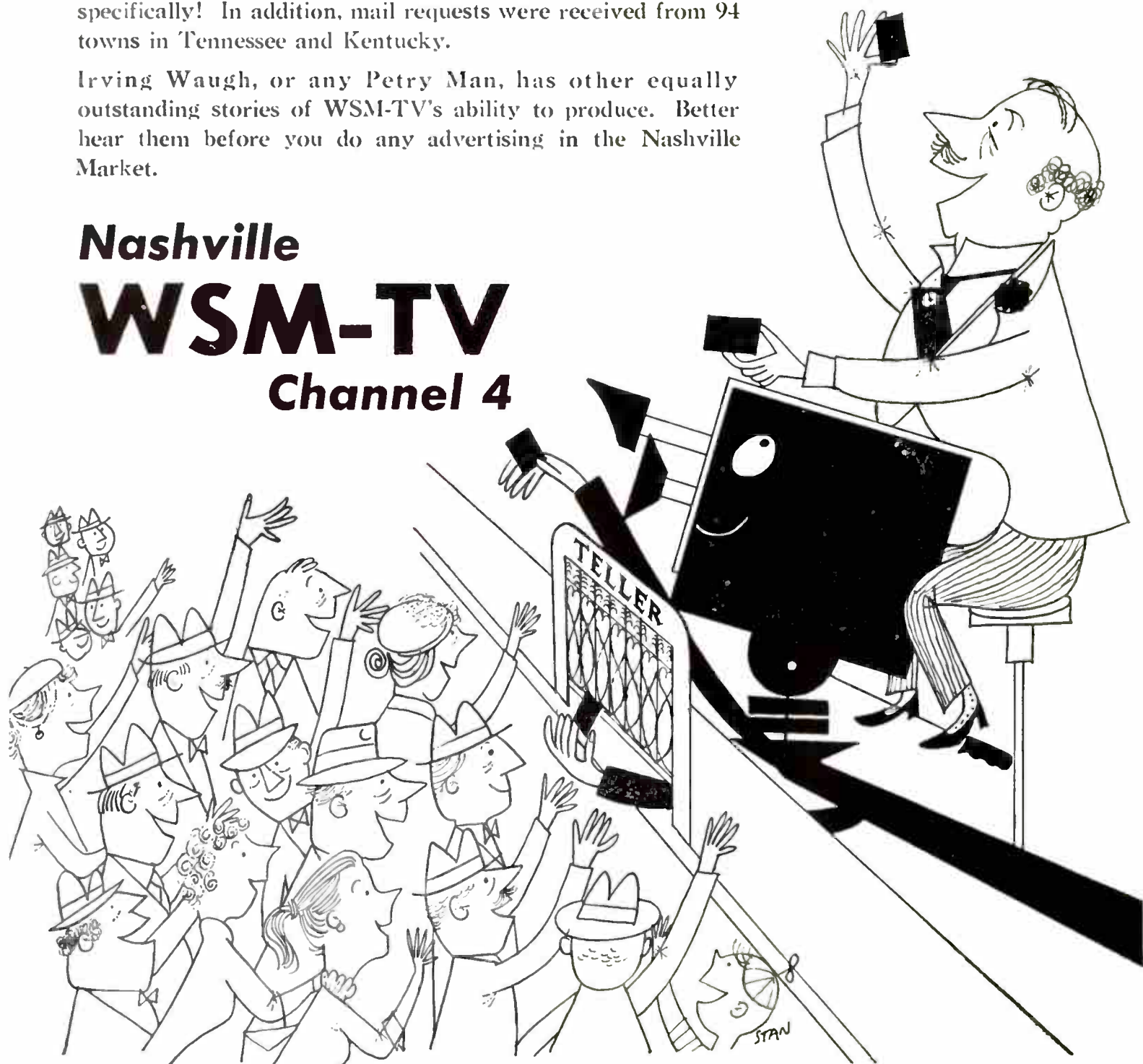
After sponsoring Movietime on WSM-TV for several months, the First American National Bank of Nashville decided to find out just how much audience this Sunday night feature really had.

On the May 4th program, a small plastic dime savings bank was offered to anyone who would stop by any one of American's 14 branches and ask for it.

By the end of banking hours Monday, May 5, 2252 banks had been given out. Four of the 14 branches had their supply completely exhausted. This, in spite of the fact that they were kept out of sight and given out only when asked for specifically! In addition, mail requests were received from 94 towns in Tennessee and Kentucky.

Irving Waugh, or any Petry Man, has other equally outstanding stories of WSM-TV's ability to produce. Better hear them before you do any advertising in the Nashville Market.

## Nashville WSM-TV Channel 4





# New and renew

## 1. New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Catspaw Rubber Co	S. A. Levyne	CBS TV 53	Quiz Kids; alt Sun 4-4:30 pm; 14 Oct; 7 wks
Florida Citrus Commission	J. Walter Thompson	DuMont	Happy's Party; Sat 11-11:30 am; 6 Sep; 17 wks
French Sardine Co	Rhoades & Davis	CBS TV 29	Arthur Godfrey Time; T, Th 10-10:15 am; 2 Sep; 52 wks
Hotpoint Co	Maxon Inc	ABC TV 64	Adventures of Ozzie & Harriet; alt F 8-8:30 pm; 3 Oct; 20 wks
Lambert Jergens Co	Robert W. Orr	CBS TV 29	It's News to Me; F 10:30-11 pm; 7 Nov; 52 wks
Lambert Co	Lambert & Feasley	ABC TV 64	Adventures of Ozzie & Harriet; alt F 8-8:30 pm; 3 Oct; 20 wks
Penick & Ford Ltd Inc	BBDO	NBC TV	Kate Smith Show; Th 4:15-30 pm; 2 Oct; 52 wks
Pillsbury Mills Inc	Leo Burnett	CBS TV 29	Arthur Godfrey Time; M, Th 10:45-11 am; 1 Sep; 52 wks
Standard Brands Inc	Compton	NBC TV 25	Howdy Doodie; Th 5:45-6 pm; 18 Sep; 39 wks
Westinghouse Electric Corp	Ketcham, MacLeod & Grove	CBS TV	Pick the Winner; Th 9-9:30 pm; 14 Aug; 13 wks
Westinghouse Electric Corp	Ketcham, MacLeod & Grove	DuMont	Pick the Winner; Th 9-9:30 pm; 14 Aug; 13 wks



## 2. Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Tobacco Co	BBDO	CBS TV 61	Biff Baker U.S.A.; Th 9-9:30 pm; 6 Nov; 52 wks
Bendix Home Appliances	Tatham-Laird	ABC TV 52	The Name's the Same alt W 7:30-8 pm; 10 Sep; 52 wks
Div of Avco Mfg Corp	William Esty	NBC TV	Aldrich Family; F 9:30-10 pm; 5 Sep; 52 wks
Campbell Soup Co	William Esty	CBS TV 60	Strike It Rich; M, W, F 11:30-12 noon; 30 June; 52 wks
Colgate-Palmolive-Peet Co	Sherman & Marquette	CBS TV 59	Strike It Rich; W 9-9:30 pm; 2 Jul; 52 wks
Colgate-Palmolive-Peet Co	Young & Rubicam	CBS TV 46	Sports Spot; W 10:45-11 pm; 4 June; 52 wks
General Cigar Co	Meldrum & Fewsmith	NBC TV	Kate Smith; F 4:30-4:45 pm; 12 Sep; 13 wks
Glidden Co	D'Arcy	DuMont	Kids and Company; Sat 11:30-12 noon; 9 Aug; 52 wks
International Shoe Co	D'Arcy	DuMont	Hollywood Screen Test; M 7:30-8 pm; 25 Aug; 52 wks
Ironrite Inc	Brooke, Smith, French & Dorrance	ABC TV 15	Arthur Godfrey Time; alt T, Th and M, W 10:15-30 am; 2 Sep; 52 wks
Owens-Corning Fiberglas Corp	Fuller & Smith & Ross	CBS TV 29	Beulah; T 7:30-8 pm; 30 Sep; 52 wks
Procter & Gamble Co	Dancer-Fitzgerald-Sample	ABC TV 32	Kukla, Fran & Ollie; alt Sun 6-6:30 pm; 24 Aug; 52 wks
RCA Victor	J. Walter Thompson	NBC TV	Schlitz Playhouse of Stars; F 9-9:30 pm; 4 Jul; 52 wks
Schlitz Brewing Co	Lennen & Mitchell	CBS TV 62	The Name's the Same; alt W 7:30-8 pm; 10 Sep; 52 wks
C. A. Swanson & Sons	Tatham-Laird	ABC TV 52	Tootsie Hippodrome; Sat 12:15-30 pm; 3 Aug; 26 wks
Sweets Co of America Inc	Moselle & Eisen	ABC TV 29	Martin Kane, Private Eye; Th 10-10:30 pm; 28 Aug; 52 wks
U. S. Tobacco Co	Kudner	NBC TV 64	Charlie Wild, Private Detective; T 9-9:30 pm; 2 Sep; 44 wks
Wine Corp of America	Weiss & Geller	DuMont	



## 3. Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KOLT, Scottsbluff, Neb	CBS	Gill-Keefe & Perna, N. Y.
WBRE, Wilkes-Barre	NBC	Headley-Reed Co, N. Y.
WCAN, Milwaukee	ABC	O. L. Taylor Co, N. Y.
WELI, New Haven	ABC	H-R Representatives, N. Y.
WGY, Schenectady	NBC	Henry I. Christal Co, N. Y.
WNEL, San Juan, Puerto Rico	Independent	H-R Representatives, N. Y.
WPDQ, Jacksonville	ABC	O. L. Taylor Co, N. Y.

## 4. New and Renewed Spot Television

SPONSOR	AGENCY	NET OR STATION	PROGRAM, time, start, duration
Best Foods Inc	Benton & Bowles	WNBT, N. Y.	1-min partic; 29 Sep; 26 wks (n)
Brown & Williamson Tobacco Corp	Ted Bates	WBZ-TV, Boston	10-sec stn break; 29 Jul; 52 wks (r)

Numbers after names refer to New and Renew category

- G. T. Duram (5)
- S. M. Sutter (5)
- W. L. Spencer (5)
- W. D. Fisher (5)
- H. H. Jaeger (5)

► In next issue: New and Renewed on Networks, New National Spot Radio Business, National Broadcast Sales Executives, Sponsor Personnel, New Agency Appointments

SPONSOR	AGENCY	NET OR STATION	PROGRAM, time, start, duration
Brown & Williamson Tobacco Corp	Russel M. Seeds	WDTV, Pittsb.	1-min anncmt; 28 Jul; 26 wks (n)
Brown & Williamson Tobacco Corp	Ted Bates	WNBK, Cleve.	20-sec stn break; 20 Jul; 52 wks (n)
Brown & Williamson Tobacco Corp	Ted Bates	WPTZ, Phila.	20-sec stn break; 20 Jul; 52 wks (n)
Brown & Williamson Tobacco Corp	Ted Bates	WPTZ, Phila.	10-sec stn break; 20 Jul; 52 wks (n)
Carr-Consolidated Biscuit Co	BBDO	WDTV, Pittsb.	1-min partic; 21 Aug; 18 wks (r)
General Baking Co	BBDO	WNBK, Cleve.	1-hr film, Hopalong Cassidy; 19 Jul; 13 wks (r)
General Foods Corp	Young & Rubicam	KNBH, Hlywd.	1-min partic; 24 Jul; 13 wks (n)
General Foods Corp	Young & Rubicam	WNBT, N. Y.	1-min partic; 18 Jul; 13 wks (n)
Hudson Pulp & Paper Co	Biow	WBZ-TV, Boston	20-sec stn break; 4 Aug; 52 wks (n)
Hudson Pulp & Paper Co	Biow	WNBK, Cleve.	20-sec stn break; 4 Aug; 52 wks (n)
Hudson Pulp & Paper Co	Biow	WNBQ, Chi.	20-sec stn break; 4 Aug; 52 wks (n)
Hudson Pulp & Paper Co	Biow	WNBW, Wash, D.C.	20-sec stn break; 6 Aug; 52 wks (n)
Hudson Pulp & Paper Co	Biow	WPTZ, Phila.	20-sec stn break; 5 Aug; 52 wks (n)
Hudson Pulp & Paper Co	Biow	WRGB, Schen.	20-sec stn break; 5 Aug; 52 wks (n)
Land O'Lakes Creameries Inc	Campbell-Mithun	WDTV, Pittsb.	20-sec anncmt; 21 Jul; 13 wks (n)
Lever Brothers Co	J. Walter Thompson	WRGB, Schen.	10-sec stn break; 27 Jul; 13 wks (n)
Lewis-Howe Co	Dancer-Fitzgerald-Sample	WNBQ, Chi.	20-sec stn break; 7 Aug; 21 wks (n)
Lewis-Howe Co	Dancer-Fitzgerald-Sample	WPTZ, Phila	20-sec stn break; 5 Aug; 13 wks (r)
Rapidol Distributing Corp	Dowd, Redfield & Johnstone	WNBK, Cleve.	15-min prog; 23 Jul; 13 wks (n)
Serutan Co	Franklin Bruck	WRGB, Schen.	1/2-hr prog, Boston Blackie; 21 Aug; 52 wks (n)
Standard Brands Inc	Compton	WBZ-TV, Boston	1-min anncmt; 11 Aug; 52 wks (n)
Standard Brands Inc	Compton	WNBQ, Chi.	20-sec stn break; 3 Aug; 52 wks (n)
Standard Brands Inc	Compton	WNBQ, Chi.	1-min anncmt; 5 Aug; 52 wks (n)
Standard Brands Inc	Compton	WNBW, Wash, D.C.	20-sec stn break; 21 Jul; 49 wks (n)
Westfield Planters Cooperative Fruit Products Inc	Kastor, Farrell, Chesley & Clifford	WDTV, Pittsb.	10-sec anncmt; 17 Jul; 13 wks (n)



### 5. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Fred E. Adams	G. M. Basford, N. Y., creative vp	Same, exec vp
Selig J. Alkon	Rand, L. A., vp	Same, N. Y., vp
Robert C. Barker	Hewitt, Ogilvy, Benson & Mather, N. Y., acct exec	Same, vp
Richard Bean	Pedlar & Ryan, N. Y., media dir	Dancer-Fitzgerald-Sample, media dir, P&G products
Sam Blake	American Inventory, N. Y., spec prom, pub	Ettinger, N. Y., head radio-tv dept
W. P. Booth	SSCGB, N. Y., exec	Same, vp
Payton Carroll	Ruthrauff & Ryan, Hlywd, acct exec	Hicks & Greist, L. A., mgr (new office)
Edgar W. Clark	Kenyon & Eckhardt, N. Y.	BBDO, Mnpls, acct exec
Bruce Dodge	Kenyon & Eckhardt, N. Y., radio producer	Weiss & Geller, Chi., radio-TV dir.
George T. Duram	C. E. Hooper, N. Y., acct exec	Geyer, Newell & Ganger, N. Y., media dir
Brooks Elms	Biow Co., N. Y., acct exec	McCann-Erickson, N. Y., acct superv, radio-tv
Wm. M. Engelmann	Abbott Kimball, N. Y., media dir	Same, also vp
William D. Fisher	Gardner, St. L., radio-tv dir	Same, vp
Tom Frandsen	KMPC, L. A., sls mgr	Irwin, L. A., vp
George R. Gibson	Walt Disney Productions, N. Y., merchandising mgr	Geyer, Newell & Ganger, N. Y., marketing dir
George H. Guinan	Robert W. Orr, N. Y., acct exec	Same, vp
Stairs Haynes	Dancer-Fitzgerald-Sample, N. Y., asst radio-tv dept head	McCann-Erickson, N. Y., acct superv, radio-tv
Chas. Lee Hutchings	French & Preston, N. Y., copy chief	Creamer, Hlywd., creative dir
Harold H. Jaeger	Can Manufacturers Institute, N. Y., marketing dir	Geyer, Newell & Ganger, N. Y., vp, gen mgr
Paul Lehner	Gardner, St. L., acct exec	Same, vp
John E. Malone	Anderson-McConnell Technical Publs, L. A.	Anderson-McConnell Adv, L. A., acct exec
Ren A. Meader	General Petroleum Corp., L. A., asst adv & sls prom mgr	Erwin, Wasey, L. A., acct exec
Neal Nyland	Benton & Bowles, N. Y., vp & acct supvr	Campbell-Mithun, Chi, vp, gen mgr
J. Erwin Perine	Abbott Kimball, N. Y., acct exec	Same, vp
Edward B. Pope	J. Walter Thompson, N. Y., acct exec	James Thomas Chirurg, Boston, media dir
Geo. Howell Shields	Gardner, St. L., acct exec	Same, vp
Mel Smith	Erwin, Wasey, L. A., acct exec	Same, vp
William L. Spencer	Gardner, St. L., copy chief	Same, vp
Samuel M. Sutter	William Esty, N. Y., vp-copy chief	Biow, N. Y., vp-copy chief
Joseph Thompson	"Today" NBC TV, assoc prod	N. W. Ayer, Hlywd, tv prod
Arthur W. Weil Jr	Hirshon-Garfield, N. Y., exec	Same, vp
Ward M. Wilcox	Glenn, Dallas, acct exec	Same, vp, head Dallas operations

### 6. Station Changes (other than personnel)

KFIR, North Bend, Ore., formerly LBS, now CBS  
 WCMB, Harrisburg, Pa., formerly independent, now MBS  
 WCVS, Springfield, Ill. joined MBS; also ABC affiliate

WJRD, Tuscaloosa, Ala., formerly LBS, now NBC  
 WCTN-TV, Minneapolis, St. Paul, call letters changed to WCCO-TV

Numbers after names refer to New and Renew category

Tom Frandsen (5)  
 G. H. Shields (5)  
 Paul Lehner (5)  
 G. H. Guinan (5)  
 W. M. Engelmann (5)

J. E. Perine (5)  
 R. C. Barker (5)  
 G. R. Gibson (5)  
 Fred E. Adams (5)  
 Edward B. Pope (5)







## "WITH THE COMPLIMENTS OF WHO, MA'AM!"

Yes — that headline is misleading. Rather than giving premiums or prizes here at WHO, we are building tremendous good-will by helping various community organizations throughout Iowa to get some of the things they want. New dishes for the P.T.A. Uniforms for the High School Band. Christmas toys for various child-welfare groups. Etc., etc., etc.!

For instance, we quote from the *Britt, Iowa News-Tribune* of March 5, 1952:

"It is evidently worth something to fill WHO talent performers with a good duck dinner to get the best results in entertainment. Mrs. O. W. Friedow took the personnel of the WHO Talent Show to her country home and served them a fine duck dinner Thursday evening just before their appearance at the school auditorium in a show sponsored by the Congregational Workers Guild. At the auditorium, a stream of folks moved into the lobby and 'crashed' the doors as early comers. By 7:15 the main auditorium was filled and the bleachers offered the next-best 'roost', after which chairs were carried in to take care of the overflow. About 700 people were seated. The various songs and farces followed one after another without any intermission. The crowd was kept in an uproar of laughter for two hours. The Workers Guild was well pleased with both entertainment and receipts."

Just a local news item — but *full* of the stuff that makes loyal and friendly listeners for WHO — *responsive* listeners for WHO advertisers.

WHO shows are produced in Iowa communities under auspices of local *non-profit* organizations. This has been going on for *years*. WHO has helped hundreds of community groups to raise money for local needs, with the result that literally *tens of thousands* of families have become our personal friends.

Is it any wonder that WHO is listened-to regularly by 69.4% (daytime) of all radio families in Iowa? For the complete, amazing story, contact WHO or Free & Peters!

# WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.  
National Representatives



... increased advertising ... customer mailings ... point-of-sale displays ... great







distribution for your product... greater sales in 2,100 St. Louis grocery stores!

## We know what's in store for you...

It's crystal clear! KMOX predicts bigger sales for you when you use Lee Adams' "Housewives' Protective League—Sunrise Salute" programs.

Your participation means that your product will be merchandised (and more of it sold!) in retail stores representing virtually every chain, association and neighborhood grocery in greater St. Louis.

Last season 2,177 grocers took part in Lee Adams' ANNUAL MERCHANDISING CAMPAIGN and featured more than a score of Lee Adams-advertised products—in 26 newspaper ads representing 5,000,000 home impressions—in customer mailings totaling 180,000 copies—and in literally thousands of store displays.

Comments from grocers, brokers and chain store executives all ran like this:

*"We have had a large increase in sales...."*

*"The response was very gratifying...."*

*"We wish to commend you on the fine results...."*

*"One of the finest business builders...."*

*"Our sales for that week more than doubled!"*

If you sell anything that's sold in St. Louis grocery stores, you'll sell *more* of it when you use the most sales-effective participating program in all St. Louis—Lee Adams' "HPL—Sunrise Salute" combination.

Lee Adams' 1952-53 MERCHANDISING CAMPAIGN starts soon. To assure your sales future in St. Louis, better call us or CBS Radio Spot Sales right away.

50,000 watts **KMOX**

"The Voice of St. Louis" • CBS Owned

Represented by CBS Radio Spot Sales



It's the  
**Shape of Things**  
that counts!

Look at  
prosperous,  
progressive  
Mobile

Metropolitan Population	Bank Deposits
1940 114,906	1940 \$ 65,593,663
1951 231,105	1951 \$201,663,957
% Increase 101%	% Increase 207%

... and don't overlook

# WKRG

**CALL**

Adam Young, Jr.  
National Representative

or F. E. Busby  
General Manager

*first* ON THE DIAL 710  
**WKRG**  
CBS

Mobile, Alabama

## New developments on SPONSOR stories



Four-organization joint promotion may spearhead trend, says Seitz (names below)

P.S.

**See:** "The new network merchandising era is here"

**Issue:** 17 December 1951, p. 32

**Subject:** Networks are putting more care into merchandising services

When a network, a local station affiliate, a retailer and a manufacturer get together in a joint promotional effort, new paths in merchandising cooperation are opened.

NBC, its Atlanta affiliate, WSB, Colonial Stores and the Philco Corporation have just completed such a promotion (from 10 July to 2 August), utilizing the complete promotional facilities of all four organizations. Fred N. Dodge, merchandising director of NBC stated that this initial venture was an experiment to determine the feasibility of establishing such a pattern for use with other retailers.

The plan worked like this: WSB carried a heavy schedule of announcements ballyhooing the availability of advertisers' products in Colonial Stores, as well as the fact that each of the 34 stores in and around Atlanta would give away a Philco air-conditioner to the lucky winner of a drawing. Colonial Stores spotlighted many WSB-NBC advertised food products in newspaper schedules, plugged the prize drawings for the air-conditioners in the ads as well as in the stores. At the point-of-sale, mass displays, colorful banners, shelf-talkers, price cards, shopping cart cards tied in the station call letters, the program times and the advertisers' products. All point-of-sale material was worked out by the NBC with Colonial Stores.

The plan for the promotion was evolved during a discussion between J. T. McConnell, general merchandiser of Colonial Stores; Frank Gaither, station manager of WSB; and Loy R. Lee, Atlanta merchandising representative of NBC.

At a dinner tendered by NBC to the other three participating organizations on 9 July in Atlanta (just before the promotion was launched), Joseph Seitz, president of Colonial Stores stated that it was, to his knowledge, the first time such an effort has been undertaken by network radio; he predicted that this new advertising pattern in which network radio, local affiliate, retailer and manufacturer join hands, might well be a common one in the future.

The photo above shows the key men involved in the plan (l. to r.): John M. Outler, WSB general manager; Joseph Seitz; Fred N. Dodge; W. C. Moseley, vice president, Colonial Stores.



# FIRST



## HOUSTON'S FIRST PULSE REPORT (APRIL - MAY 1952) CONFIRMS HOOPERATINGS!

Daytime ¼ Hours  
8:00 A. M. to 6:00 P. M.

Nighttime ½ Hours  
Monday through Sunday

**KPRC**

**26**

**40**

Network Station **B**

**10**

**22**

Network Station **C**

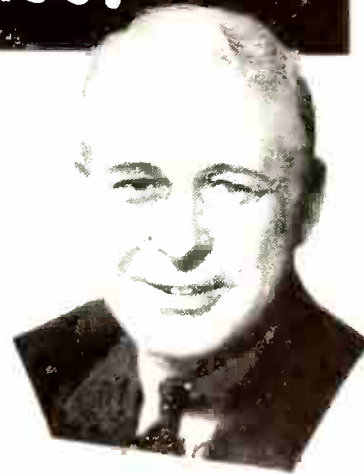
**4**

**4**

Network Station **D**

**0**

**18**



There's NO CONTEST between the rating services in Houston! Hooperatings through many years have been positively confirmed by Houston's First PULSE REPORT (April-May 1952) showing that now, as it has been for 27 years, KPRC is FIRST!

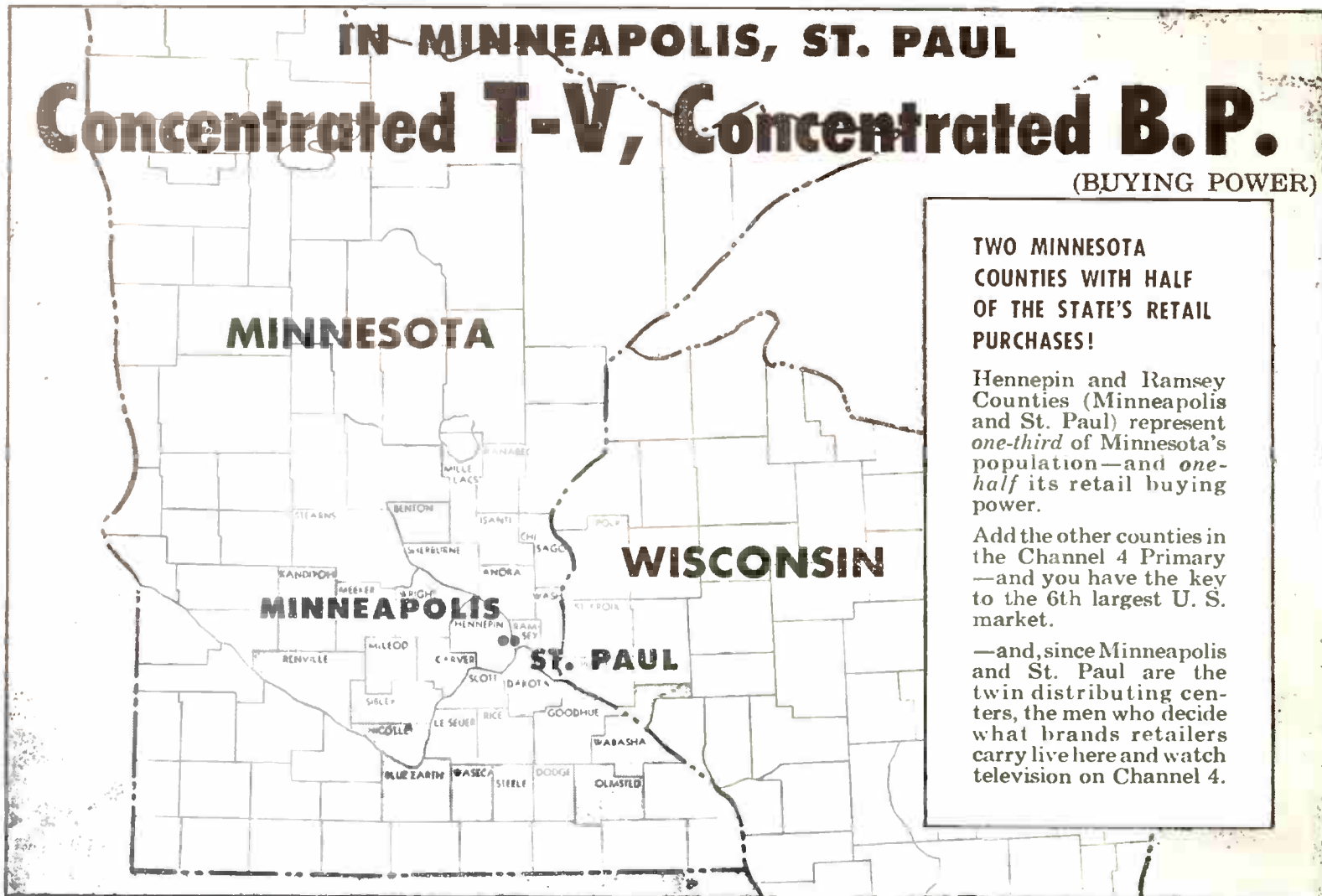
NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager

Nationally Represented by EDWARD PETRY & CO.

**IN MINNEAPOLIS, ST. PAUL**  
**Concentrated T-V, Concentrated B.P.**

(BUYING POWER)



**TWO MINNESOTA COUNTIES WITH HALF OF THE STATE'S RETAIL PURCHASES!**

Hennepin and Ramsey Counties (Minneapolis and St. Paul) represent *one-third* of Minnesota's population—and *one-half* its retail buying power.

Add the other counties in the Channel 4 Primary—and you have the key to the 6th largest U. S. market.

—and, since Minneapolis and St. Paul are the twin distributing centers, the men who decide what brands retailers carry live here and watch television on Channel 4.

**In Hennepin and Ramsey Counties—  
 49.7% of Minnesota's Retail Food Sales**

Don't confuse market conditions in the Twin Cities with those in eastern and southern areas. If you don't sell in Minneapolis and St. Paul, you can't sell profitably in our other towns.

**In Hennepin and Ramsey Counties—  
 54.3% of Minnesota's Retail Drug Sales**

In the Channel 4 (WTCN) primary is where *your* cash crop is located. Drug stores in the 20 county primary do 61.4% of Minnesota's Drug business.

**In Channel 4 Land—The Gray Area On The Map—  
 55.5% of All Retail Sales**

Concentrated Buying Power around the Twin City Area!  
 Concentrated T-V selling on WTCN-TV (Channel 4)  
 And—as Minneapolis-St. Paul buys . . . so buys Minnesota!  
 Let our representatives prove it!



**The Men Who Buy What Minnesotans Try Can Be Reached On Channel 4**

For example . . . T. G. Harrison, President of Winston and Newell Co., guides the policy and the buying. His firm sells over \$60,000,000.00 in foods each year. Super Valu and U-Save Food Stores—606 top flite independent grocers—operate in Minnesota, North and South Dakota, Iowa, and Wisconsin.

Mr. Harrison lives in Minneapolis—and says "I consistently watch fights, news and many other excellent shows on Channel 4—WTCN-TV."

*There's always more on Channel 4!*

WTCN

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS



ST. PAUL  
 MINNEAPOLIS





# Defaulver Believes He Has Proved He Can Be All Things to All Men

By Raymond Maley  
 He is observing the mental attitude of Billie Defaulver as he sits at the table in the rooming house at 1111 N. Broadway, Chicago. Defaulver, 34, is a former professional football player who has turned to acting. He is a former member of the Chicago Bears and has played for several other teams. He is now appearing in the role of a professional football player in a play. He is a former member of the Chicago Bears and has played for several other teams. He is now appearing in the role of a professional football player in a play.

# MacArthur Liked by Taft In 2nd Spot Senator Predicts Victory if Nominated

WASHINGTON, Aug. 6.—Senator Robert A. Taft of Ohio let a national television audience know tonight in unmistakable terms that he would be pleased to have General Douglas MacArthur as a Republican running mate.  
 Asked about reports that such a combination was under consideration, the senator declared that "it would be quite a ticket."  
 "It would be entirely up to General MacArthur," the Ohioan said, "but I would like to see whether he would accept." The words slipped out before the senator was able to catch himself and give his stock answer in such claimed questions—that, for obvious political reasons, he could not comment on the vice-presidential nomination.  
 The incident on the National Broadcasting Company's "Meet the Press" program was the more significant, however, because he said that had come up immediately with his usual answer when asked a few minutes earlier how he would feel about General of the Army Dwight D. Eisenhower as a running mate in his campaign for the White House.

# Illinoisian Gives Hint He'd Run

All of which shows how different is a man's views.  
 WASHINGTON, Aug. 6.—Senator Paul H. Douglas of Illinois was advanced again today as a possible Democratic Presidential nominee.  
 Frank E. McKinney, Democratic National Chairman, warned that no one could get to the White House unless he was willing "to work for it."  
 The chairman's comment was made as he was discussing Gov.

# M'KINNEY WARNING GIVEN STEVENSON

Presidency Is Seen Possible Only for Those Who 'Work'—Douglas' Name Advanced

# STEVENSON WON'T SAY FLATLY HE'LL REJECT PARTY BID FOR PRESIDENCY

Governor Asserts It Is 'Bridge I Can't Cross Yet,' Sees Little Likelihood That He Will

# '51 BID FOR INQUIRY ON MORRIS IS TOLD

Plea to McGrath on Ship Deck Preceded Appointment for Clean-Up, Sawyer Says

# PRESIDENCY Not On Platter For Any Man, Is Word Of Frank McKinney

Chairman Of Democratic Board Evades Query On Illinois Man

# Stevenson 'No' Is Show of Refusing Nominat

Illinois Governor Top Favorite in Prophets' Guesses About 1952 Democratic Nominee



BY BECOMING NEWS SOURCE, SHOW BUILDS PRESTIGE, AUDIENCE. HENCE IT IS LOOKED TO FOR BIG POLITICAL STATEMENTS



# Revere: \$1,000,000 TV

# sponsor without a sales problem

**Metals firm pot-and-pan line has 90% of market and copper shortage limits sales growth but ad policy is to build name for future**

**TV** The harassed agency men sweating out the hurly-burly of day-to-day competition must often look with yearning at the television advertising of Revere Copper and Brass, Inc. For Revere's ad copy—cool, assured, serene—must seem high above the heat of battle and far from the loud hawking of the bustling marketplace.  
 To Revere, its TV showcase, *Meet the Press* (Sunday, 7:30 to 8:00 p.m. on NBC) is a vehicle whose primary purpose is to softly peddle its greatest product: the Revere name. There are four basic explanations for this current institutional strategy.

1. With copper in short supply and the Government allocating the metal, Revere must avoid overselling its products—while making sure it does not undersell its name.  
 2. Industrial products as such do not lend themselves to a detailed sales pitch.  
 3. As far as copper-clad stainless steel kitchen utensils go, Revere has the market pretty nearly sewed up, but while its three utensil factories have been running up to their capacity in orders, Revere wishes to maintain its leadership.  
 4. Revere, conscious of its 151-year heritage and remembering 1932, when sales dipped to one-fifth the 1929 total, reasons that building up its name will

help insure it against the economic uncertainties of the future. In addition, Revere has recently built itself up as an important aluminum fabricator.  
 These facts about Revere, however, hide one of the more fascinating merchandising stories in the kitchen utensil business: the way this venerable firm, which had previously only gotten its feet wet in the consumer market, knocked the industry for a loop with its bold, imaginative introduction of a Cadillac-priced line of pots and pans. It scored a smashing success during 10 years of selling and proved that the mass market would absorb a premium kitchen product, proving that the average housewife seeks quality in utensils.



A recent survey indicated that Revere has sold about 90% of the copper-clad stainless steel kitchen utensils. Its chief copper-bottom competitor on the open market is Ekco Products Co., one of the giants of the consumer housewares business and manufacturer of a widely diversified kitchen line. Sears, Roebuck & Co. puts out a private brand copper-bottom line made for it by the Norris Manufacturing Co.

Starting from scratch in the late '30's copper-bottom utensils by 1951 accounted for 27.4% of the total dollar sales of all pots and pans in department stores. Other pot-and-pan figures are aluminum, 38.9%; glass, 10.6%; plain stainless steel, 7.1%; cast iron, 5.9%; enamel, 4.3%; and miscellaneous, 5.8%. Copper bottoms are the fastest growing kitchen utensil line according to the same survey mentioned above.

The most exciting aspect of Revere Ware's future is the fact that the line was really beginning to hit pay dirt for the second time (the first was shortly after its introduction) when a tightening in the copper supply developed. The way the digging began was this:

In 1946, St. Georges & Keyes, Inc., Revere's agency, conducted a survey for Macfadden Publications on the sales potentialities of the "wage-earner" group, particularly on the money available for hard goods. The agency was so impressed with the hidden lodes it discovered—the fact that more money was available than would normally be expected—that it decided to make a pitch to Revere, urging the copper firm to really go after the large wage-earner market, rather than confine itself to the smaller women's service magazine market. Revere was convinced (it was already receiving a good volume of orders from industrial towns) and as a starter the agency bought space in *American Weekly* and Macfadden's *True Story* in 1947-48. The tight copper situation intervened

and this advertising was discontinued.

Revere's sponsorship of *Meet the Press*, which began late in 1950, was not considered wholly as a substitute for mass market magazine advertising but was the result of a decision based on a test of TV's selling power and the feeling that Revere should get familiar with TV. A year before, Revere had bought 13 weeks on the WABD, New York, Kathi Norris show to find out whether video could successfully push its Revere Ware, especially the pressure cooker, then selling at \$14.95. The pressure cooker was meeting heavy competition from other brands and St. Georges & Keyes figured that if the New York metropolitan market was amenable to Revere's TV message, then a nationwide TV sales effort was worthwhile.

The cookers went very well in the New York market although hard goods were moving very slowly at the time. As to the entire Revere line, it was found that New York sales increased faster than elsewhere.

Revere and its agency then began casting around for a proper program. The worsening international situation plus Revere's radio experience with *Exploring the Unknown*, which it sponsored on the Mutual web from 1945 to 1947, suggested that an institutional format was the answer. The radio program was cancelled for a variety of reasons: (1) the feeling that it had done its job in renewing the consumer's acquaintance with Revere Ware; (2) the recurring of another one of those copper scarcities which seems destined to plague the U.S. in the future; (3) the decision to go into magazines where color was available.

Revere was pleased with *Exploring the Unknown* and was convinced by it that a public service or educational kind of program could command a large enough audience for Revere's purpose. Some of its Hooperatings were as high as 15 and an average



## Paul Revere & Son,

At their BELL and CANNON FOUNDRY, at the North Part of BOSTON.

**CAST BELLS**, of all sizes; every kind of Brass **ORDNANCE**, and every kind of *Composition Work*, for SHIPS, &c. at the shortest notice; Manufacture **COPPER** into SHEETS, BOLTS, SPIKES, NAILS, RIVETS, DOVETAILS, &c. from Malleable Copper.

They always keep, by them, every kind of *Copper fastening for Ships*. They have now on hand, a number of Church and Ship Bells, of different sizes; a large quantity of Sheathing Copper, from 16 up to 30 ounce; Bolts, Spikes, Nails, &c. of all sizes, which they warrant equal to English manufacture.

Cash and the highest price given for old Copper and Brass.

march 10

Old Venerable advertiser Revere ran this ad in 1800s

rating in 32 Hooper cities was six. Its listeners bought about 3,000,000 scientific pamphlets—at a dime a piece or 13 for a \$1. (Copy for the pamphlets was prepared by *Science Illustrated*, McGraw-Hill's post-war entry in the popular science sweepstakes.)

It is conceivable that if the Korean War hadn't intervened, Revere might have gone in for less of a starched-collar approach on TV. As it was, *Meet the Press*, which was being carried by NBC on a sustaining basis, served Revere's purposes admirably. It was carried on Sunday, the institutional day. It was figured that newsworthy statements uttered on the program would have little trouble in making Monday morning headlines since most political news breaks during the week. Until this past spring, it was aired during the late afternoon because superior nighttime slots were not available. Revere got a new evening segment in time for summer TV listening since Sunday afternoon audiences are

STORYBOARD OF PROPOSED COMMERCIAL SHOWS WHAT HAPPENS WHEN POTS AND PANS ARE STUFFED IN CLOSET, POINTS UP CONVENIENCE







**New** Modern advertiser Revere uses TV. "Meet the Press" shot shows Governor Dewey on program when he announced support of Eisenhower

comparatively small during the hot months. There has been some talk about the program being on the 10:30 to 11:00 p.m. slot in the fall.

This latter nighttime slot has recently been appropriated for the summer by one of Revere's competitors. Bohn Aluminum and Brass Corp., which simulcasts its *American Forum of the Air* and is a reminder that more than one metals firm followed Revere's footsteps in the Sunday, institutional approach. Aluminum Co. of America sponsors Ed Murrow's *See It Now* on CBS TV from 6:30 to 7:00 p.m. Alcoa makes aluminum kitchen ware and it, like Revere, divides its commercials between its industrial products and its pots and pans.

These Sunday public service programs have panned out pretty well for their sponsors as far as listenership goes. At the height of the winter listening season, *Meet the Press* reaches about 2,300,000 homes. The average Nielsen rating for the two weeks, 27

January and 3 February 1951 was 16.2.

Ekco, whose products are solely in the consumer category, sponsored *The Goldbergs* during the past season along with Vitamin Corp. of America ("Rybutal" vitamins) and Necchi Sewing Machine Sales Co. The program was on three times a week for 15 minutes until its summer hiatus began 4 July. The show will return in the fall on a single half hour weekly basis. The expectation is that one of the three last-year sponsors will buy the entire show but the problem of which one hasn't been settled yet.

At first glance, it might seem strange that Revere sells its pots and pans to women via politics (even Revere's agency admits that men have little to say about such purchases). But 48% of the *Meet the Press* audience are women, anyway (44% men, 8% children). Secondly, Revere is also selling copper products to men in industry and to the male consumer who is interested in the materials that go into the house he may buy or now lives in. Revere industrial salesmen have found a gratifying reaction to the program among men in the metallurgical business.

In its commercials on *Meet the Press*, Revere wisely decided to leave out the middle-of-the-program sales pitch and was rewarded with hundreds of grateful letters from viewers. The opening commercial is a gentle, dignified reminder that Revere Copper and Brass,

Inc., serves industry and the consumer with research and a variety of products and has been doing so for 151 years.

A typical commercial, used recently, went as follows: The TV picture dissolved into a flip board showing the United Nations Secretariat Building in the background with a close-up of a hand on a door-knob. A caption said: "WHEN YOU TURN A DOOR-KNOB." The announcer (unseen) repeated the caption and went on "...in any one of the United Nations major buildings, you meet Revere first hand. For Revere brass and bronze were used exclusively in the hardware for this great landmark of the world's hope for security. (Revere, it might be pointed out, does not make doorknobs but both brass and bronze are copper alloys.)

The commercial went on making similar points about Revere metals in a calculator and a new steam and dry iron (with corresponding flipboard pictures and captions) and ended up in a not-so-rash prediction that when there are rockets to the moon, Revere metals will in some way make the trip possible.

The program itself has four reporters throwing more or less embarrassing questions at a key political figure. It is the policy of moderator Martha Rountree not to let the debate get too hot. The questioning panel consists of permanent member, Lawrence Spi-

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OF USING SPECIAL WALL RACK FOR REVERE WARE







A. Deraney

Symbolized above is current search by agencies for proper split of dollars among media

# How TV is changing media buying patterns

**Agency trend spotters see  
swing to greater market-by-market  
interest with radio the gainer**

**over-all** The problem of how to split the media budget in the post TV freeze era seems to have taken precedence over all other dilemmas now under consideration by the top-level agency strategist. His conception of the way to allocate money to media is undergoing a process of re-evaluation which in scope is perhaps without comparison in the history of American advertising.

At the uppermost levels of decision-making in New York's leading advertising agencies, intensive studies have been under way for months with the object of charting the "quo vadis" of the advertising dollar in terms of tomorrow's, as well as today's, maximum efficiency. Of no small spur to this re-evaluation was the sudden awakening among executives in advertiser circles to the hard economic facts of TV (as reported in SPONSOR, 24 March 1952, "Top management probes air media.")

Men experienced in marketing direction and media choice for annual budgets totaling in the tens of millions of

dollars have been diligently pursuing the answer to this question: How can we fit the advertising budget into a pattern that meets the latest marketing techniques and shifts in media evaluations?

Under particular focus in this quest is radio. But also intimately related is where newspapers—especially the supplements, or metropolitan groups—and national entertainment magazines are headed. And, as noted in the opening paragraph, behind all these media probings television figures as the prime mover and unsettler of the apple-cart.

SPONSOR has gone to the men engaged in this giant job of trend spotting at seven of the nation's largest agencies. Each of these men were asked to speak freely in so far as company policy and self-interest permitted. Each agreed, provided their comments were not attributed to themselves or their agencies by name. (Despite their own conviction about the conservative soundness of their analyses, they feel inter-media factionalism, intra-agency

relations and other factors would raise a storm about them were they personally quoted or their firms named.)

The key conclusions of the agency men—likely to mold media planning for the next few years—are these:

1. The main attention of national advertisers is shifting from the national scene to the local. A tendency toward decentralization in budget concentration is becoming more and more apparent. Where once a network vehicle or a magazine campaign or a newspaper group came as second nature to such accounts, today the trend is to go into regional setups or market-by-market. Beneficiaries of this thinking will be spot radio, regional network radio, as well as locally selected newspapers to a lesser degree.

2. Radio has been severely over-penalized as the result of television's appearance. True, TV packs unprecedented and unmatched demonstrative—and therefore sales—power. True, TV has cut radio listening. However, radio's 96% penetration in the United



States is a factor of such overwhelming importance as to reduce other considerations. This medium is the only one, the agency men are advising their clients, which gives truly national coverage—the maximum degree of customer saturation—and will never be displaced in that regard.

3. The full appreciation of the thorough flexibility of radio and the economy derivable from its proper localization had not been arrived at by policy makers of business until recently.

4. The process of media decentralization will in due time become quite pronounced in TV also. With the expansion of TV and the corollary increased resort to TV film programs, the tendency will be to buy in terms of specific markets. This preference for market-by-market exploitation will increase in ratio to the galloping rise in the cost of national network coverage. In fact, the cost of TV in the matter of rates will determine the degree of the

advertiser's major stake in radio for at least the next five years.

5. Network radio in order to meet the competition from spot radio will have to become more and more flexible; maybe flexible to the point where it will be difficult to distinguish between the two.

6. More and more national advertiser money is being siphoned out to the local market through cooperative advertising. This movement accounts in perhaps no minor measure for the prosperity accruing to stations from local-retailer sales. As the strategy toward greater budgetary concentration in local markets takes on momentum, the ad manager will recapture control of this co-op money from the company sales manager, who now uses the co-op allotment mostly as a stimulator device with distributors and dealers.

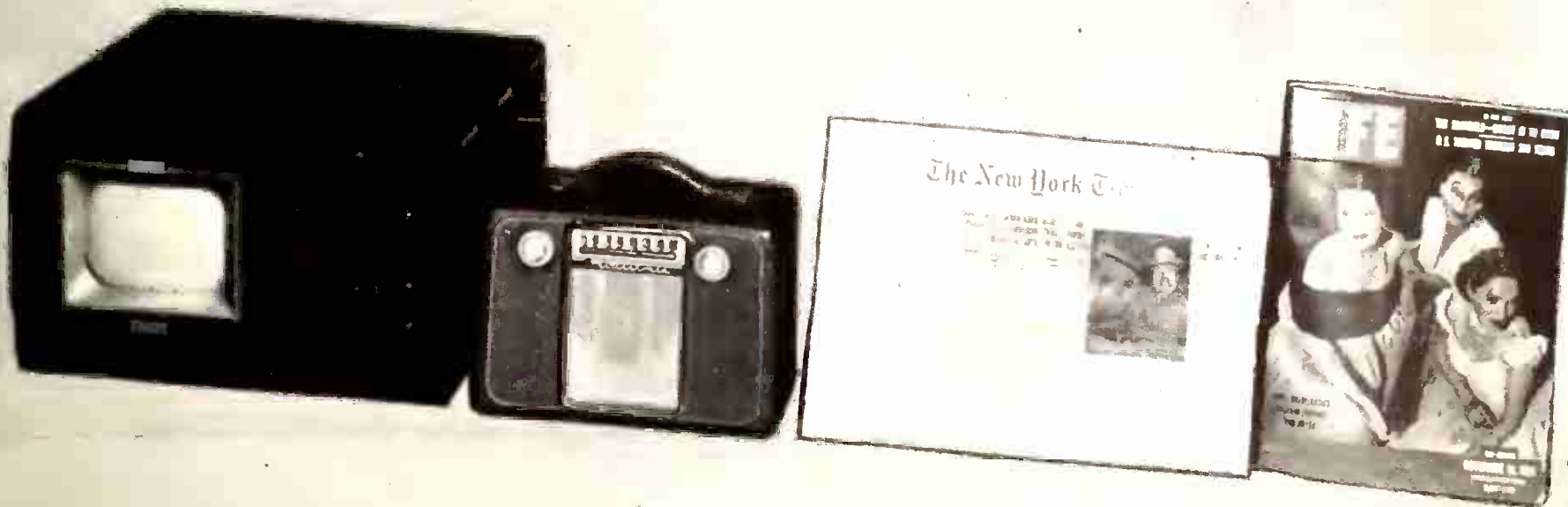
7. The new pattern will give recognition, among other things, to two cardinal marketing concepts long em-

braced by some of America's leading advertisers: (1) it is often better and cheaper to achieve No. 1 sales ranking in specific markets or regions than to diffuse your resources for an also-ran position everywhere and (2) buying habits for some products vary markedly according to regions. For instance, in some Midwest areas the smoking habits of women vary tremendously from those of New York women.

8. Radio, even with its mountainous availability of research material and manifold services, is still sorely in need of: (1) a more exhaustively documented story of the home's secondary and tertiary sets and out-of-home listening and (2) a spot checking service that is as national and inclusive as possible. Agencies will find this latter tool more and more a requisite as the scope of spot radio expands over the coming years. Incidentally, most of the media directors queried felt assured

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## How strategists in agencies appraise role of major media in post-freeze era



### TELEVISION

Agencies doubt medium will duplicate national coverage pattern of radio. They feel it will be used increasingly on spot and regional basis, especially because of high costs as well as recent emergence of film.

### RADIO

Aural medium has been overly penalized due to TV. Though it has lost audience, it is still deemed only truly national medium capable of quickly saturating the nation. Spot and co-op will get increased billings.

### NEWSPAPERS

Specific market coverage trend will hurt newspaper supplements benefiting individual newspapers, though not to the same degree that local radio stations will profit in the post-freeze years, agency men believe.

### MAGAZINES

Like network radio, the entertainment slicks will suffer, losing billings to television. But unlike net radio, magazines have no way of becoming flexible and taking on aspects of a market-by-market medium.



More than 100 TV net shows carry Advertising Council material. Red Cross publicity shot shows, left to right, Gordon C. Kinney, radio-TV director of the Council; Robert C. Williams, associate ad mgr., Sanka Division, General Foods; Gertrude Berg ("Molly" The Goldbergs); James Johnson, Young & Rubicam

# Good Samaritan of the advertising

**Sponsors, agencies, media through Advertising Council accomplish much**

**over-all** American advertising has been doing a yeoman job above and beyond the call of business and the selling of soaps and cereals. That job is public service advertising, which is carried on primarily through the public service campaigns of the Advertising Council, now in its eleventh year of operations.

Here, radio and TV put their best foot forward. Here, national advertisers, agencies and practically all the media band together in a cooperative, systematic effort to (1) push good

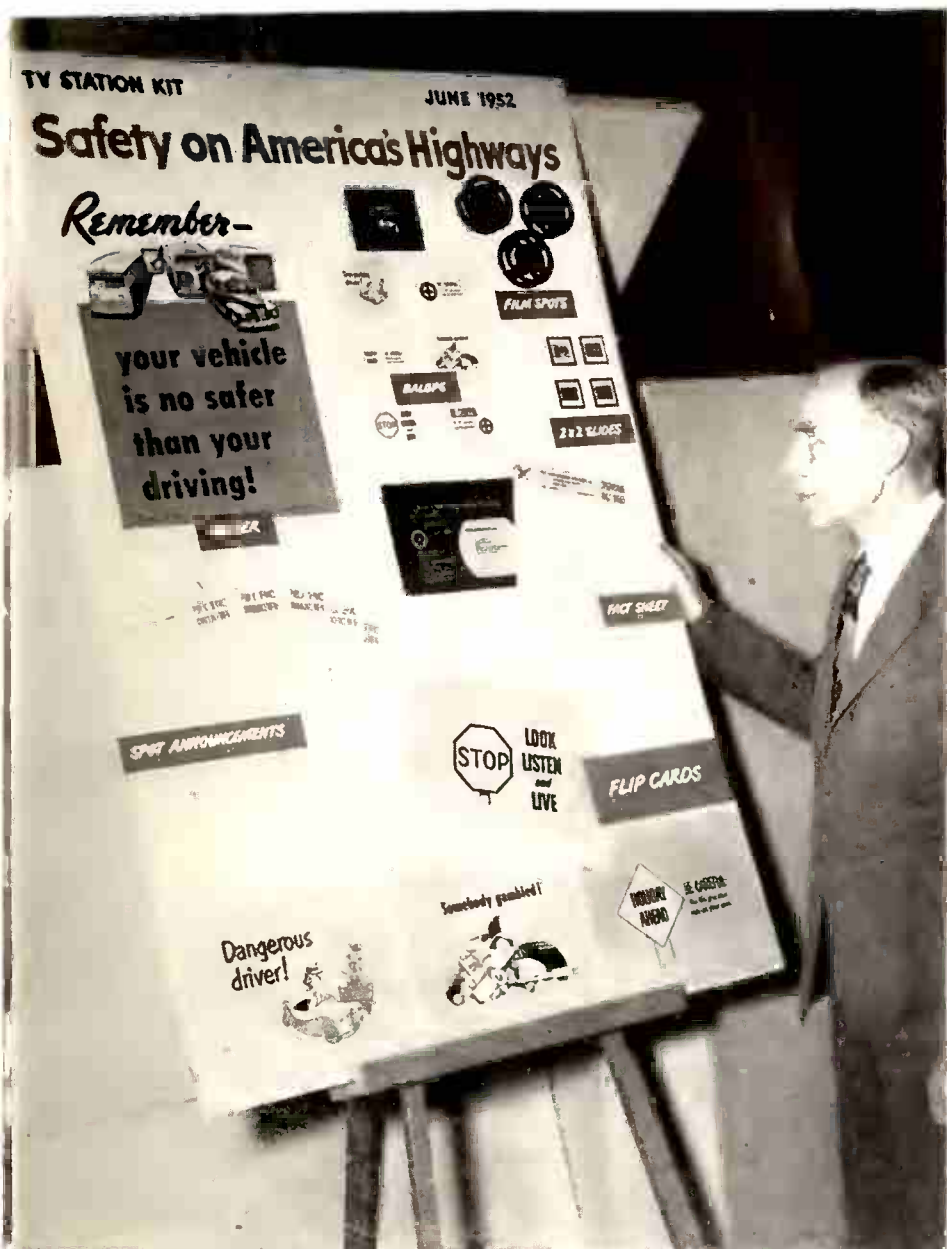
causes. (2) prove their interest in good citizenship and (3) create a sympathetic climate for business and advertising.

Has it been successful? Like any institutional approach, public service campaigns are not easy to measure as far as effectiveness goes. Advertisers, however, have been enthusiastic. Witness the fact that virtually every major commercial radio network program carries Advertising Council messages as do more than 100 commercial TV network programs.

In the printed media the story is similar. Nearly 1,100 magazines carried ads on behalf of U. S. Defense Bonds (only one of 16 major Council campaigns) during one year, according to the latest figures. During the same period (March 1950-March 1951) newspapers requested a total of 576,000 mats on various Council campaigns, with 40% of actual advertising contributed by the media themselves and the balance of the cost borne by local advertisers.

There are hints here and there of the





Allan M. Wilson, Council vice president, who oversees National Safety Council drives, shows TV station kit of advertising aids. Kits are made up by volunteer ad agencies

### What it costs to run

### Advertising Council for a year

### PROJECTED OPERATING BUDGET

Fiscal year—1 March, 1952 to 28 February, 1953

General Administration, including costs of screening and researching the requests for national campaigns, and covering the maintenance of branch offices at Chicago, Los Angeles and Washington	<b>\$175,000</b>
Administration of Campaigns	<b>121,000</b>
Information and Promotion	<b>75,000</b>
Production and Distribution of Campaign	
Materials	<b>126,000</b>
Round Table Forums	<b>100,000</b>
Campaign for Increased Productivity	<b>40,000</b>
American Economic System Campaign	<b>30,000</b>
Anti-Inflation Campaign	<b>30,000</b>
Under-financed Campaigns	<b>50,000</b>
<b>TOTAL</b>	<b>\$750,000</b>

# Industry

## with public service campaigns

interest aroused by the following campaigns and the impact of their messages:

- In July, 1951, the Council was called upon to help raise an emergency Red Cross fund of \$5 million to help flood victims in the Midwest. Radio and TV, selected because they could most quickly beam this appeal to the public, carried many special messages. Radio delivered 77 million home impressions (one set receiving one announcement) while the TV figure was
- (Please turn to page 129)

Agency task force for "Crusade for Freedom" maps strategy. L. to r., standing, Allan Brown, Bakelite v.p., coordinator; William J. Shallow, account executive. L. to r., seated,

William E. Baldwin, art director; Norman Robbins, copy; Anderson F. Hewitt, agency president; James J. Mullen, copy, and Deane N. Coords, creative head, radio-TV



# What does it cost to build a TV

To provide advertisers and agencies with some insight on the reasons for TV's high costs, SPONSOR commissioned Peter R. Levin, a station planning and management consultant, to draw up estimates of what it would cost to put a TV station on the air and keep it operating for the first year.

Just as there is no truly average man, there is no average TV station. For that reason, Levin conducted his studies on three levels, giving figures for three types of stations: (1) roughly the equivalent of a 250-watt station

in radio: (2) a 5,000-watt or equivalent; and (3) a 50,000-watt. Allowances for a price range within each group was necessary because of factors such as cost differences between brands of equipment, possible existence of adaptable AM facilities, terrain characteristics which affect tower costs.

Another factor which accounts for the wide range in costs within groups is the problem of securing a channel allocation. Application for an untested channel can be fairly inexpensive, but a dogfight between contes-

itants for a channel can turn into a drawn out, costly battle. Levin estimates that the cost of fees (legal, engineering, architectural, consultant) can range from nothing to \$300,000.

The basic assumption was that the lower-level station types would program 10 hours a day, with the lowest-cost station originating no local programs and the middle bracket station originating about 25% of its programs. The top-cost station is assumed to be on the air 15 hours a day, with programming equally divided between

## Cost to get TV station under way

	<i>(Figures in thousands)</i>					
	<i>Small Station</i>		<i>Average Station</i>		<i>Large Station</i>	
	<i>Low</i>	<i>High</i>	<i>Low</i>	<i>High</i>	<i>Low</i>	<i>High</i>
Transmitter w/xmitter control, Freq. and Mod. monitors, etc. ....	\$30.0	\$41.0	\$72.8	\$83.4	\$82.8	\$242.0
Antenna, transmission line, dummy load, etc. ....	16.5	27.9	18.0	40.0	18.0	75.5
					(no towers)	
Tower- 400 ft. ....	29.0	50.0	...	...	...	...
500 ft. ....	...	...	36.5	76.3	...	...
700 ft. ....	...	...	...	...	86.5	185.0
Audio/Video equipment and master control and studio control equipment, including sync generators, control consoles, monitors, power supplies, etc. ....	21.4	22.4	34.6	52.0	51.2	76.4
Film cameras and projection equip. ....	13.5	15.6	15.6	20.7	22.9	50.5
Film developing and recording equip. ....	...	...	...	...	...	24.0
Studio and field equipment, including studio and/or field cameras, camera mounts, microphones, cables, etc. ....	3.1	3.1	29.0	33.7	89.9	93.4
Studio lighting ....	None	None	3.0	10.0	7.0	20.0
<b>TOTAL BASIC STATION</b>	<b>104.4</b>	<b>164.0</b>	<b>212.4</b>	<b>320.1</b>	<b>361.2</b>	<b>786.8</b>
Microwave relay, studio to xmitter (opt.) ....	...	...	13.0	13.0	13.0	15.5
Mobile unit w/transmitter equip. (opt.) ....	...	...	20.0	51.0	23.5	37.5
<b>STATION EQUIP. TOTAL</b>	...	...	<b>235.4</b>	<b>404.4</b>	<b>397.7</b>	<b>839.8</b>
Building(s), transmitter and/or studios, alterations or new construction, including air-conditioning ....	0	25.0	25.0	90.0	60.0	1,000.0
Furnitures and fixtures, office and shop ....	1.0	3.0	3.0	6.0	6.0	12.0
Fees, legal, engineering, architectural, etc. ....	0	10.0	10.0	30.0	30.0	300.0
<b>GRAND TOTAL</b>	<b>105.4</b>	<b>201.0</b>	<b>273.4</b>	<b>530.1</b>	<b>493.7</b>	<b>2,151.8</b>

## STATION CHARACTERISTICS

### Small station

Has the following characteristics: 500-watt transmitter; no studio cameras; 400-ft. tower; network and film programming only; all operations at transmitter site. In "high" group, some provision in building for temporary quartering of personnel.

### Average station

Has the following characteristics: kilowatt transmitter may be 2, 5, or 10; two field cameras used in "low" station, two studio cameras used in "high"; 500-ft. tower; if transmitter and studios at different locations, uses relay; single-studio operation. In "low" station, use of field equipment as studio control with no separation from master control is assumed. Assumes "high" station has studio control equipment with separation from master control in anticipation of growth.

### Large station

Has the following characteristics: 5 to 50 kw transmitter; 50 to 200 kw ERP; two studios with two dual studio camera chains and one triple field camera chain; "high" station has added 35 mm film projectors and camera chain; "high" building cost is over-inflated, but some want fancy setup. Costs can vary enormously in combination of transmitter, antenna and tower height or site atop building. Heavy fees in "high" group assume a protracted court hearing to secure channel, high engineering fees, first-rate architects and consultants, and general lack of experience management.



# station?

Now that race to get new stations on air has started, here's a breakdown designed to show admen why time is priced high

network source, film and live-studio originations. Based on these characteristics, a station's operating costs during the first year could swing anywhere from \$140,000 to \$1,099,100, with the latter figure being conservative.

How terrain affects costs is illustrated by the tower costs figure which ranges from \$29,000 to \$185,000. The caliber of personnel used in technical and producing operations can swell salaries from \$30,000 to \$385,000. The lowest salary figure assumes the use of some inexperienced personnel.

To many a broadcaster, used to dealing in radio's costs, these figures were dream shattering. Station operators who had turned a neat dollar in radio and hoped to do even better in TV approached the subject cautiously. An analysis of their market area, either by their own personnel or through independent consultants, discouraged a number of radio station owners who had hastily filed application for a CP.

It should be noted that all costs given below are based upon today's prices for today's markets. After Peter Levin

submitted his figures, SPONSOR turned them over to various industry authorities for checking, was assured that the estimates were valid.

Advertisers and their agencies may be surprised at the figures given and may look at rate cards with less askance after digesting the information shown. Sponsors might use a rule of thumb suggested by NBC v.p. William Hedges, "Figuring TV costs isn't too difficult. Merely take your radio figures and multiply them by four; usually you won't be far off." ★ ★ ★

## TV station operating costs for one year

	(Figures in thousands)					
	Small Station		Average Station		Large Station	
	Low	High	Low	High	Low	High
Non-personnel operating costs, including general maintenance and/or rent, studio and transmitter maintenance, power, and transportation ..	\$12.5	\$12.5	\$24.0	\$37.5	\$55.0	\$85.0
Salaries and wages of technical and production men, including (where applicable) chief or asst. engineers; technical director; program manager; audio, video, and transmitter operators; maintenance men; projectionists; artists; staff announcers; etc.....	30.1★	49.8	75.8★	116.0	255.0	385.3
Program costs, including materials, rentals, license and copyright fees, services, etc..	55.0	122.0	63.9	181.0	149.0	274.0
Sales and administrative costs, including salaries of salesmen and administrative personnel, office supplies, etc....	16.1★	24.8	24.9★	45.8	68.5	83.5
Executive salaries including (where applicable) general manager, commercial manager, and the optional drawing of salaries by officers not on full time.....	7.0★	37.5	9.0★	52.5	56.5	102.5
Promotion and advertising expenses .....	5.0	10.0	5.0	22.5	30.0	60.0
Depreciation, computed at differential rates to include equipment, fixtures and building .....	8.2	15.6	35.1	44.1	61.1	108.8
Miscellaneous costs, including special supplies and services, insurance, research, extraordinary program costs, local and state taxes, etc.....	6.7	25.0	11.9	46.4	68.3	99.9
<b>GRAND TOTAL</b>	<b>140.6</b>	<b>297.2</b>	<b>249.6</b>	<b>545.8</b>	<b>742.4</b>	<b>1,099.1</b>

†Combined AM-TV operations.

★Some joint use of personnel in AM and TV.

## STATION CHARACTERISTICS

### Small station

It is assumed that: proportions of programing are 50% network on a bonus basis, 50% film; station on the air 10 hours a day; "low" group would have 80% sponsorship; promotion and publicity will be handled by a station executive. Middle ground for small stations would be about \$230,000 if operated in conjunction with an AM station. Deduct \$5,000 to \$10,000 if officers do not draw upon corporation, except for services rendered. In many cases, contingency fund can be reduced by 90%.

### Average station

It is assumed that: proportions of programing are 50% network, 25% film, 25% live studio; station on the air 10 hours a day; "low" group would have 80% sponsorship; promotion and publicity will be handled by a station executive in "low" group; "high" group has a separate employee for promotion and publicity with added staff personnel in contingency fund. Middle ground for this group would be about \$450,000. Deduct \$5,000 to \$25,000 if officers do not draw except for services. Contingency fund may be reduced as much as 90%. Under some circumstances, low operating costs can be shaved to about \$220,000.

### Large station

It is assumed that: proportions of programing are 1/3 network, 1/3 film and 1/3 live studio; station on the air 15 hours a day. Middle ground for this group: about \$850,000. Under some circumstances, "low" operating costs can be shaved to about \$600,000. They can also go above \$1,200,000. Note that figures in this group correspond closely to published figures of WTMJ-TV and appropriate averages released by FCC.

## KNIFE OFFER

SPONSOR: Roma Macaroni      AGENCY: Richard Meltzer  
CAPSULE CASE HISTORY: *Roma Macaroni bought eight participations on the Chef Cardini Show for \$560. With these eight announcements they hoped to win new housewife customers by offering a special knife premium for 50¢ and a Roma label. From these eight announcements on the Monday through Friday, 1:00 to 2:00 p.m. program, Roma received 5,976 requests for the knife sets. Cost was only 9.4¢ per response.*

KGO-TV, San Francisco      PROGRAM: Chef Cardini Show

## PEN PREMIUM

SPONSOR: Peter Paul Inc.      AGENCY: Maxon  
CAPSULE CASE HISTORY: *This candy maker offered a three-color pen premium on the Thursday night Gabby Hayes Show, once a week for six weeks. Show costs about \$1,300 a program. Viewers were asked to send in 25¢ and one candy wrapper for each pen requested. Over the six-week period, 253,649 orders were received; that is, 253,649 candy bar sales for Peter Paul, in addition to \$63,412.25 in quarters being mailed in.*

NBC TV, New York      PROGRAM: Gabby Hayes Show

## ROSE BUSHES

SPONSOR: Jackson & Perkins Co.      AGENCY: Huber Hoge  
CAPSULE CASE HISTORY: *This plant nursery company specializes in mail order garden items like rose bushes. During a single garden film program on a weekday evening they offered rose bushes at \$4 each. From this single 9:45 to 10:00 p.m. show costing \$540 they pulled in 2,200 orders for rose bushes—a sales gross of \$8,800 for their \$540 TV investment.*

WWJ-TV, Detroit      PROGRAM: Garden Film

## DOG-CAT FOOD

SPONSOR: Calo Dog Food Co.      AGENCY: Frank Wright  
CAPSULE CASE HISTORY: *Calo advertised dog and cat food on five weekly Ghost Rider (half-hour film) participations at about \$199.50 per participation. At the end of less than two months Calo reported this sales-distribution progress: an average 50% retail sales increase in all Philadelphia grocery outlets handling the products, or thousands of dollars worth of new business. Also, because of stimulated demand, they got distribution in one of the city's largest chain stores.*

WCAU-TV, Philadelphia      PROGRAM: Ghost Rider

## SHAMPOO

SPONSOR: Hartmann Co.      AGENCY: Direct  
CAPSULE CASE HISTORY: *Lano-Curl is a shampoo distributed by the Hartmann Co. To show its uses, Hartmann sponsored series of 10-minute demonstration programs at 11:30 p.m. Friday and midnight Saturday. The first program produced 130 orders with the majority of them for \$3 items, some double orders. During the entire six-week campaign, every \$90 show produced in excess of 100 orders or a minimum of well over \$300 in sales per program.*

WDSU-TV, New Orleans      PROGRAM: Demonstrations

## VACATION GUIDE BOOK

SPONSOR: N. Y. State Dept. of Commerce      AGENCY: BBDO  
CAPSULE CASE HISTORY: *With vacation time approaching, the N. Y. State Department of Commerce scheduled afternoon participations on the Ted Steele show to promote New York resorts. As an interest-stimulator people were asked to write in for a free vacation guide book. A weekly two-announcement schedule for \$300 was run from 7 April to 9 June. At the end of this period, the department reported 7,600 guide book requests.*

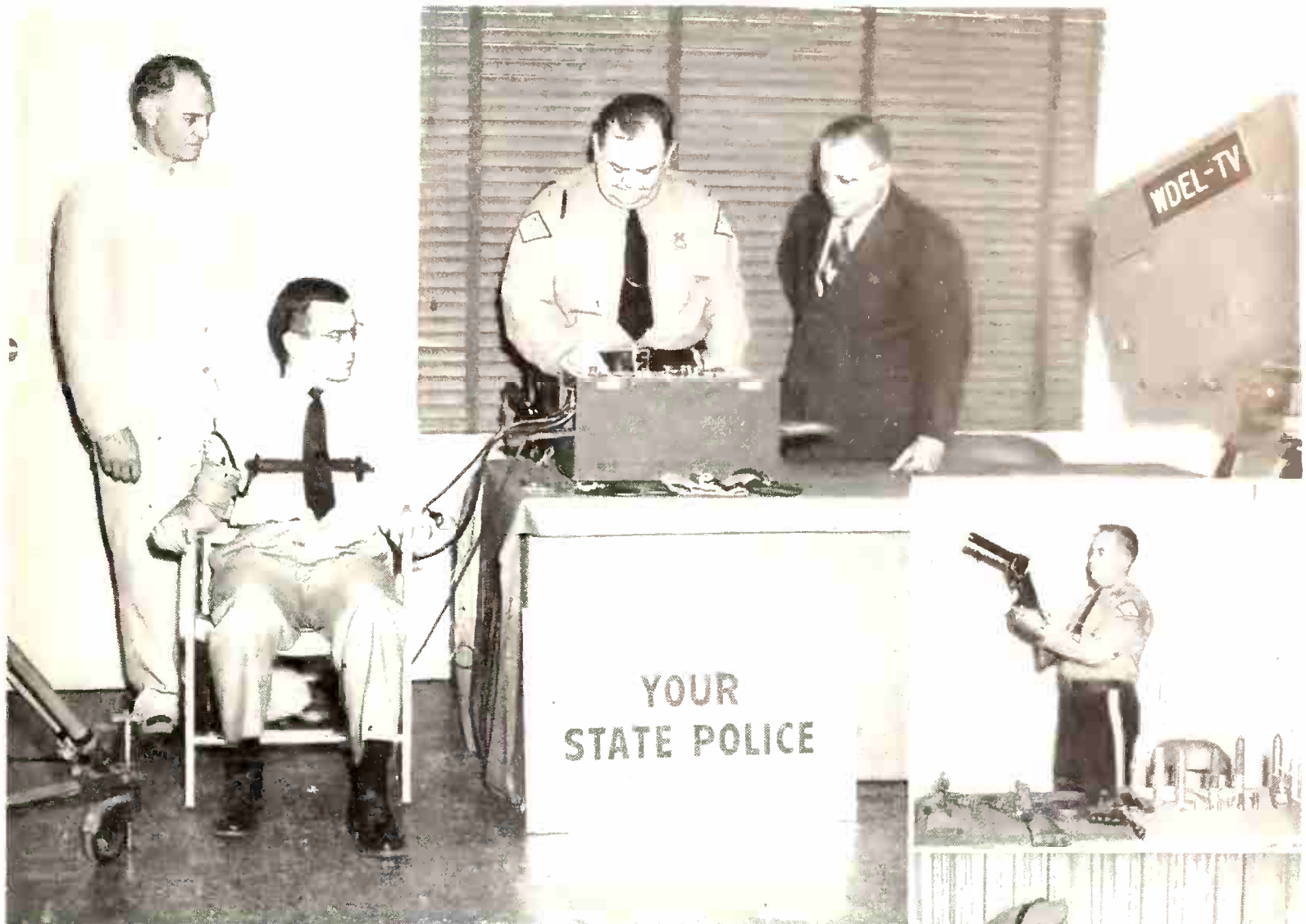
WPIX, New York      PROGRAM: Ted Steele

## EXERCISE MACHINE

SPONSOR: Exercycle of Los Angeles      AGENCY: Dean Simmons  
CAPSULE CASE HISTORY: *Exercycle placed a single one-minute announcement on Bill Stulla's Parlor Party. Within 30 minutes of this Wednesday afternoon commercial, more than 40 phone calls were received by the station from interested viewers, all of them inquiring about the \$325 Exercycle. In less than 30 minutes, at a cost of \$100, Exercycle netted more than \$13,000 in sales leads.*

KNBH, Los Angeles      PROGRAM: Bill Stulla's Parlor Party





# Know "Your State Police"

Delawareans *do* know their State Police, thanks to an exciting weekly program, seen on WDEL-TV at 10:30 p.m. Monday nights. Purpose of the program is to supply the citizens of Delaware with first-hand information about the work of the State Police, and to demonstrate the efficient way in which that work is performed.

On a recent Monday night, WDEL-TV's Jim Adshead submitted to a lie-detector test, administered by Lt. C. C. Seitz, of the Delaware State Police, while Col. Harry L. Shew and Maj. Carl Schnetter watched with interest. Another recent telecast featured Lt. William H. Horney, in an

exhibit of firearms; and Trooper First Class Linden F. Ballance, in a realistic firearms demonstration.

"Your State Police" is one of a number of stimulating public-service programs presented by WDEL-TV as a contribution to better community understanding.

**WDEL-TV**  
 Wilmington, Delaware  
 A STEINMAN STATION



Represented by  
**ROBERT MEEKER Associates** Chicago • San Francisco • New York • Los Angeles

# *tale of two*

Observe the rooftop on the left.

It marks a *television* home, of which the U.S. now contains some *17,100,000* — each one located somewhere within range of a television station.

Represents quite an advertising market, doesn't it?

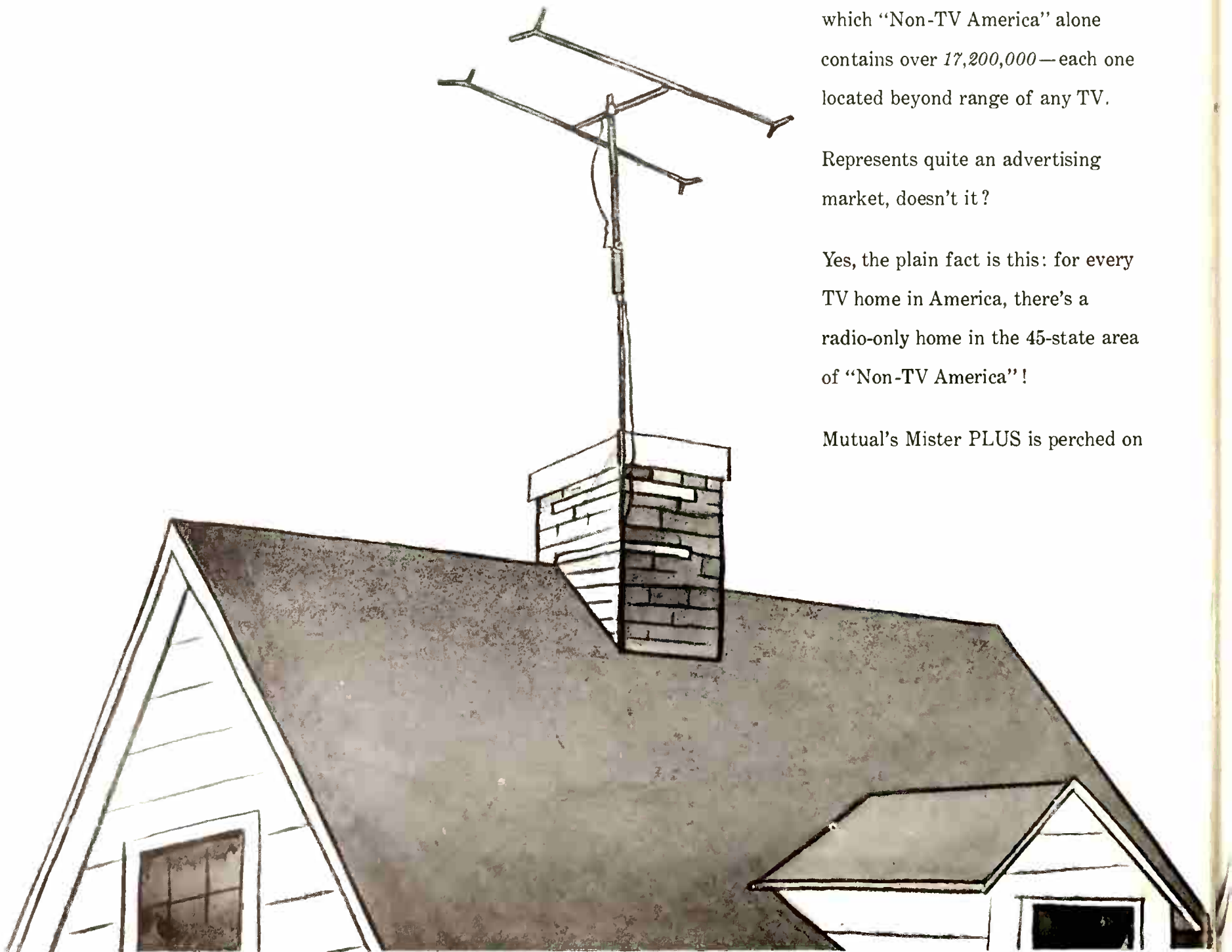
Look now at the rooftop on the right.

This marks a *radio-only* home, of which "Non-TV America" alone contains over *17,200,000* — each one located beyond range of any TV.

Represents quite an advertising market, doesn't it?

Yes, the plain fact is this: for every TV home in America, there's a radio-only home in the 45-state area of "Non-TV America"!

Mutual's Mister PLUS is perched on





# rooftops...

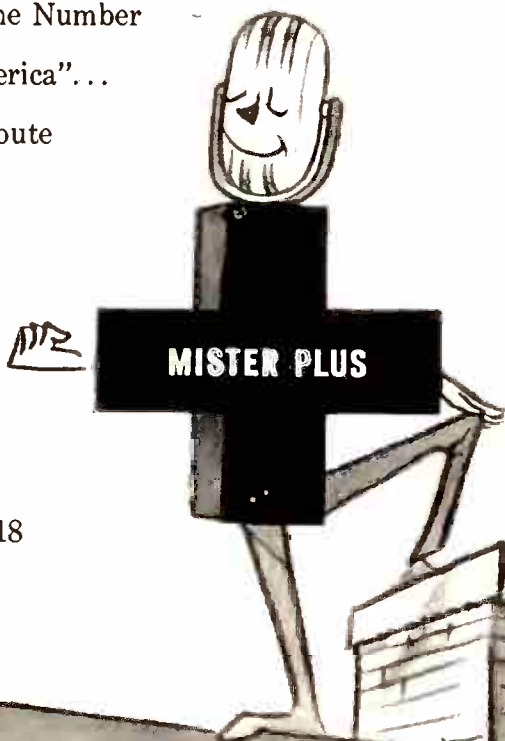
the righthand rooftop for a very simple reason. An independent, 1,000,000-interview research into actual listening throughout "Non-TV America" (Feb.-Mar., '52) proves that Mutual dominates this entire market by 2 to 1 over any other network.

What's more, Mister PLUS earns this rooftop perch for his clients by another simple fact: Mutual serves "Non-TV America" with more stations than the three other networks combined.

No wonder Mutual offers the Number One route to "Non-TV America"... as well as the lowest-cost route to all America.

Compare audiences...  
compare networks...  
and consult  
Mister PLUS...

1440 Broadway, New York 18



*the*  
**MUTUAL**  
*network*  
*of 560 affiliates*

— 416 FOR "NON-TV AMERICA" ALONE

**Radio**

...and now a message from our sponsor

**TV**

by Bob Foreman

It's amazing how little you can get away with on television. Exposed to the TV camera, the slightest tinge of phoniness is not only apparent but becomes magnified to a degree where it annoys even the most insensitive viewer and militates against his enjoyment of the program or belief in the commercial. Those who went through radio will recall only too well the horrible dialogue which all too often slides by in the medium. You find this kind of copy at its ultimate worst in those so-called dialogue commercials—the kind in which two women talk about a product in the most unnatural and noncolloquial terms. . . .“Oh, Ethel, whatever have you done to your hands? They have that soft-as-silk-look.” And then Ethel answers:

“I'm applying new Bloop Hand Cream daily and twice on Sundays, Mary. You should try it too. And also use it on the children in the bath. It's homogenized!”

Somehow this palaver isn't too bad when just heard. At least it gets by when a good actress delivers it. But put these same words in the mouths of two actresses and place them in front of a TV (or motion picture) camera and their unbelieveability becomes hideously apparent. The fact that nobody talks this way is readily obvious to anyone—including a 10-year-old. For example, I've seen my own kids wince at some of the dialogue in commercials, especially at the phony wordage delivered by youngsters about breakfast foods.

So, I'd say *if seeing is believing*, what is seen better darn well be

believable.

The political convention, as a case in point, showed this off to great advantage. The inquisitiveness of the TV camera at these spectacles, ferreting out the supposedly hidden asides, the unpleasant and irrelevant gestures of the speakers, visualizers in plain view, the inattentiveness of the audience, the glaring visualization of the fluffs in the speeches—all this served to point up ineptitude and buffoonery far more than radio ever does.

Another case: Because so many people came up to talk to him, Governor Dewey wasn't able to pay attention to Representative Joe Martin's talk. The camera dwelled at great lengths on Mr. Dewey during this part of the Republican Convention, so at the end of Mr. Martin's address when we saw the Governor politely applauding, it became a stark bit of business.

Then there's *My Little Margie*. I've heard a lot of unfavorable comment about this film show which is, as you know, the *I Love Lucy* replacement. Actually, the program is basically sound. The two central characters are essentially sympathetic. But where the show does fall down, and falls down miserably, is in *the lines* the two players have to deliver. Neither Charles Farrell nor Gale Storm can possibly get away with the phony dialogue, the cute phrasing, and those gags that try so hard. Nor could Alfred Lunt and Lynn Fontanne.

If, many weeks ago, somebody had red-pencilled these scripts mercilessly, I think the situations

would have held up well, hence we'd be liking the two people in the program rather than shying away from them. I've a sneaking suspicion that the dialogue is written by radio writers. It has that glib audio-only sound to it. And for some reason, as I said, you can get away with it on radio.

Evidently, this bear that we have by the tail—television—is not only the fabulous thing we know it to be but a real beast when mistreated that makes it very dangerous to have around the house—for program writers and commercial writers alike.

## commercial reviews

### TELEVISION

SPONSOR: **Clorox**  
AGENCY: **Dancer-Fitzgerald-Sample, Inc., N.Y.C.**  
PROGRAM: **"Date with Judy"**

The commercial format for this show is sound though somewhat undistinguished, sure-fire though a trifle commonplace. A top quality announcer, one of the few **gents** who can convey conviction without nervousness, Allyn Edwards, delivered a very straight opener which ended with the usual close-up of the product.

The middle break was a slightly longer opus with no holds barred—a young couple kissing, a jingle and some simple animation that made graphic the sources of offending breath.

This latter category included garlic-y salad and heavy smoking, as well as an implication of the evidently *verboten* word whiskey; this last idea is put across to the hard drinking set by a line drawing of a tall glass and the not too cryptic words—"tell-tale beverages."

Edwards was on camera all by his lonesome again at the third commercial and again was intimate without being cloying, hard-selling without being overbearing.

I'm about 98% for this format, but, as I said, I still miss some gimmick or visual trick or gadget to make the product name or its main theme of kissing-sweet breath register more firmly.

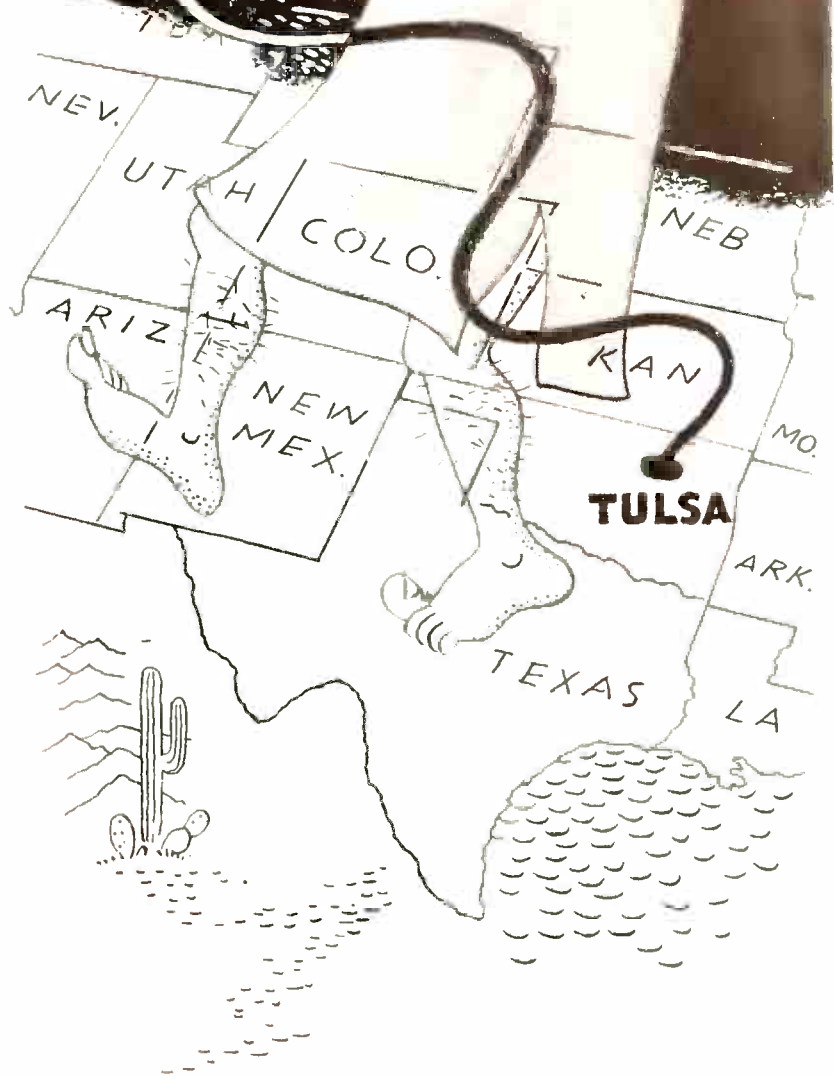


# SLEEPWALKER'S SERENADE

*SLEEPWALKER'S SERENADE*, two and one-half hours of "captivating the unusual" in a style unique with Doc Hull, KVOO's ace nighttime disc jockey, is the favorite program of thousands of listeners all over the United States. Scheduled from 12:05 A.M. to 2:30 A.M. seven days a week, *SLEEPWALKER'S SERENADE* is the ideal vehicle to sell any product with nation-wide distribution and universal appeal. There's music, witty remarks, interpolations by the engineer on duty and an occasional unrelated recorded remark taken from another program to give that "gig" to the listener which veritably sweeps him off his listening feet! In a field uncrowded by even the commonplace, *SLEEPWALKER'S SERENADE* is the unusual, standout program in the top bracket of after midnight shows.

So, we say again, if you want to sell a product with universal appeal, or a product of first appeal to men, then buy yourself a piece of *SLEEPWALKER'S SERENADE!* There's a bit of it left and it might as well be yours.

See your nearest Edward Petry & Company office or call, wire or write KVOO. But do it now!



KVOO operates 24 hours per day  
7 days per week.

## RADIO STATION KVOO

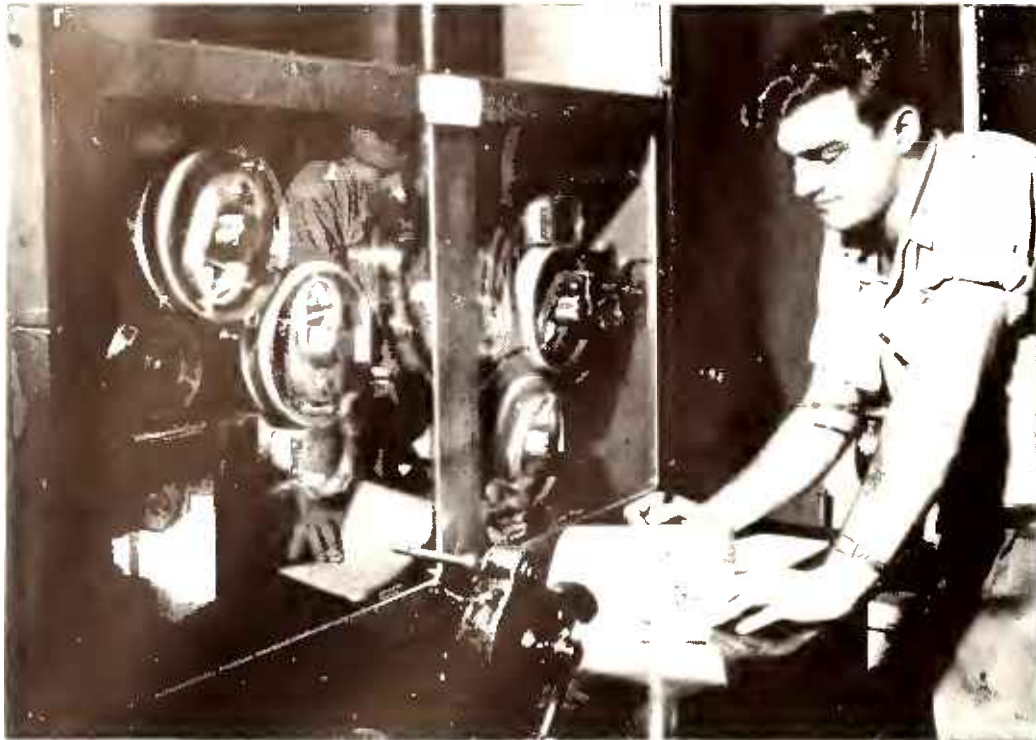
NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.



## Precision Now Offers Unmatched Facilities For 16mm Processing!

Here at Precision, we are constantly revising our film processing technique; utilizing new engineering principles and new machinery which enable us to offer 16mm producers the finest processing service they will be able to find *anywhere*.

### ***Here are some of the new types of equipment that make Precision a leader among film processing laboratories:***

**New 16mm Developing Machines** automatically operated—Maurer-designed to handle the complete range of 16mm work—negative or positive promptly and efficiently.

**Automatic Temperature and Air Control** built to a Maurer design. Rigidly maintain every technical condition necessary to the finest 16mm processing.

**Electrically Heated and Controlled Drying Cabinets** on each new developing machine turn out high quality film, waxed and ready for immediate projection.

*Precision Film Laboratories—a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.*

**New Electronic Printer:** For the reproduction of magnetic sound to 16mm either independently or in combination with picture prints.

**New Control Strip Printers** operate without notching original—produce fades and dissolves from A & B rolls—incorporate filter changes between scenes.



SPONSOR: | **Borden's Instant Coffee**  
AGENCY: | **Doherty, Clifford & Shentfield, N.Y.C.**  
PROGRAM: | **Chainbreaks**

As an object lesson on the power of a medium which makes motion possible in advertising, I'd like to point to this rather simple, uninspired announcement that merely shows the product and its name printed out—with *one addition*, a spinning top wipes on the product name, a line at a time.

The motion of this commonplace toy directs your eye to it and holds your eye on it, until the entire name is on the screen. Despite the irrelevancy of the top and its lack of aesthetics, the simple fact that the top spins does hold the eye, fix the mind and leave an impression—and what more can you ask of advertising?

## commercial reviews

### RADIO

SPONSOR: | **Spic & Span**  
AGENCY: | **Biow Company, N.Y.C.**  
PROGRAM: | **Announcements**

It's rare that something unusual turns up in a radio jingle, especially in these days of feverish TV activity. Yet the Spic & Span announcements have come up with the unusual—achieved by a very catchy musical background of maracas and guitar done to a Latin tempo. The gimmick is this: Instead of having the lyrics sung, the commonplace way of handling copy, the announcer talks in rhythm and presents the message against the musical background minus an actual vocal.

The effect of this is twofold. It has the virtue of music, making the message memorable as well as listenable; yet there is all the clarity and force of the spoken word in the announcement.

With the trouble most of us have preparing lyrics and producing them so that the words are clear, Spic & Span has obviated this problem admirably.

The two-announcer copy that leads up to the musical sign-off is probably as competent a piece of hard-hitting copy as you'll ever hear, slugging away adroitly at all competition.

Since the two-announcer technique presents a man and a woman, we get excellent change of pace and added interest as well as impact. Production is superb with every word as clear as a floor just done over with Spic & Span.





# Kenny CLICKS!

**He sells as he sings as he plays as he jumps—and his all-age audience loves all 30 minutes of his new KENNY ROBERTS SHOW**



*Pulse'll* prove this: Singin', strummin', leapin' Kenny Roberts is just as popular with his WHIO-TV audience as he is with the national audience that watched him perform with Arthur Godfrey, Al Morgan and other headliners. He's explosive! He's likable. And he's a darn good salesman. Here's *how* good:

WHIO-TV staged a big Polio Benefit Show early this spring. Kenny *stopped* it with his unusual act—viewers jammed the telephones with "contributions for Kenny." The city of Dayton wanted to put over a \$12,000,000 school bond issue last fall. Kenny talked it up for 7 weeks on a special show\* aimed at children—the issue passed by a 2-to-1 majority—and the bond committee gave Kenny a large share of the credit. No room for other examples.

Sometime during his new 4:30 to 5:00 p.m. program, originating from WHIO-TV studios, Kenny will have time to turn his selling talents to \_\_\_\_\_ (*fill in your product name here*). George P. Hollingbery, national representatives for WHIO-TV, has complete information on the participating spots now available.

*\*Kenny's school bond show was aired over two stations at the same time. WHIO-TV pulled twice as many viewers as the other station.*





# Mr. Sponsor asks...

**How can advertisers get information on how to get the most out of Canadian radio?**

Moe Hyman

Advertising Director  
Somnyl Pharmaceutical Corporation of America  
New York

## The picked panel answers Mr. Hyman



Mr. Young

The question as it applies to Canadian radio is no different than a similar question about any other undertaking. In order to get the most out of Canadian radio, an advertiser and agency must have sufficient background in merchandising to take advantage of all the knowledge they can gain on the subject. So far as information on Canadian radio is concerned, the station representatives in the U.S. are completely equipped with every bit of factual information that has been published in Canada or the United States on the Canadian market, advertising in general and Canadian radio. With this great fund of information, plus some additional studies, the U. S. representatives have made on their own, they are in a position to be of tremendous help so far as supplying knowledge of the potential of the great Canadian market.

When it comes to supplying "know how" in merchandising with the use of this knowledge, years of experience have proved conclusively that no one up to this time holds a candle to the genius of U. S. industry nor has anyone been able to approach the "know how" of our U.S. advertising agencies. The game of merchandising and advertising has been developed by them to

its present height of efficiency and this is particularly true of radio advertising in the U. S. and certainly there is no one better equipped to use the tools than the man who wrote the book.

I would hesitate to try to teach an agency here or an advertiser the best way to approach a problem in Canada. The really successful U. S. advertisers who are in Canada and operating there successfully are doing so using exactly the same methods and same approaches that made them successful here.

Canadian people are our kind of people with the same basic philosophy as our own and all anyone needs to properly tackle the greatest export market we have available to us are some details of information which any and all the representatives can supply.

ADAM J. YOUNG, JR.  
*President*  
*Adam J. Young, Jr., Inc.*  
*New York*



Mr. Allard

Those who want to get information on how to get the most out of Canadian radio might try any one or all of the following. Write to the sales office of the Canadian Association of Broadcasters, 37 Bloor Street West, Toronto, 5, Ontario. If writing's too slow, wire or phone PRincess 3729. Write, wire or phone United States representatives' firms who have knowledge of Canadian conditions such as Weed & Co., or Adam J. Young, Jr.

Wire, write, phone or call on the commercial attaché at the Canadian Embassy in Washington or any of the Canadian government, trade representatives in most key U. S. cities.

Write, wire or phone any of the Canadian representative firms, list on request from the head office of the Canadian Association of Broadcasters, 108 Sparks Street, Ottawa, Canada, phone 3-4036.

Read with care the annual Canadian section of SPONSOR, and the up-to-date Canadian material that appears frequently in SPONSOR's regular editions.

From whatever source the information is obtained, it will add up to the same thing—that Canadian radio is indispensable to the United States advertiser who wants to increase his Canadian market, or to the advertiser who wants to enter this profitable market. Canada is the best customer of the United States. It is now in an era of fabulous expansion—an expansion so great that it is only partly dramatized by the fact that the Canadian dollar is now worth a dollar and four cents in United States money.

Canada is a country of vast distances, being slightly larger than the United States, and its territorial possessions combined. The growing Northern giant has great cities, satellite communities, smaller centers and farm population. The important buying power of these can be reached by a complicated and expensive combination of media. It can all be reached simultaneously, inexpensively and effectively by Canadian broadcasting.

T. J. ALLARD  
*General Manager*  
*Canadian Association of Broadcasters*  
*Ottawa, Canada*





Mr. Stovin

Not the least valuable source of information on this vital topic is to be found in your own publication in special reporting on the Canadian market.

But the sponsor may require specific information, counsel or direction, to apply to specific problems in relation to this question.

The sources:

Station representatives

Sales and Research Division of the Canadian Association of Broadcasters

Association of Canadian Advertisers

Canadian advertising agencies—engage the services of people or organizations experienced in Canadian markets and wise in knowledge of Canadian psychology

Advertisers who have employed Canadian radio promotional facilities

Dominion Bureau of Statistics

Retail Sales Index published by the *Canadian Broadcaster* and *Telescreen*. Information is broken down country by country, as well as by cities, similar to divisions reported in Bureau of Broadcast Measurement reports.

Bureau of Broadcast Measurement reports. The 1952 study, the fifth in Canada, is almost completed. From study of station reports, the sponsor can match his radio promotion coverage with his distribution or vice versa, choose supplementary stations intelligently to fill in the blank spots. Advantageous to the advertiser would be a record of sales compiled division by division to match BBM reported cells. Experience gained in this manner provides an aid in future campaigns or expansion of coverage.

The advertising copy should fit the program or personality.

The radio stations. Each station has a personal stake in making each campaign a success for each client. None is more familiar with its audience and how and where best to persuade it to buy. Too few advertisers seek this invaluable avenue of counsel.

Cultivate the cooperation of the retailer. Radio stations can supplement the work of the sponsor's own representatives in this regard. The ad-

(Please turn to page 124)

# HEARD ABOUT MY Latest RUN?



- Frankly . . . if stockings were able to speak, they'd certainly be talking about the big "run" WDSU produced recently in New Orleans.
- Here's how it happened! A large department store\* decided to test the effectiveness of its advertising in connection with a sale of women's nylon hose. For the test—they allotted an appropriation for radio spots on WDSU; and, an equal appropriation for advertising in a competing medium.
- An impartial survey (conducted by Advertising Research Bureau, Inc.) showed that 33.1% of the customers heard the sale news on WDSU! The competing medium only attracted 20.6% of the shoppers.
- WDSU's radio customers accounted for 35.4% of the total sales, while the other medium's customers accounted for only 17.8% of the sales.
- Dollar for dollar, WDSU can whip the socks (and stockings too!) off its competition when it comes to producing sales results in the "Billion Dollar New Orleans Market"!

\*(Name and details on request)

• Write, Wire, or Phone Your JOHN BLAIR Man!



# ROUNDUP



This SPONSOR department features capsuled reports of broadcast advertising significance culled from all segments of the industry. Contributions are welcomed.

## Collecting advertiser product labels now kids' top hobby

Advertisers who know the importance of packaging a product attractively are likely to have the benefit of an extra "plus" nowadays—especially if their labels appeal to youngsters. It seems that the kids have taken to collecting attractive and interesting product labels in a big way. In fact, according to the American Hobby Federation,



Collector Wm. Drobak has over 8,000 labels

the collecting of seals and labels taken from household items such as food, cosmetics, clothing, confectionery, beverages, is presently the No. 1 hobby of American boys and girls between the ages of eight and 16 years.

This was one of the findings in a one-year study recently completed by the Federation among 8,414 children's hobby clubs throughout the nation. Seal and label collecting has always been popular with the youngsters, though it was never, until this year, among the first 10 hobbies. In 1950, it was 24th on the list. Its meteoric rise to top spot in just two years (dethroning stamp collecting) is chiefly explainable, according to the Federation, by the fact that it involves practically no expenditure on the part of the kids; also it is "colorful, interesting and educational."

It is easy to see why this kingpin hobby is significant to advertisers; it creates a new and longer life for their labels, above and beyond product usage gives them extra ad "impressions."

Youngsters collect the seals and labels from all types of packages, containers, cans and bottles found in the average home. To acquire new and rare seals and labels, as well as wanted items, they swap. Most-wanted types are the die-cut label and the embossed metallic foil seal. Labels are kept in scrapbooks or mounted on cardboards (see photo), are often catalogued according to classification, age and type.

The other hobbies among the top 10 favorites this year are (in order of popularity): collecting autographs, model plane-making, woodcraft, insect collecting, stamps, painting, dolls, photography and model railroading. ★ ★ ★

## APS sets up film library service for TV stations

A film library service for TV stations with practically the same flexibility as a radio transcription library was set up recently by Associated Program Service.

The library consists of educational and public service films produced by Encyclopedia Britannica Films. The films may be offered to sponsors or used for planned public service programming by the stations; may be sponsored by any business or product manufacturer except those deemed harmful to young people (tobacco, beer, etc.).

Under this film library plan, a telecaster selects any 100 or more films from the more than 300 currently available, which he may program in any way he sees fit: in series, as fillers, in-



"Great Men" series is popular with sponsors

corporated in other shows, tied in with current promotions and events, as a "TV University." For the flat library rate—which comes to less than \$4.00 a month per film on the average TV station—each broadcaster has unlimited repeat rights on each film for a year. (Most of the films are black-and-white one-reelers which run from 10 to 12 minutes each.)

To aid telecasters in selection of films for their libraries, APS has set up 16 suggested program series with five to 37 films in each. The series range from nature explorations to sports, from homemaking to travel, from arts and crafts to American history. A *Great Men and Women* series—made in Hollywood—is available separately, boasts such sponsors as Southwestern Bell Telephone Company, Kansas City; North Pole Real Ice Cream Company, Pittsburgh; First Federal Bank, Miami; Forest Lawn Cemetery, Los Angeles.

To make special days, weeks and events of the year come to life, APS offers subscribers a special promotion and merchandising calendar, which suggests what EB films to use in connection with each occasion.

APS reports an excellent response to the film library idea during its first month. Sponsors and agencies may obtain a catalog with full details from Associated Program Service, 151 West 46th Street, N. Y. C. ★ ★ ★

## WGEZ aids Sears store to top sale quota by 141%

When Sears, Roebuck and Company in Beloit, Wisconsin, held its annual sale recently, total business shot up 141% over the quota. WGEZ, Beloit, not only played a vital role in building up the event, according to store manager John Barrows, but was also on hand to air some amusing after-sale activities.

For several days preceding annual "Sears Day" and during the nine-day event, WGEZ carried 11 one-minute announcements daily for Sears, which also co-sponsored the Chicago White Sox baseball games (with about six other retail establishments). As part of its promotional effort for Sears, the station conducted live interviews with manager Barrows and assistant manager Gordon Wedge. These stressed that Barrows was being "shipped" to a farm during the sale, leaving the employees in complete charge.

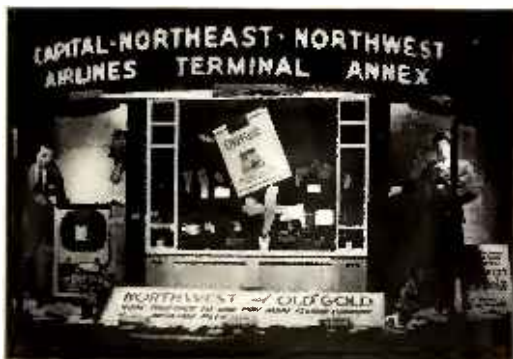


At a "planning party" for employees just before the sale, Barrows announced the sale quota and told the workers that if 129% of the quota were reached, he would let himself be dunked, fully dressed, in Rock River. He said that Wedge could be dunked at 131% of quota, and credit manager Alvin Collins would "go down" at 135%.

The "courtesy night" kick-off for the sale attracted the largest crowd in the history of the store. In three hours, about 10% of the quota was reached. When the nine-day business totaled 141% of quota, employees immediately made plans for D-Day. Three days later, with WGEZ on hand to provide listeners with a play-by-play description of the ceremonies, Barrows, Wedge, and Collins were thoroughly dunked in Rock River. ★★★

**Briefly . . .**

Old Gold cigarettes (P. Lorillard Company) tied in with an air medium and an airline in a recent month-long window display at one of the cross-roads of the world—New York's 42nd Street, directly opposite Grand Central



As tie-in, airline serves Old Golds on flights

Station. Prominent in the display were lifesize reproductions of Old Gold television announcer Dennis James, the Old Gold "Dancing Pack" and a Northwest Airlines stewardess. Old Gold had television shows this past season on all four networks: *Original Amateur Hour*, NBC TV; *The Web*, CBS TV; *Stop the Music*, ABC TV; *Down You Go*, DuMont.

\* \* \*

A new "Directory of open-end transcriptions available for local sponsorship" has been published by the NARTB—a previous one having been issued in 1949. The compilation covers the radio transcription offerings of 28 producers and distributors, classifies the programs according to type: adventure, audience participation, comedy, (Please turn to page 120)

in  
florida



THIS  
IS ONLY  
HALF  
THE  
PICTURE



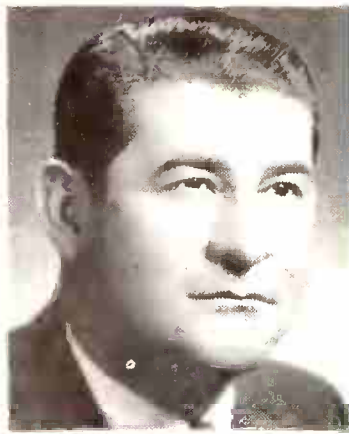
The complete south Florida scene shows 825,000 permanent year 'round residents spending \$1,003,250,000

NOW 34th among the nation's major markets!

IT'S AN AMAZING SOUTH FLORIDA TV SALES STORY  
CALL YOUR FREE & PETERS COLONEL, TODAY!

**WTVJ**  
**CHANNEL 4 • MIAMI**

**“AP News  
a  
tremendous  
success.”**



Adna H. Karns, Vice-Pres.  
and General Manager  
WING, Dayton, Ohio

“WING has long been known as ‘Dayton’s First Station,’” says Mr. Karns. “AP news has been the outstanding factor in maintaining that position as far as news coverage is concerned. Due to the tremendous success of AP news at WING, we recently brought our station WIZE in Springfield, Ohio into AP membership so it could get AP service.”

**AP NEWS makes dollars...**

**“AP newscasts  
always  
easiest  
to sell.”**



Fred L. Hart  
WLPN, Suffolk, Virginia

“We have no trouble in keeping the sponsors of AP news happy.” says WLPN’s Mr. Hart. “They always stay on the air longer than sponsors of any other type of program. Sponsors ‘perk up’ when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!”

Hundreds of the country’s finest stations announce with pride **“THIS STATION IS A MEMB.**



"We believe news is the greatest single service radio has to offer the public," declares J. W. Yonts, Jr., President of Yonts Radio and Appliance Company of Dayton. "Our sponsorship of six 15-minute AP newscasts each week on WING has proved to be the greatest single factor in Philco sales in the Dayton market!"

# and sense!

Sponsors of AP news on WLPM are equally enthusiastic. Ten leading advertisers in the Suffolk trading area use AP news consistently. One of them — F. P. Crowe of Crowe's Auto Body Works — says, "Since we started our 6:15 P.M. AP newscasts, our business has more than tripled!"

OF THE ASSOCIATED PRESS."



**Associated Press** . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

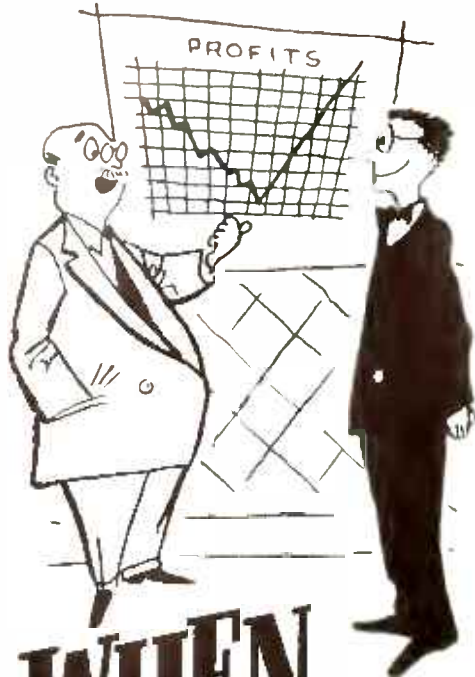
YOU CAN DEPEND on AP NEWS to make dollars—and sense—for you and your sponsors. For AP news commands interested listening by the kind of audiences who make up the cream of any market!

FIND OUT today how AP news can give you ready-made, proven leadership in your market. Detailed information is yours through your AP Field Representative or directly from:

**RADIO DIVISION**  
**THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N.Y.

Here's Where We  
Started Using  
**WHEN**  
**TELEVISION**



**WHEN**

**WILL SELL  
FOR YOU, TOO!**

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

CENTRAL NEW YORK'S MOST  
LOOKED AT TELEVISION STATION  
*Represented Nationally*  
By the KATZ AGENCY

CBS • ABC • DUMONT



A MEREDITH TV STATION



**agency profile**

**Emil Reinhardt**

President, Emil Reinhardt Advertising  
Oakland, Cal.

The 20-year success story of Oakland, California's Emil Reinhardt Advertising Agency would sound natural, unspectacular, almost casual—in a business field any less dynamic than advertising.

The story began in 1932 when Emil (Reiny) Reinhardt, a sharp-eyed, high-voltage young account executive, momentarily out of a job—launched his own agency. He rented a musty office in a building shared by job printers and photoengravers, hired a stenographer, roped in a copy writer also out of a job on a percentage-of-profit basis and went to work for two service-free clients.

"Brother, it was rough in those days," he now says drily.

It's still rough today, he might add, in the competitive San Francisco Bay Area. But the Emil Reinhardt Advertising Agency long ago outgrew its first dank office, now has quintupled its original staff, buys more local TV and radio spots in the Bay Area than any comparable agency, turns out prize-winning billboards as well as top-rated radio announcements and shows.

Kilpatrick's Bakery, which Reiny began promoting when the bakery was virtually a one-oven operation, soon took command of the Bay Area bread market and hasn't lost control since. Reiny continues to campaign for Kilpatrick's Bread—and he hasn't yet run short of things to say about this gingham-wrapped loaf.

Reiny took on the San Francisco Brewing Corporation account eight years ago, when the beer was a merchandising nightmare bottled under 27 different brand labels. After less than a decade of relentless "brand-name" promotion, Burgermeister has nosed-out long-established rivals to become the second largest selling beer on the Pacific Coast.

Reiny says bluntly that he doesn't believe in tricks or gimmicks in advertising.

"The product you're selling has to be good," he says, "the client has to have confidence in his agency. And the advertising has to be honest, simple, constant and, most of all, hard-hitting."

The constant aspect of advertising keeps Reiny close to the agency year-round. He rarely takes a formal vacation, relaxing instead on frequent weekend trips to a cabin in the Sierra-Nevada mountains.

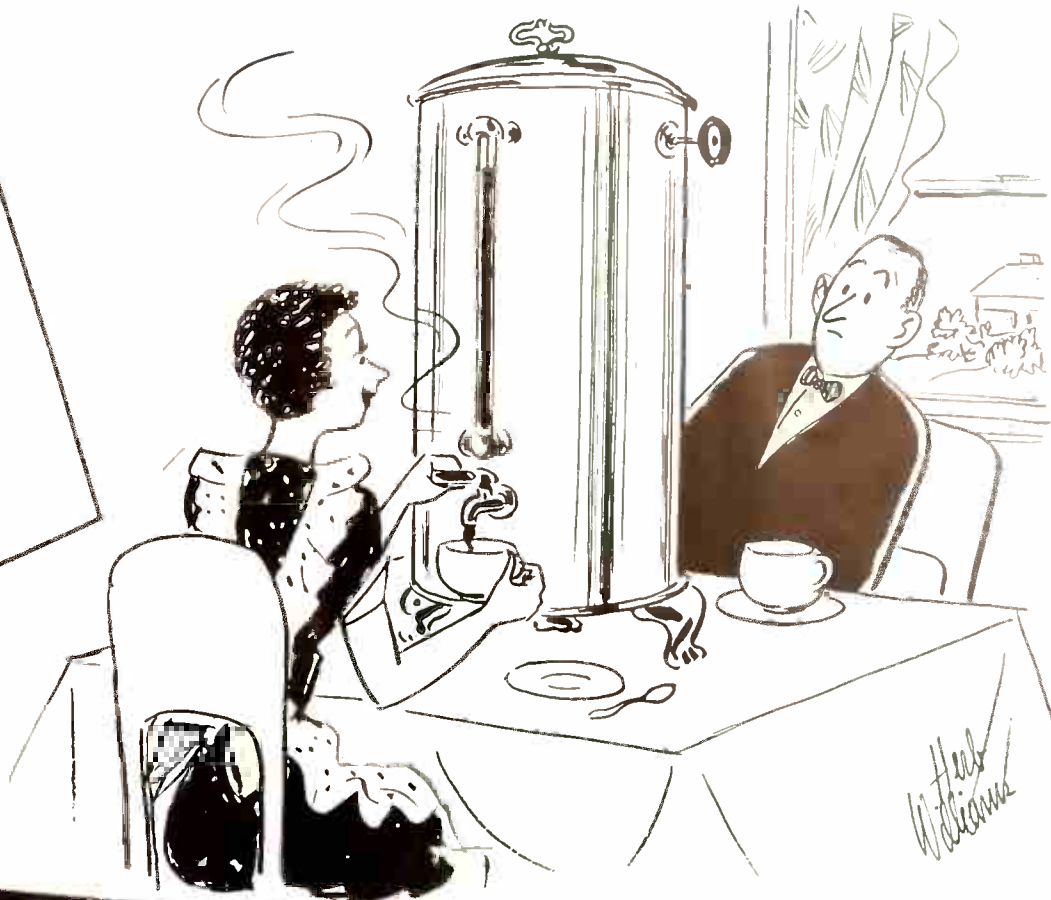
Reiny's son, who knew a spot commercial before he could count to 10, has momentarily jilted the advertising field to write for a San Francisco newspaper.

★★★



To sell  
Coffee  
to inland  
Californians

(and western Nevadans)



... Be on the Beeline

Coffee or candy bars, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

**THE MOST LISTENERS** More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada.

(BMB State Area Report)

**LOWEST COST PER THOUSAND** More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this three-billion-dollar market —*inland* California and western Nevada.

## McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

### KFBK

Sacramento (ABC)  
50,000 watts 1530 kc.

### KOH

Reno (NBC)  
5000 watts, day; 1000  
watts, night 630 kc.

### KERN

Bakersfield (CBS)  
1000 watts 1410 kc.

### KWG

Stockton (ABC)  
250 watts 1230 kc.

### KMJ

Fresno (NBC)  
5000 watts 580 kc.



A million people listen to the Beeline every day

# REPRINTS AVAILABLE

of following

## Sponsor stories

- Radio Basics, 1952
- TV Basics
- International Radio Basics
- Why Sponsors Are Returning to Radio
- How to "Sell" a Candidate
- Why don't advertisers use more farm radio?
- How Sponsors Profit With Premiums
- TV Film Section
- Is BMB Method Obsolete?
- Story of Spot Radio

**Cost:** 25c each; 15c in quantities of twenty-five or more;

10c each in quantities of 100 or more.

Please check quantities of reprints desired in box next to reprint titles. Fill in coupon and mail complete announcement. Do not clip coupon only.

**SPONSOR**  
510 Madison Ave., New York 22, N. Y.

Please send me reprints checked above and bill me later.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## What's New in Research?

a SPONSOR original

**83% of TV families are available to view television on summer evenings**

**Q. Was anyone in your family, 14 or over, at home and in the house last night between the hours of 7:00 and 11:00 p.m.?**

YES ..... 82.7%

NO ..... 17.3%

**Q. (If answer "yes") Was anyone, 14 or over, at home and in the house during any of the hours below?**

HOURS	AT HOME
7-8 P.M.	71.3%
8-9 P.M.	72.6%
9-10 P.M.	71.9%
10-11 P.M.	78.5%

SOURCE: Advertest Research study conducted exclusively for SPONSOR 4-14 July, 1952

RESPONDENTS: 752 personal interviews in TV homes throughout the New York Metropolitan area

### Key observation emerging from availability study

Audience availability, especially at night, is a relatively important factor in determining the value of summer TV time. This study shows that as far as TV homes are concerned the at-home quotient is extremely big. It is also to be noted that the area researched is metropolitan where the tendency to go out nights in summer is somewhat greater than it is in less thickly populated areas.

### How TV set ownership is distributed—April '52

TYPE OF FAMILY	PERCENT OF FAMILIES WITH TELEVISION SETS		
	April, 1951 26%	January, 1952 31%	April, 1952 33%
<b>United States Total</b>			
<b>Regions:</b>			
Northeast	43	50	54
South	11	14	15
North Central	26	31	34
Mountain & Southwest	9	11	13
Pacific	26	30	31
<b>City Size:</b>			
Farm	No comparable data available for this year	9	9
Under 2,500		11	13
2,500 to 50,000		13	14
50,000 to 500,000		31	33
500,000 & Over		59	63
<b>Total Family Income:</b>			
Upper fourth	31	38	39
Next fourth	29	35	37
Next fourth	29	33	36
Lowest fourth	17	20	21
<b>Occupation:</b>			
Professional & Executive	29	36	38
Clerical, sales & service	28	34	37
Craftsmen & foremen	36	41	43
Laborer & operators	29	35	39
Farmer	6	9	10
<b>Size of Families:</b>			
1 & 2 members	17	22	25
3 members	30	35	37
4 & 5 members	33	38	39
6 members & over	25	32	35

SOURCE: The National Consumer Panel of Market Research Corporation of America



# millions listen... millions buy!



## WJR MARKET DATA

(primary coverage area)

		Per Cent of Total U. S. Market
Population.....	12,601,300	8.3%
Radio Homes.....	3,784,170	8.1%
Drug Sales.....	\$464,447,000	10.3%

Here is a tremendously important drug market—accounting for *over 10%* of national drug sales. Use the *one single medium* that reaches *all* of this market. Use WJR, the Great Voice of the Great Lakes.

For more specific market information, contact WJR or your Christal representative.

# W J R

the **GREAT VOICE**

of the **GREAT**

**LAKES**



Radio—America's Greatest Advertising Medium

WJR Fisher Building, Detroit 2, Michigan

WJR Eastern Office: 665 Fifth Avenue, New York 17, N. Y.

Represented nationally by the Henry I. Christal Company

Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

FREE  
SPEECH  
MIKE



# Sales FOR SALE!

*in America's 6th City*

## CURRENT AVAILABILITIES

on WFBR's prize collection of home-grown shows. All are subject to prior sale . . . none will be available for long. Timebuyers: how do these fit your fall schedules?

### CLUB 1300

Completely outclasses its field—No. 1 show of its kind!  
**1 STRIP ACROSS THE BOARD**

### MELODY BALLROOM

Top-rated disc jockey show in Baltimore!  
**7 SPOTS**

### NELSON BAKER SHOW

1st in its time period!  
**1 STRIP ACROSS THE BOARD**

### EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!  
**6 SPOTS**

### SHOPPIN' FUN

Top locally produced show in its period!  
**4 SPOTS**

### MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!  
**SOLD OUT**

*For quick action, write, wire or phone your John Blair man or any account executive of*

# WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

## REPORT TO SPONSORS for 11 August 1952

(Continued from page 2)

### 27,500,000 autos have radios, BAB now estimates

Broadcast Advertising Bureau has upped its estimate of auto-equipped cars to 27,500,000. Found that in recent presentation it had understated figure by 4,000,000 cars. Of all post war cars 92.4% have radio.

### Y&R merges time with all other media buying

Reorganization of Young & Rubicam's system of media buying eliminates the time-buying department as entity and delegates buying of all media to single individual for one or more accounts. For instance, person assigned to General Foods would buy radio, TV, newspapers, magazines, etc. Frank Coulter, formerly head timebuyer, becomes one of four associate media directors under A. V. B. (Tony) Geoghegan, vice president in charge of media. While similar mergers by McCann-Erickson and Benton & Bowles within past year and half had same purpose—closer integration all media—each agency has a different organizational setup for media.

### NBC film executives set by R. W. Sarnoff

Organizational chart of NBC's newly created film division, headed by Robert W. Sarnoff, has John B. Cron as manager of film syndication sales and Stan- ton M. Osgood in position of manager of television film production. Cron and Osgood will report to Sarnoff. John W. Kiermaier is assistant to Osgood.

### ABC list now 343 stations

ABC ups number radio affiliates to 343 stations. Previous total had been 336. Additions from within retail sales areas and coverage leading rural mar- kets of the United States.

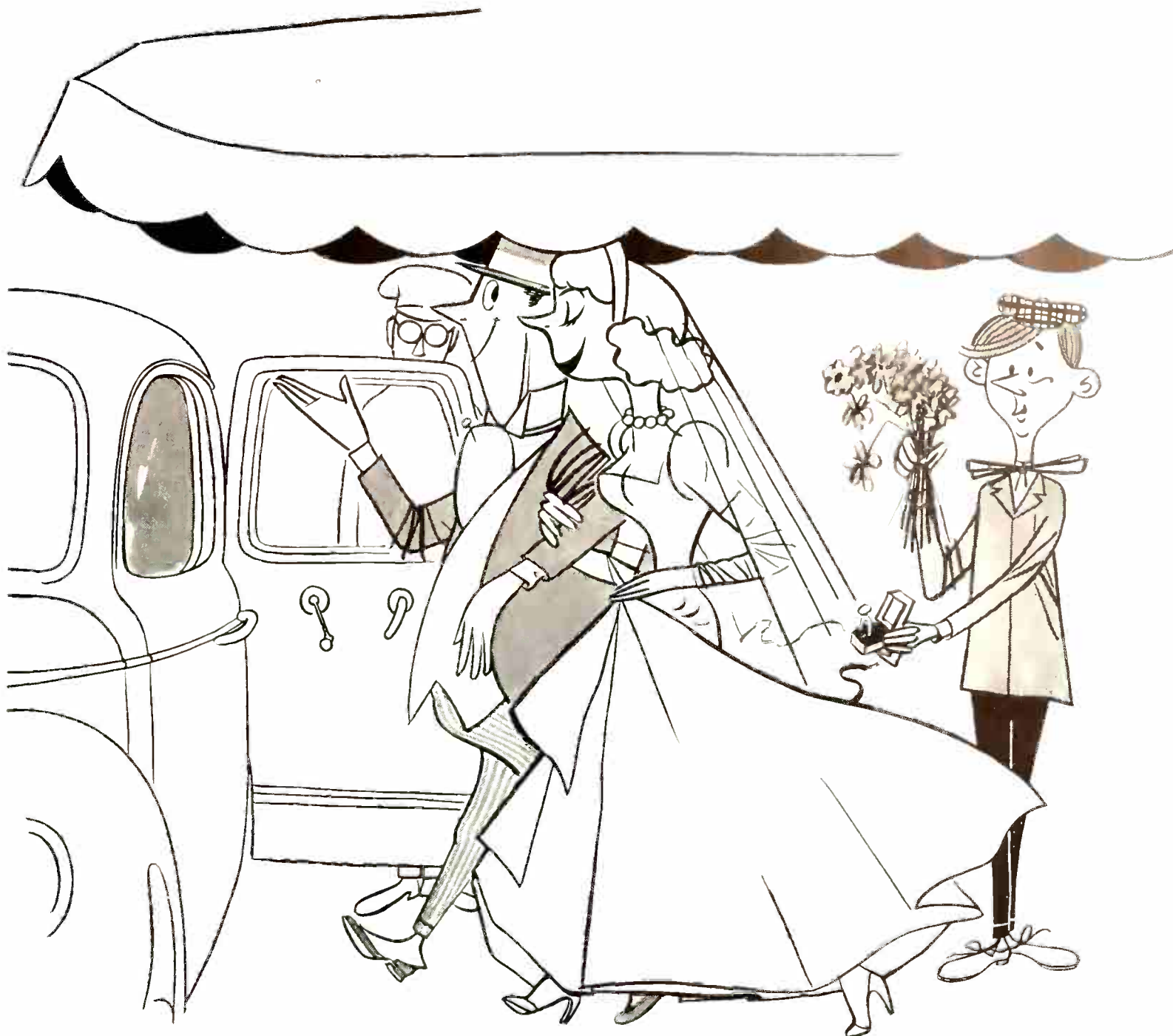
### Bayuk sponsors Husing comment

Bayuk Cigar (Phillies) bought the commentary by Ted Husing following the Monday night fights on DuMont network through Ellington & Co. Deal takes effect 8 September. Sponsorship of fights themselves shared by Sunbrite polish, Anacin and Aero Shave.

### L&M getting all Schlitz advertising

Lennen & Mitchell will handle all media for Schlitz Beer starting 1 November. L&M at present directs Schlitz's radio and TV operations only. Other Schlitz media now with Leo Burnett. Entire account estimated around \$5,500,000.





## it looks good...but is it available?

In scheduling your spots for Los Angeles, San Diego and San Francisco, be sure the ratings that are offered to *you* are available. Average ratings...the other guy's...won't do you a bit of good!

When Don Lee talks about a rating, you can buy it! We will deliver the spots so that your messages can go to work for you.

Don Lee's great variety of excellent programs offers

you the best consistent choice of availabilites. And Don Lee's lower station rates will give you complete coverage at a lower cost per thousand families reached than *any other* advertising medium.

Therefore, for actual availabilities...not beautiful impossibilities...call in your Don Lee or Blair man when scheduling your advertising for Los Angeles, San Diego and San Francisco.

**KHJ**  
  
**LOS ANGELES**  
 5000 W 930 kc

**KFRC**  
  
**SAN FRANCISCO**  
 5000 W 610 kc

**KGB**  
  
**SAN DIEGO**  
 1000 W 1360 kc

*Mutual*  
**DON LEE**  
 BROADCASTING SYSTEM



**COVERS SOUTHERN CALIFORNIA!**

# **KMPC**

**LOS ANGELES**



*southern california's one-station network \**

\* **KMPC**, with 50,000 watts (days), and 10,000 watts (nights), gives you PRIMARY COVERAGE in 205 Southern California communities. Represented nationally by H-R REPRESENTATIVES, INC.



**RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM**



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Petry "Telestrip" helps WTVJ build business	14 Jan.	p. 56
What type of commercial is remembered best?	28 Jan.	p. 52
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Ralston-Purina profits by farm station contest	25 Feb.	p. 42
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Charles Antell's heavy air schedule	19 May	p. 22
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Banks cash in on off-beaten-track programing	21 April	p. 48
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Flower-grower blossoms with spot radio	2 June	p. 28
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## Programing, General

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**YOU MIGHT GET A 1600-LB.  
BULL MOOSE\***



**BUT...**

**YOU WON'T BAG MUCH  
IN WESTERN MICHIGAN  
WITHOUT THE FETZER STATIONS!**

Fetzer Broadcasting Company stations give you incomparable coverage of the rich Western Michigan market—and do it economically!

**WKZO-TV**

WKZO-TV is Channel 3 . . . is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves a far bigger market than you'd guess—a 28-county area with a Net Effective Buying Income of more than two billion dollars. There are more than 200,000 television homes in these 28 Western Michigan and Northern Indiana counties, or more TV homes than are available in such cities as Atlanta, Houston, Rochester or Seattle. And here's the payoff: *An April, 1952, Videodex Diary Study proves that WKZO-TV delivers*

*91.9% more television homes than Western Michigan's other TV station!*

**WKZO-WJEF RADIO**

WKZO, Kalamazoo, and WJEF, Grand Rapids, are consistently the top stations in their home cities. Together they deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet they cost 20% less! The rural picture is equally bright—the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in unduplicated daytime audience, a 52.9% nighttime increase!

Write direct for the whole Fetzer story. Or ask Avery-Knodel.

*\*F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

<p><b>WJEF</b> <i>top</i> IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)</p>	<p><b>WKZO-TV</b> <i>top</i> IN WESTERN MICHIGAN AND NORTHERN INDIANA</p>	<p><b>WKZO</b> <i>top</i> IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)</p>
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ALL THREE OWNED AND OPERATED BY

**FETZER BROADCASTING COMPANY**

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES







2nd Annual Canadian Section

I am pleased to have this opportunity to offer my cordial greetings to the readers of this special Canadian section of SPONSOR. The strong friendship which exists between the citizens of Canada and the United States is based upon a mutual understanding that has resulted from a constant interchange of ideas. One of the most important media assisting this interchange is radio, and I am confident that radio, along with its newer partner television, will continue to foster a warm feeling of friendship between our two peoples.

*Louis St. Laurent*

Louis Stephen St. Laurent  
Prime Minister of Canada

# What sponsors should know about Canada

No more than a quarter of the American advertisers going into Canada use radio.

Yet radio is the only medium that blankets it.

For the sponsor who wants to "crack" the Canadian market, this Second Annual Canadian Section will prove an encyclopedia of information.

Five complete articles containing 27 charts give advertisers hundreds of facts, figures and tips about the market and about radio, sponsors and TV in Canada. Nothing so extensive on Canada has ever been published before in a trade paper for the benefit of the sponsor.

Back at the turn of the century, Canada's Prime Minister, Sir Wilfrid Laurier, said: "The 20th century belongs to Canada."

The economic surge north of the border today indicates he may still be proved right.

American sponsors will not want to be left behind.

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ALBERTA FARMER HARVESTS CROP AMID DRILLING OPERATIONS. OIL HAS CHANGED ECONOMIC MAP OF CANADA SINCE 1947

# I. The Canadian market: raw materials spur boom

**Little industrial giant to north has become biggest U.S. customer**

"Canada is beginning to put on its britches."

That's how Stuart MacKay, assistant general manager of All-Canada Radio Facilities, recently described to SPONSOR the industrial boom which has made Canada a little industrial giant since the war.

The smart advertiser has not been slow to capitalize on this boom, for with the rise in industrial might Canada has also grown into the United States' No. 1 market.

What are some of the facts on the dimensions of this market? The charts starting at right and continuing on the following two pages give you many of the details, and following are some more highlights:

Canada's population of 14 million grew nearly 22% in the past 10 years, against a 14.5% rise in the U.S.

Canada's national income soared to \$17.2 billion last year, nearly triple the 1941 total.

Canada's gross national product—the value of all goods and services produced—exceeded \$21.2 billion, against \$8.5 billion in 1941.

Retail sales were \$10.4 billion last year, are running 10% higher this year.

In international trade Canada has become the fourth ranking country—after the U.S., Britain and France.

Canada and the U.S. are now each other's biggest customer. The U.S. takes 58.7% of Canada's exports; Canada takes 16.3% of total U.S. shipments.

And this huge country with 25% greater land area but only one-eleventh of the population of the U.S. is undergoing the greatest industrial expansion

in its entire economic history.

Since the war Canadians have invested \$20.5 billion in business and industry or 19.5% of the gross national product per year. Last year \$4.5 billion was spent on exploitation of resources, plant expansion, homes, public facilities, etc.

A trip across Canada's 4,000 miles will convince any skeptic that the boom is definitely on.

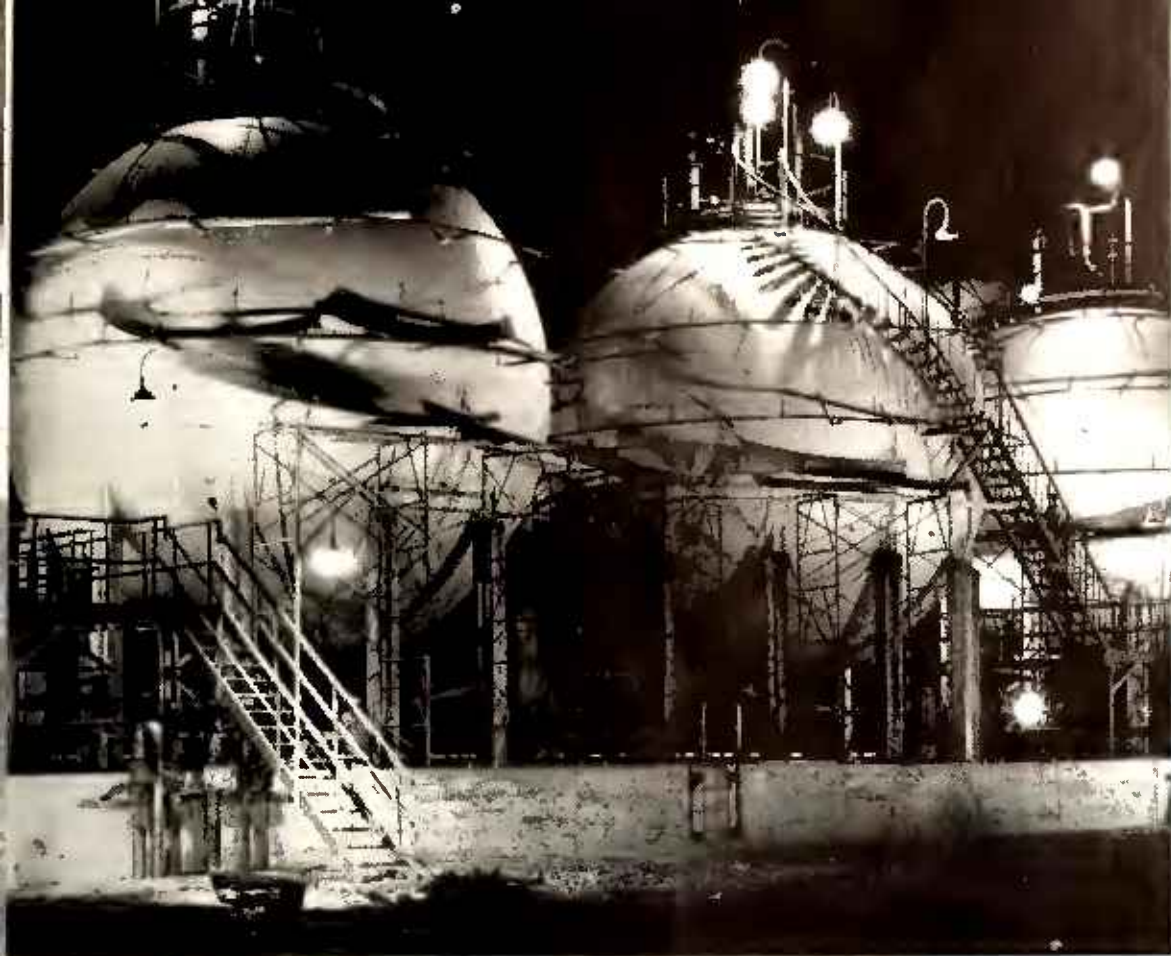
Many American advertisers and investors know this. Of the \$9.4 billion in foreign capital invested in Canada, \$7.2 billion is U.S. money.

American business has established 2,568 branches or affiliates in Canada, 583 new ones since 1945 alone.

The Dominion Bureau of Statistics estimates conservatively that almost 15% of total investments in Canada

(Please turn to page 92)





SYNTHETIC RUBBER AND STEEL—SYMBOLS OF NATION'S GROWING INDUSTRIAL MIGHT. BOTH SCENES FROM BUSY ONTARIO

## I. How big is the Canadian market—at a glance?

	1951	1941
Total population	14,009,429	11,490,000 <sup>1</sup>
French-speaking population	4,319,167	3,483,038
Area	3,845,144 sq. mi.	3,740,410 <sup>1</sup>
Gross national product <sup>2</sup>	\$21,241,000,000	\$8,517,000,000
National income <sup>3</sup>	\$17,229,000,000	\$6,563,000,000
Per capita income	\$1,230	\$545
Retail sales	\$10,445,000,000	\$3,436,000,000
Exports	\$3,950,000,000	\$924,426,000 (1939)
Imports	\$4,103,000,000	\$751,056,000 (1939)
Budget	\$3,647,000,000 <sup>4</sup>	\$5,136,000,000 (1946)
National debt	\$11,077,600,000	\$13,421,400,000 (1946)
Corp. net profits <sup>5</sup>	\$569,300,000	\$467,700,000 (1947)
Non-resident investments	\$9,424,000,000	\$7,092,000,000 (1945)
Total U.S. investments	\$7,235,000,000	\$4,990,000,000 (1945)
New U. S. investments	\$259,000,000	\$11,000,000 (1948)
U.S.-controlled firms	2,568 <sup>6</sup> (1950)	1,985 (1945)
Value \$1 U.S.	\$1.03 <sup>7</sup>	\$0.90 <sup>7</sup>
Cost of living	187.3 <sup>8</sup> (June 1952)	184.1 <sup>8</sup> (June 1951)
Total employed	5,110,000	4,224,000
Jobless	100,000	193,000
Average weekly pay	\$52.94 (Mar 1952)	\$43.05 (1949)

SOURCES: Mostly Canadian Dominion Bureau of Statistics, Canadian Dept. of Labor

<sup>1</sup>Without Newfoundland, which became 10th province of Canada midnight 31 Mar. 1949

<sup>2</sup>Total production of goods and services at current prices

<sup>3</sup>Nation's earnings from current production

<sup>4</sup>Expenditures only. Budget showed surplus for 6th straight year, totaling

\$355,737,000 for year ended 31 Mar. 1952

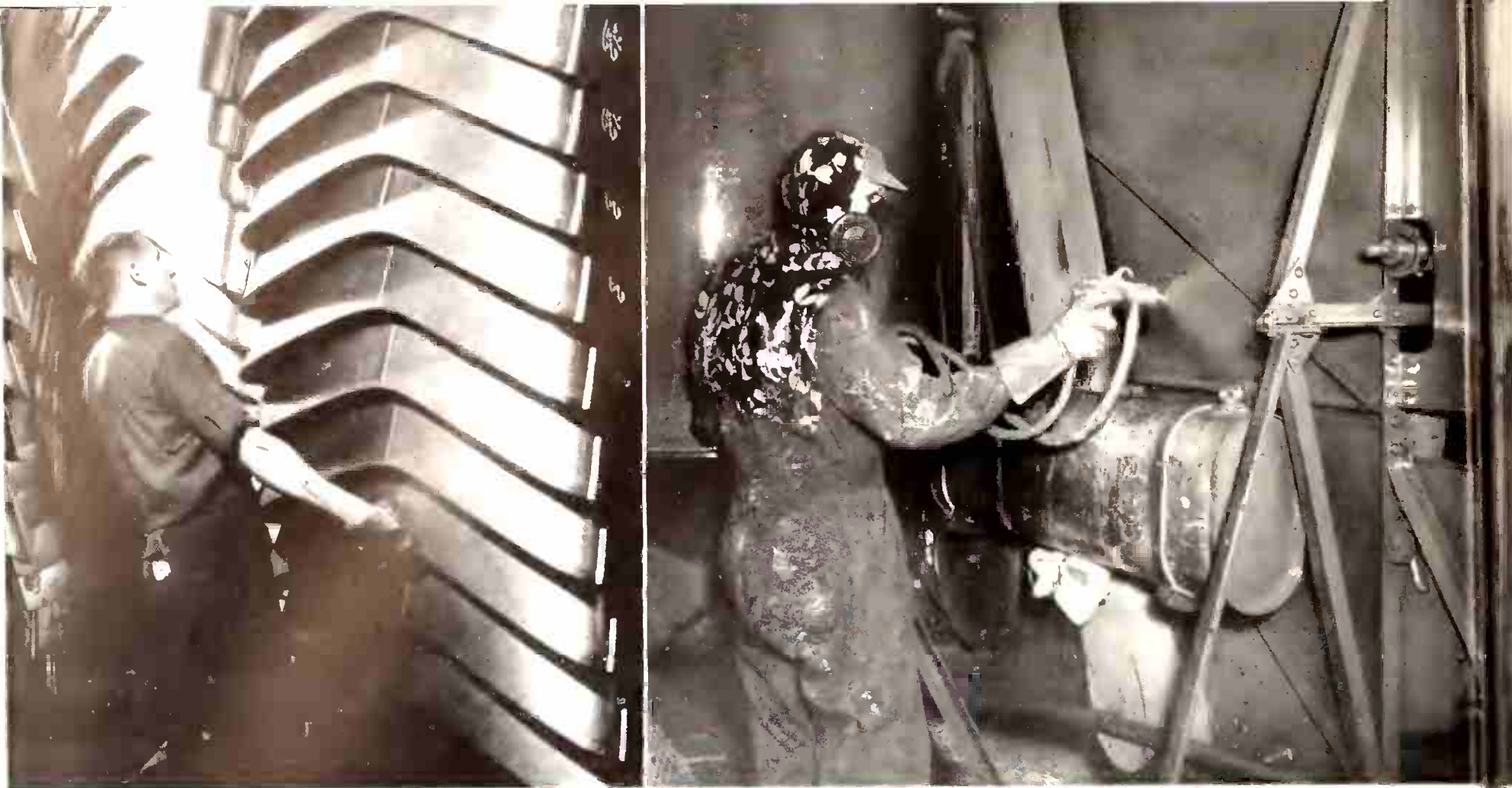
<sup>5</sup>424 Canadian companies (Bank of Canada survey)

<sup>6</sup>1,229 in manufacturing in 1950, 992 in 1945

<sup>7</sup>Canadian

<sup>8</sup>1938-39 average equals 100





CANADA ASSEMBLES ITS OWN CARS, MAKES ITS OWN FARM EQUIPMENT AS SHOWN BY FORD WORKER (LEFT) AND SPRAYER

## 2. Is it true U.S. and Canada are each other's best customer?

1951 U.S. EXPORTS		% Total	1951 CANADIAN EXPORTS		% Total
<b>TOTAL</b>	<b>\$14,867,000,000</b>	<b>100</b>	<b>TOTAL</b>	<b>\$3,914,460,376</b>	<b>100</b>
1, To Canada	2,516,000,000	16.9	1, To U.S.	2,207,674,594	58.7
2, To United Kingdom	892,000,000	6.0	2, To United Kingdom	631,460,954	16.1
3, To Mexico	701,961,000	4.7	3, To Belgium & Luxembourg	94,457,390	2.4
4, To Brazil	697,000,000	4.7	4, To Japan	72,976,038	1.9
5, To Cuba	536,000,000	3.6	5, To Brazil	53,683,987	1.4

SOURCES: Canadian Dominion Bureau of Statistics U.S. Dept. of Commerce

## 3. What can the sponsor sell Canadians?

1951 retail sales by kind of store			
1, Motor vehicle	\$1,811,846,000	12, Variety	\$190,034,000
2, Grocery	1,673,247,000	13, Men's clothing	182,790,000
3, Department	901,717,000	14, Women's clothing	177,108,000
4, Garage, gas station	547,602,000	15, Family clothing	171,333,000
5, Country general	535,360,000	16, Furniture	157,185,000
6, Restaurant	359,811,000	17, Appliance & radio	135,498,000
7, Lumber, bldg. material	356,484,000	18, Shoe	99,867,000
8, Drug	227,509,000	19, Tobacco	87,709,000
9, Hardware	209,876,000	20, Jewelry	77,464,000
10, Meat	201,425,000	21, All others	2,140,160,000
11, Coal & Wood	198,036,000	<b>TOTAL</b>	<b>\$10,445,061,000</b>

SOURCE: Canadian Dominion Bureau of Statistics





SILK-SCREEN PAINTING AND TIRE MANUFACTURE ARE TWO MORE EXAMPLES OF CANADA'S MARCH TO INDUSTRIAL MANHOOD

**1. How much of Canada do we own?**

TYPE OF INVESTMENT	U.S. OWNED
Canodian Govt. bonds	<b>10.10%<sup>1</sup> (1951)</b>
Total bonds, debentures	<b>12.25%<sup>2</sup> (1951)</b>
Business (corporote)	<b>Under 25% (1950)</b>
Auto industry	<b>Most (1951)</b>
Manufacturing as whole	<b>37% (1949)</b>
Mining & smelting industry	<b>35% (1949)</b>
Petroleum industry	<b>54% (1950)</b>
Railwoys	<b>20% (1949)</b>
Other utilities	<b>13% (1949)</b>
<b>TOTAL U.S. INVESTMENTS (through 1951)</b>	<b>\$7,235,000,000</b>
% of total (estimate)	<b>Under 15%</b>

SOURCE: Canadian Dominion Bureau of Statistics

<sup>1</sup>Of \$18,797,000,000 outstanding

<sup>2</sup>Of \$22,632,000,000 outstanding

**5. What does Canada buy from the U. S.?**

IMPORTS (in millions)	1950	1951	% RISE
Iron & its products	\$811.0	\$1,146.8	41.4
Non-metallic minerols & products	430.9	435.9	1.2
Agricultural & vegetable products	180.1	208.5	15.8
Fibres, textiles & textile products	151.8	221.0	15.6
Non-ferrous metals & products	135.7	192.8	42.1
Chemicals & ollied products	131.6	165.1	22.7
Wood, wood products & paper	92.3	125.6	36.1
Animal & onimal products	57.2	73.5	28.5
Misc. commodities	136.9	213.7	78.0
<b>TOTAL (unadjusted)*</b>	<b>\$2,130.5</b>	<b>\$2,812.9</b>	<b>32.0</b>

SOURCE: Canadian Dominion Bureau of Statistics

\*Unadjusted for balance of payments purposes

**6. What are the retail sales by provinces?**

PROVINCE	POPULATION	SALES (1951)
Maritimes <sup>1</sup>	1,618,126	\$702,226,000
Quebec	1,055,681	\$2,457,391,000
Ontario	4,597,542	\$4,033,221,000
Manitobo	776,541	\$666,701,000
Saskatchewan	831,728	\$616,338,000
Alberta	939,501	\$831,317,000
British Columbio	1,165,210	\$1,137,867,000
<b>TOTAL</b>	<b>14,009,429<sup>2</sup></b>	<b>\$10,445,061,000</b>

SOURCE: Canadian Dominion Bureau of Statistics

<sup>1</sup>Include Prince Edward Island, Nova Scotia, New Brunswick, Newfoundland  
<sup>2</sup>Yukon and Northwest Territories (population 25,100) included in total

**7. What are 10 biggest metropolitan areas?**

CITY	1941 pop.	1951 pop.	% increase
Montreal, Quebec	1,145,282	1,395,400	21.8
Toronto, Ontario	909,928	1,117,170	22.8
Voncouver, B. C.	377,417	530,728	40.6
Winnipeg, Manitoba	299,937	351,069	18.0
Ottawa, Ontario	226,290	281,908	24.6
Quebec, Quebec	221,756	271,827	22.3
Hamilton, Ontario	197,732	259,685	31.3
Edmonton, Alberta	97,812	173,075	76.9
Windsor, Ontorio	123,973	157,672	27.2
Calgary, Alberta	93,021	139,105	49.5

SOURCE: Canadian Dominion Bureau of Statistics



# II. Canadian radio: cheapest way to

**Huge listenership, little competition, low cost per thousand are**

**Q. What does Canadian radio have to offer the American sponsor?**

**A.** Here's a rundown based on the comments of experts queried by SPONSOR:

1. *High listenership.* "Not having been in competition with television, Canadian radio gets a higher listening audience for its shows than U. S. radio," says Lee G. Frierson, Ruthrauff & Ryan's supervisor of all Lever Bros. operations for the agency in New York. "Daytime soap operas, for example, obtain ratings oftentimes in the 20's, a feat not duplicated in the States."

Actually the top seven French daytime soap operas out of Montreal had ratings ranging from 20.1 for *Maman Jeanne* to 29.2 for *Rue Principale*, in May, according to Elliott-Haynes, Canadian research organization.

In the same period the top nine English daytime soap operas ranged from 10.1 to 16, but at night, *Charlie McCarthy*, top English-language show in Canada, had 29.1 while Lever Bros.' *Un Homme et Son Péché* (*A Man and His Sin*) shot up to 41. These are all network shows. Many local shows range higher.

Frierson adds: "The spread of the Canadian population over its vast area makes radio an ideal advertising medium to reach the Canadian people. Outside of Toronto and Montreal, little entertainment is offered to Mr. and Mrs. Canada, and radio is looked to eagerly as a prime source of information and relaxation."

2. *Less competition per station.* Most of the stations in Canada are in one-station markets, they get 80-90% of the sets-in-use and sets-in-use run high (40-50%). Actually 93 out of the 155 commercial stations have no competition in the same town. Result: The sponsor gets most of the listening audience. Frank C. Murray, manager of Horace N. Stovin & Co.'s Montreal office, cites CJBR, Rimonski, Quebec, as an example. It "consistently"

draws between 90 and 100% of the total audience, he says, according to coincidental telephone listening studies.

Other examples, based on Elliott-Haynes reports for June:

Lever Bros. *Lux Hour of Romance & Mystery* pulled 84.6% of the listening audience with 42.4% of the total sets in use over CKGB, Timmins, Ontario. With 41.8% of the sets turned on, *Radio-Carabin*, sponsored by Canadian Breweries, won 81.5% of the audience over CKCH, Hull, Quebec. And in the two-station city of Sydney, Nova Scotia, which has a government and a private station, CJCB (private) held from 63.8 to 91.3% of the audience every night of the week from 6:15 to 10:00—with one exception. Sets in use ranged from 36.5 to 44.8%. CJCB's highest-rated program in June: *Charlie McCarthy*, sponsored by Coca-Cola, with 39.2. Its one exception, *British Concert Hall*, had the lowest rating, 19.1. (CBC's CBI, the government station, used the occasion to grab 51.4% of the audience and a rating of 21 with Tums' *Barrie Craig, Confidential Investigator*.)

3. *Canadian radio audiences are greater than in the U. S.* Pat Freeman, the Canadian Assn. of Broadcasters' sales and research director, cites two reasons: (a) more people per station; (b) people have less diversion in the form of TV, movies, sports, night clubs.

Regarding people per station, there are 2,355 U. S. AM station for 156 million people or 66,325 persons per station. In Canada there are 154 commercial AM stations for 14 million people or 90,967 persons per station.

But Freeman points out that the 635 U. S. FM stations also have to be counted, which reduces the average to 51,875 per station.

"In other words," he says, "there are 75% more persons per radio station in Canada than in the U. S. And the above calculation does not take into account the tremendous TV competi- (Please turn to page 72)

**English station:** CFRB (Toronto) is one of 120 English stations serving 10 million Canadians. Newscaster Gordon Sinclair wins fans with Scout appeal



**French station:** 35 French stations serve 4 million Canadians. Ventriloquist Armand Marion and Charlotte boost Kellogg sales over CKVL, Verdun, Que.



# reach 14,000,000 Canadians

some of many advantages it has to offer American sponsor

**French net:** You can reach most French Canadians over 15-station French Network. Here "disease" (pop singer) Claudette Jarry warbles in "Casa Manana"



**English nets:** Dominion with 48 stations, Trans-Canada with 42 span continent. Soap operas like "Brave Voyage" on TC are among top-rated shows

## 1. What is the status of Canadian radio at a glance?

- Commercial stations—155 (1 FM)  
(19 govt.-owned, 136 private)
- FM stations—36 (1 commrc; 5 govt.-owned, 31 pvt.)
- Networks—3 national (Dominion, Trans-Canada, French)
- Networks run by—Govt. through Canadian Broadcasting Corp.
- Radio sets—7.5 million est. (for 14 million people)  
sets-per-1,000 persons—535
- Auto radios—650,000
- Radio sets bought since war—4.5 million
- Radio homes—3,454,000 (BBM est. for Jan. 1952)
- Total homes—3,660,000
- % radio homes—94.4 (est.)
- Persons per commercial AM station—90,967
- Persons per U. S. AM station—66,325
- Average 1-hour rate (Class A)—\$72.58
- Average 1-minute rate (Class A)—\$9.33
- Number newspapers—89
- Newspaper penetration—3.5 million circ., 1/2 of homes
- Top American evening program—Charlie McCarthy\*
- Top Canadian (Eng.) evening program—Ford Theatre\*
- Number radio research and/or rating services—7
- Number agencies with radio executives—78
- Number national sponsors—over 550
- Number U. S.-origin sponsors—117
- Radio advertising billings—\$30-\$35 million (20-25% of gross)
- Radio profits—\$1,200,000 net 1951 (before taxes)
- World ranking by no. radio stations—4th (commrc. only)
- World ranking by total sets—4th
- Television status—2 stations on air this month

\*Elliott-Haynes National Rating Report May 1952



ALL AMERICA IS

# VOTING FOR

ZIV'S NEW RADIO SHOW

Starring

# TYRONE POWER

America's Favorite



Featuring

# Edwin C. Hill

Humanizing the WHY  
and HOW of Government!





EXCITING!

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## 2. What are the top radio programs?

### FRENCH NIGHT

Programs	Type	Natl. Rating	Sponsor	Origin	Agency in Canada	Network
1. Un Homme et Son Peche (A Man & His Sin)	Soap	41.0	Lever Bros	Can	Ruthrauff & Ryan§	Fr
2. Radio-Carabin	Variety	32.9	Can Breweries	Can	McKim	Fr
3. Metropole	Soap	30.5	P&G	Can	Dancer-Fitzgerald-Sample	Fr
4. Theatre Ford	Drama	23.2	Ford	Can	Cockfield, Brown	Fr
5. Banco Banco	Quiz	22.8	Bristol-Myers	Can	Ronalds Agency	Fr
6. Ceux Qu'on Aime† (Those We Love)	Soap	22.2	Pond's	Can	J Walter Thompson	Fr
7. La Pause qui Rafraichit (The Pause That Refreshes)	Music	21.8	Coca-Cola	Can	D'Arcy	Fr
8. La Mine d'Or† (The Gold Mine)	Quiz	21.3	Colgate	Can	Spitzer & Mills	Fr
9. Jouez Double (Double or Nothing)	Quiz	21.0	Success Wax	Can	—	Fr
10. Faubourg	Drama	19.2	Dow Brewery	Can	Vickers & Benson	Fr
11. Le Raconteur de Chez Nous	Drama	18.9	Molson's Brewery	Can	Cockfield, Brown	Fr
12. La Chanson de l'Escadrille (Song of the Squadron)	Music	18.4	RCAF	Can	Walsh§	CKAC
13. Aube Incertaine	Drama	17.7	Bradings Capital Brewery	Can	McKim	Fr
14. Tentez Votre Chance (Take a Chance)	Quiz	17.1	Can (Adams Brand Sales) Chewing Gum	Can	Baker	Spot
15. La Rue des Pignons (Street of Gables)	Drama	16.5	P&G	Can	Benton & Bowles	Fr
16. Journal de Grignon	Commentator	16.4	Ronson	Can	Grey§	Spot
17. Beni fut son Berceau (Blessed Was His Birth)	Drama	14.9	Govt	Can	Walsh§	Fr
18. Qui Aura le Dernier Mot? (Let's Start an Argument)	Discussion, Music	12.6	Kraft Foods	Can	J Walter Thompson	Spot
19. Dites-moi (Tell Me)	Quiz	9.5	Toni (Gillette)	Can	Maxon§	Fr

†Patterened after "John and Judy"

‡French counterpart of "Share the Wealth"

§New York Office

### FRENCH DAY

1. Rue Principale (Main Street)	Soap	28.2	P&G	Can	Dancer-Fitzgerald-Sample	Fr
2. Jeunesse Doree (Golden Youth)	Soap	26.9	Campbell Soup	Can	Cockfield, Brown	Fr
3. Je Vous Ai Tant Aime (I Have Loved You Always)	Drama	24.2	Robin Hood Flour Mills	Can	Young & Rubicam	Fr
4. Grande Soeur (Big Sister)	Soap	23.2	P&G	US*	Pedlar & Ryan†	Fr
5. Les Joyeux Troubadours (Happy Gang)	Variety	22.9	Colgate	Can	Spitzer & Mills	Fr
6. Francine Louvain‡	Soap	22.5	Lever Bros	Can	J Walter Thompson	Fr
7. Tante Lucie (Aunt Lucie)	Soap	21.9	Lever Bros	US*	J Walter Thompson	Fr
8. La Metairie Rancourt (The Rancourt Homestead)	Soap	21.3	Standard Chemical	Can	MacLaren	Fr
9. Quart d'Heure de Detente (Quarter Hour of Contentment)	Music	20.7	Carnation Milk	Can	Baker	Fr
10. Quelles Nouvelles (What's New)	Skits	20.7	P&G	Can	Compton§	Fr
11. Maman Jeanne	Soap	20.1	Sterling Drug	Can	Dancer-Fitzgerald-Sample	Fr
12. L'Ardent Voyage) (Brave Voyage)	Soap	17.7	Lever Bros	Can	Ruthrauff & Ryan§	Fr
13. Lettre a une Canadienne (Letter to a Canadian Woman)	Women's	16.3	General Foods	Can	Baker	Fr
11. Entre-Nous, Mesdames (Between Us Ladies)	Women's	13.8	Lipton's (Lever)	Can	Young & Rubicam	Fr

SOURCE: Elliott-Haynes National Rating Report (May 1952 selected since many shows went off the air in June)

‡French adaptation

†Hayhurst to handle Camay coming year

‡English version: Laura Limited

§New York office

FRENCH PROGRAMS HAVE HIGHEST LISTENERSHIP IN NORTH AMERICA DUE TO NATIVE TALENT, FRENCH PASSION FOR RADIO





## ENGLISH NIGHT

Network Programs	Natl. Rating	Sponsor	Origin	Agency in Canada	Network†
1. Charlie McCarthy	29.1	Coca-Cola	US	D'Arcy	Dom
2. Lux Radio Theater	28.3	Lever Bros	US	J Walter Thompson	TC
3. Amos 'n' Andy	26.4	Rexall Drug	US	Ronalds Agency	Dom
4. Our Miss Brooks	23.7	Colgate	US	Spitzer & Mills	Dom
5. Twenty Questions	18.5	Toni (Gillette)	US	Spitzer & Mills	Dom
6. Ford Theater	17.8	Ford	Can	Cockfield, Brown	Dom
7. Great Gildersleeve	17.7	Kraft Foods	US	J Walter Thompson	Dom
8. Share the Wealth	16.3	Colgate	Can	Spitzer & Mills	TC
9. Treasure Trail	16.0	Lambert	Can	Lambert & Feasley*	Dom
10. Suspense	15.1	Electric Autolite	US	Ruthrauff & Ryan	Dom
11. Club 15	14.9	Campbell Soup	US	Dancer-Fitzgerald-Sample	Dom
12. Don Wright Chorus	14.4	Can Westinghouse	Can	S. W. Caldwell, Ltd.	Dom
13. Mystery Theater	12.8	Sterling Drug	US	Dancer-Fitzgerald-Sample	TC
14. Championship Fights	12.5	Gillette	US	Maxon	Dom
15. Burns Chuckwagon	12.0	Buras & Co	Can	James Lovick	Dom
16. It Happened Here	11.7	Ronson	Can	Grey*	Dom
17. Roy Rogers Show	11.1	Gen Foods	US	Baker	TC
18. The Army Show	11.3	Can Govt	Can		Dom
19. John & Judy	10.8	Pond's	Can	J Walter Thompson	TC

### Programs aired on spot basis

1. Take a Chance‡	18.2	Can Chewing Gum	Can	Baker	
2. Bright Star‡	15.2	Johnson	US	Needham, Louis & Brorby	..
3. Cisco Kid‡	15.2	Wrigley	US	J Walter Thompson	..
4. Guy Lombardo‡	15.2	Frigidaire	US	Baker	..
5. Fun Parade‡	13.4	Lever Bros	Can	J Walter Thompson	..

\*Office in U.S. †Networks: Dom—Dominion; TC—Trans-Canada ‡On at various times: all transcribed

## ENGLISH DAY

1. Ma Perkins	16.0	P&G	US	Dancer-Fitzgerald-Sample	TC
2. Big Sister	15.8	P&G	US	Dancer-Fitzgerald-Sample	TC
3. Pepper Young's Family	14.4	P&G	US	Pedlar & Ryan	TC
4. Happy Gang <sup>a</sup>	14.3	Quaker Oats	Can	Spitzer & Mills	TC
5. Road of Life	14.2	P&G	US	Young & Rubicam	TC
6. Happy Gang <sup>b</sup>	14.0	Colgate	Can	Spitzer & Mills	TC
7. Aunt Lucy	13.7	Lever Bros	US	J Walter Thompson	TC
8. Right to Happiness	13.4	P&G	Can	Benton & Bowles	TC
9. Laura Limited	13.2	Lever Bros	US	J Walter Thompson	TC
10. Life Can Be Beautiful	12.6	P&G	US	Young & Rubicam	TC
11. Your Good Neighbor (Kate Aitken)	11.4	Lever Bros	Can	Young & Rubicam	Dom
12. Robin Hood Musical Kitchen	11.3	Robin Hood Flour Mills	Can	Young & Rubicam	TC
13. Brave Voyage	10.1	Lever Bros	Can	Ruthrauff & Ryan	TC
14. Double or Nothing	9.4	Campbell Soup	US	Dancer-Fitzgerald-Sample	Dom
15. Stars Over Hollywood	8.2	Carnation Milk	US	Baker	Dom
16. Bod's Scrapbook	6.9	Lever Bros	Can	Young & Rubicam	Dom

### Programs aired on spot basis

1. Who Am I?	11.0	Colgate	Can	Spitzer & Mills	..
2. Dr. Paul	9.5	McCormicks	US	Walsh	..
3. Young Widder Brown	9.3	Sterling Drug	US	Dancer-Fitzgerald-Sample	..
4. Second Spring	8.4	Sterling Drug	US	Dancer-Fitzgerald-Sample	..
5. Tea Time with Stars	6.9	Tea Bureau	Can	Baker	..

<sup>a</sup>1:15 p.m. M-F    <sup>b</sup>1:30 p.m. M-F

ENGLISH-LANGUAGE PROGRAMS FOLLOW AMERICAN TRENDS, INCLUDE CHORAL MUSIC, DRAMA, COMEDY AND ROUND-TABLES



tion that exists in your country. That is why radio is such a good buy up here."

4. *Canadian radio rates have risen less than those of other media.* Freeman has prepared a rate trend study covering the past seven years to show that radio homes have increased from 2,214,300 in 1946 to 3,454,000 in 1952 or 55.9% while rates have gone up only 32.21%. Most stations raised their rates effective 1 July but the average for one hour Class A time was only 6.03% and for one minute Class A time, 6.9%, over 1951. In contrast rates of black-and-white media have risen much higher since the war, spurred by skyrocketing newsprint prices. As for U. S. stations, Canadian rates are still remarkably cheap

in comparison, according to Freeman.

5. *Canadian radio has almost double the penetration of daily newspapers.* The radio experts argue that although the daily newspaper circulation (89 dailies, 3.5 million circulation) compares favorably with the 3,454,000 radio homes at first glance, a closer analysis shows the comparison to be misleading. Their reasoning: The newspaper circulation is mostly metropolitan, doesn't penetrate much of the 40% rural population. A large number of morning newspapers are never taken home, therefore their ads are "wasted." In winter heavy snows prevent newspapers from reaching outlying communities, sometimes for days. *Ipso facto*, only radio can get to 94% of the Canadian people on time every

day. Using older figures, William D. Hannah, assistant manager of Cockfield, Brown & Co.'s Radio & Television Dept. in Montreal, says:

"Radio as a medium reaches all parts of the country through a total of 155 radio stations. The 3.2 million radio homes comprise 93.3% of the total Canadian households."

And Freeman adds: "You would have to take all the other media to reach most of the radio homes. Radio is everywhere."

6. *Canadian radio is still expanding.* TV will not span the country for another 10-20 years, according to most Canadian experts queried. A total of 4,476,296 radio sets have been bought since the war, 603,594 of them last year, according to the CAB and the

### 3. Do Canadians prefer to listen to government or private stations?

(Sydney, Nova Scotia, presents unique opportunity for comparison since there are only two stations in town.)

STATION CBI (GOVERNMENT), SYONEY, N. S. (1,000 WATTS)

STATION CJCB (PRIVATE), SYONEY, N. S. (1,000 WATTS, NIGHT)

TIME	DAYS	PROGRAM	SETS IN USE	PROGRAM RATING	% OF LISTENERS	TIME	DAYS	PROGRAM	SETS IN USE	PROGRAM RATING	% OF LISTENERS
6.15	MTFTFS	News and Program	39.2	4.5	11.4	6.15	MTWTFS	News	39.2	33.9	86.6
6.30	Sun	Jake the Kid	39.5	8.4	21.3	6.25	MTWTFS	Weather Report	39.2	33.7	85.9
7.00	Sun	Four Gentlemen	37.8	5.8	15.4	6.30	Sun	The Hardy Family	39.5	30.3	76.7
	Mon	Supper Club	38.8	4.6	11.8	7.00	Sun	Souvenir of Sometime	37.8	29.8	78.9
	TT	Prelude, and This Is Jazz	36.8	4.9	13.3	7.00	MTWTF	Easy Aces	37.8	31.2	82.6
	Wed	Recital, Music In Eve.	37.6	8.3	22.2	Sat	Highland Lassie	41.6	33.9	81.4	
	Fri	Roy Rogers Show	36.4	8.8	24.2	7.15	MWF	Song Stars	36.6	28.8	78.8
	Sat	Sports News	41.6	7.4	17.7	7.30	Sun	Our Miss Brooks	41.8	37.7	90.3
7.30	Sun	CBC Woodwind Quintet	41.8	3.5	8.4	7.30	MTWTFS	News	39.3	34.0	86.4
	MTFTF	Intl. Commentary	38.5	4.9	12.8	7.40	MTWTFS	Weather Forecast	39.3	33.7	85.7
	Sat	John Sturgess	43.2	4.5	10.4	7:45	MWF	Hits from the Shows	36.7	30.4	82.8
7.40	MWF	Music Won't Hurt You	37.6	5.0	13.2	TT	The Variety Shop	38.9	32.9	84.6	
	TT	Tony the Troubadour	38.8	4.2	10.8	Sun	Cavalcade of Music	38.5	34.4	89.3	
8.00	Sun	Natl. Sunday Evening Hour	38.5	3.5	9.2	Mon	Bright Star	40.4	33.8	83.6	
	MTTF	Various Programs	38.9	6.7	17.2	Tue	I Was Communist for FBI	43.2	35.3	81.7	
	Wed	Jimmie Shields	38.6	5.7	14.8	Wed	Adventures of Frank Race	38.6	31.2	80.7	
	Sat	Sketches In Song	39.9	3.3	8.2	Thu	Music and Great Outdoors	37.2	26.9	72.2	
8.30	Sun	The Little Symphonies	40.2	6.2	15.4	Fri	Frontier Town	38.5	30.3	82.9	
	MTT	Various Programs	40.0	7.9	19.8	Sat	Take a Chance	39.9	35.5	88.9	
	Wed	CBC Wednesday Night	41.5	5.2	12.6	Sun	Oor's Day Show	40.2	33.6	83.7	
	Fri	Canadian Short Stories	37.2	5.5	14.8	MFW	Club 15	39.5	34.2	86.5	
8.45	MTT	Various Programs	39.0	7.1	18.2	TT	Sports Caravan	40.8	32.5	79.6	
9.00	Sun	Gaiety Parisien	43.2	3.4	7.9	MFW	Market Place Quartet	38.8	30.5	78.6	
	Wed	CBC Wednesday Night	40.5	4.5	11.2	Sun	Charlie McCarthy	43.2	39.2	90.8	
	Thu	The People Act	38.8	7.8	20.2	Wed	Guy Lombardo Show	40.5	35.5	87.6	
	Fri	Voice of Firestone	36.7	5.9	16.2	Thu	Burns Chuckwagon	38.8	31.0	79.8	
	Sat	CBC Sports Page	44.8	3.1	6.9	Fri	A Date In Hollywood	36.7	30.0	71.8	
9.30	Tue	Barrie Craig	40.8	21.0	51.4	Sat	Twenty Questions	44.8	40.9	91.3	
	Sat	Share the Wealth	43.4	13.6	31.3	Tue	British Concert Hall	40.8	19.1	46.9	
						Sat	Memory Music Hall	43.4	20.9	63.8	

SOURCE: Elliott-Haynes Radio Ratings Report, Evening Programs June 1952

### 4. How fast are CBC and private stations increasing?

AM Stations

FM Stations

Revised	Total	CBC	PVT		CBC	PVT
Sept. 1948	128	13	115	14	5	9
Jan. 1951	151	19	132	37	5	32
Feb. 1952	157*	19	138*	36†	5	31†

SOURCE: Canadian Broadcasting Corp. (Statistical Dept.)

\*3 non commercial †commercial

### 5. How many radio sets are being sold in Canada?

Radio set sales since war

Year	Sets	Value
1945	47,027	\$ 1,541,144
1946	587,172	29,507,766
1947	880,469	61,967,318
1948	597,460	49,387,434
1949	776,511	55,133,369
1950	802,743	60,501,058
1951	603,594	51,928,075
1952 <sup>a</sup>	181,320	16,801,311
	<b>4,476,296</b>	<b>\$326,769,475</b>

<sup>a</sup>To end of May

SOURCE: CAB, RTMA of Canada

Above shows total sales since war, 4,476,296, exceed total homes by more than 1,000,000.



RTMA of Canada. This exceeds the total homes by more than 1,000,000. In addition six more stations were added in the past year, a total of 29 since 1948. On the other hand, only one new daily newspaper was founded in 1951, raising the total to 89.

7. *Canadian radio is enterprising.* Here are a few examples: Jack Cullen, plugging Kelly's Record Department on his late night *Owl Prowl* show over CKNW, New Westminster (Vancouver), B.C., kidded: "If you can't afford to buy these wonderful records, go in and steal them—tell 'em I said so." The police were kept busy sprinting after record-stealers all next day, "gently urging them to return the discs or pay cash," according to Rolly Ford, CKNW national sales director who also edits

the station's novel house organ *Top Dog*.

Phil Lalonde, general manager of CKAC, Montreal, got his competitors, including Arthur Dupont, owner and manager of CJAD, to manage CKAC for one day each during a week's celebration of CKAC's 30th anniversary. Said Lalonde: "I made them promise not to burn the station down first!"

Jack Teitohman's CKVL of Verdun, Quebec, puts on 25 live shows a week, calls itself "the little Hollywood of French Canada."

Jack Cooke, owner of CKEY, Toronto, mentioned that 125,000 persons turned out for a CKEY-sponsored Dominion Day celebration at Riverdale Park 1 July.

Waldo Holden, commercial mana-

ger of CFRB, Toronto, reports that the station has developed a 6:00 to 6:30 a.m. farm program, *Breakfast on the Farm*, which is sold out. (In fact almost all of CFRB's time from 7:00 a.m. to 8:00 p.m. is in the same enviable position, except for a quarter-hour option, Holden said. CFRB is one of the two most powerful independent stations in Canada. CKLW, Windsor, also is a 50,000-watter.)

W. E. Collier, advertising sales manager of CKY, Winnipeg, says CKY has developed a "chain action merchandising" plan putting point-of-purchase displays on a weekly basis for all regular sponsors.

CJCH, Halifax, put up \$10,000 to help finance the all-Canada musical (Please turn to page 94)

## 6. How do Canadian radio homes divide among the provinces?

Province	Population	Households	% radio	Radio Homes*
Newfoundland	365,000	76,000	80.3	61,000
Prince Edward Island	100,000	22,000	90.9	20,000
Nova Scotia	636,000	163,000	90.8	148,000
New Brunswick	512,000	122,000	91.8	112,000
Quebec	4,102,000	905,000	96.0	869,000
Ontario	4,647,000	1,282,000	95.2	1,220,000
Manitoba	766,000	211,000	92.5	198,000
Saskatchewan	807,000	238,000	95.0	226,000
Alberta	965,000	267,000	94.4	252,000
British Columbia	1,181,000	371,000	93.8	348,000
<b>CANADA</b>	<b>14,081,000</b>	<b>3,660,000</b>	<b>94.4</b>	<b>3,454,000</b>

\*Estimates

SOURCE: H. F. Chevrier, Vice Chrmn. Research & Development Committee of Bureau of Broadcast Measurement and CBC Statistician, 1952

## 7. How do costs and circulation compare?

Medium	Circulation	Space or time	Total Cost
13 mags	2,971,064	page	\$15,857
134 pvt. cmrl. radio stations	3,454,000 (radio homes)	1/2 Hour Class A 26 times	4,987
14 farm papers	2,070,987	page	10,900
4 week-enders	2,312,688	roto page	8,125
88 dailies	3,481,000	600 lines	6,918
60 trade, business papers	116,630	page	6,389

SOURCE: Marketing, Toronto

## 8. What are the facts on car-radio listening?

City	% Sets in Use*	City	% Sets in Use*
Halifax	17.8	Hamilton	29.4
St. John	10.4	Winnipeg	29.1
Montreal (Eng.)	32.9	Regina	36.7
Montreal (Fr.)	15.4	Calgary	21.3
Ottawa	17.6	Edmonton	38.7
Toronto	31.8	Vancouver	39.7

SOURCE: Elliott-Haynes Auto Radio Listening Report (April 1952) (Based on 3,000 interviews in each city between 8 a.m. and 6 p.m.)

\*In cars in use. Estimated number auto radios in Canada: 650,000. 75% of new cars being sold are radio-equipped.

# These are Canada's 155 commercial radio stations

City	Call Letters	Net*	Frequency (KC's)	Power† (Watts)	Nighttime ½ hr	Rates‡ 1 min	U.S. Reps§	City	Call Letters	Net*	Frequency (KC's)	Power† (Watts)	Nighttime ½ hr	Rates‡ 1 min	U.S. Reps§		
<b>ALBERTA</b>								<b>NOVA SCOTIA</b>									
Calgary	CFAC	TC-S	960	5,000	DA-N	\$66	\$17	W&C	Antigonish	CJFX	DOM-B	580	5,000	DA	\$48	\$9	AJY
Calgary	CFCN	DOM-B	1,060	10,000	DA-N	\$66	\$16.80	HGO	Bridgewater	CKBW	TC-S	1,000	1,000	DA-N	\$27	\$5	DC
Calgary	CKXL		1,140	1,000	DA-N	\$48	\$1.20	DC	Holifax	CBH	TC-B	1,330	100		\$24	\$9.60†	CBC
Edmonton	CBX	TC-B	1,010	50,000	DA	\$75	\$30†	CBC	Holifax	CHNS	DOM-B	960	5,000	DA-N	\$48	\$10	W&C
Edmonton	CFRN	DOM-B	1,260	5,000		\$60	\$16	AJY	Holifax	CJCH		920	5,000	DA	\$42	\$1	AJY
Edmonton	CHFA		680	5,000	DA	\$36	\$8	HGO	Kentville	CKEN <sup>b</sup>		1,490	250		\$24	\$1	
Edmonton	CJCA	TC-S	930	5,000	DA-N	\$72	\$22	W&C	Sydney	CBI	TC-B	1,570	1,000		\$24	\$9.60†	CBC
Grande Prairie	CFGP	TC-S	1,050	1,000		\$30	\$5	W&C	Sydney	CJCB	DOM-B	1,270	5,000	D	\$48	\$9	W&C
Lethbridge	CJOC	TC-B	1,220	5,000	DA-N	\$36	\$10	W&C	Truro	CKCL		1,400	250		\$24	\$5	
Medicine Hat	CHAT	DOM-S	1,270	1,000	DA	\$24	\$6	W&C	Windsar	CFAB <sup>b</sup>		1,450	250		\$24	\$1	
Red Deer	CKRD	DOM-S	1,230	250		\$24	\$6	AJY	Yarmouth	CJLS	DOM-B	1,340	250		\$21	\$4	W&C
<b>BRITISH COLUMBIA</b>								<b>ONTARIO</b>									
Chilliwack	CHWK	DOM-B	1,270	1,000	DA	\$24	\$5	W&C	Borrie	CKBB		1,230	250		\$27	\$5.50	AJY
Dawsan Creek	CJDC	TC-S	1,350	1,000		\$28	\$5	DC	Belleville	CJBQ	DOM-S	1,230	250		\$33	\$7	AJY
Kamloops	CFJC	TC-B	910	1,000		\$24	\$5	W&C	Brantford	CKPC	DOM-S	1,380	1,000	DA-N	\$36	\$8	
Kelowna	CKOV	TC-B	630	1,000		\$30	\$8	W&C	Brockville	CFJR	DOM-B	1,450	250		\$24	\$4	AJY
Nanaima	CHUB		1,570	1,000	DA	\$28.80	\$6	DC	Chatham	CFCO	DOM-B	630	1,000	DA	\$27	\$5	
Nelson	CKLN	TC-S	1,240	250		\$21	\$4	AJY	Cornwall	CKSF	DOM-S	1,230	250		\$30	\$5.40	JHM
New Westminster	CKNW		1,320	1,000	DA-N	\$60	\$15	F&C	Fort Frances	CKFI	DOM-S	800	1,000	D	\$36	\$4.50	DC
Penticton	CKOK		800	1,000	D	\$30	\$7.50	DC	Fort William	CKPR	TC-B	580	1,000		\$44	\$8	AJY
Part Alberni	CJAV		1,240	250		\$24	\$5	DC	Guelph	CJOY		1,450	250		\$24	\$5	DC
Prince George	CKPG	TC-S	550	250		\$24	\$5	W&C	Hamilton	CHML	DOM-S	900	5,000	DA-N	\$75	\$16	AJY
Prince Rupert	CFPR	TC-S	1,240	250		\$18	\$3.50		Hamilton	CJSH-FM <sup>c</sup>		102.9*	9,200		\$24	\$4.50	
Trail	CJAT	TC-B	610	1,000		\$36	\$8	W&C	Homilton	CKOC	TC-S	1,150	5,000	DA	\$60	\$12.50	W&C
Vancouver	CBU	TC-B	690	10,000	DA	\$84	\$33.60†	CBC	Kenora	CJRL	DOM-B	1,220	1,000		\$24	\$4.50	DC
Vancouver	CJOR	DOM-B	600	5,000	DA	\$72	\$20	AJY	Kingston	CKWS	TC-B	960	5,000	DA	\$60	\$13	DC
Vancouver	CKMO		1,410	1,000		\$40	\$9	DC	Kirkland Lake	CJKL	TC-B	560	5,000	DA-N	\$48	\$8	DC
Vancouver	CKWX		980	5,000	DA	\$84	\$21	W&C	Kitchener	CKCR	DOM-S	1,490	250		\$30	\$6	AJY
Vernan	CJIB	DOM-S	940	1,000		\$28	\$7	DC	London	CFPL	DOM-B	980	5,000	DA	\$60	\$15	W&C
Victoria	CJVI	DOM-B	900	1,000	DA	\$30	\$5	W&C	Niagara Falls	CHVC		1,600	5,000	D	\$36 <sup>c</sup>	\$8 <sup>c</sup>	DC
Victoria	CKDA		1,340	250		\$24	\$5	F&C	North Bay	CFCH	TC-B	600	1,000	DA	\$36	\$6	DC
<b>MANITOBA</b>								<b>OTTAWA</b>									
Brandon	CKX	DOM-B	1,150	1,000		\$36	\$7.50	AJY	Ottawa	CFRA		560	1,000	DA	\$48	\$10	W&C
Dauphin	CKDM		1,230	250		\$22.50	\$3.65	AJY	Owen Sound	CFOS	DOM-S	1,470	1,000	DA-N	\$36	\$7	AJY
Flin Flon	CFAR	TC-S	590	1,000		\$24	\$4.50	AJY	Pembroke	CHOV	DOM-B	1,350	1,000	DA	\$36	\$7.50	AJY
St. Boniface	CKSB		1,250	1,000	DA	\$36	\$6	JHM	Peterborough	CHEX	DOM-B	1,430	1,000	DA	\$42	\$8.50	DC
Winnipeg	CBW	TC-B	990	50,000		\$96	\$38.40†	CBC	Port Arthur	CFPA	DOM-B	1,230	250		\$36	\$7	W&C
Winnipeg	CJOB		1,340	250		\$45	\$11	AJY	Sarnia	CHOK	TC-S	1,070	5,000	D	\$48	\$8	DC
Winnipeg	CKRC	DOM-B	630	5,000	DA-N	\$72	\$20	W&C	St. Catharines	CKTB	DOM-S	620	1,000	DA	\$36	\$8	JHM
Winnipeg	CKY		580	5,000	DA	\$60	\$15	DC	St. Thomas	CHLO	TC-S	680	1,000	DA	\$42	\$8	DC
<b>NEW BRUNSWICK</b>								<b>ST. CATHARINES</b>									
Campbellton	CKNB	DOM-B	950	1,000	DA	\$27	\$5	W&C	Sault Ste. Marie	CJIC	TC-B	1,490	250		\$36	\$7.50	JHM
Edmundston	CJEM	FR-S	1,380	1,000	DA	\$24	\$5	AJY	Stratford	CJCS	DOM-S	1,240	250		\$24	\$4.50	W&C
Fredericton	CFNB	TC-B	550	5,000	DA-N	\$48	\$9	W&C	Sudbury	CHNO	DOM-S	1,440	1,000	DA	\$42	\$9	AJY
Moncton	CKCW	DOM-B	1,220	5,000	DA-N	\$36	\$6	AJY	Sudbury	CKSO	TC-B	790	5,000	DA-N	\$54	\$12	W&C
Newcastle	CKMR		1,340	250		\$24	\$5		Timmins	CFCL		580	1,000	DA	\$36	\$8	
Saint John	CFBC	DOM-B	930	5,000	DA	\$45	\$9.50	W&C	Timmins	CKGB	TC-B	680	5,000	DA-N	\$48	\$8	DC
Saint John	CHSJ	TC-B	1,150	5,000	DA-N	\$45	\$9.50	AJY	Toronto	CBL	TC-B	740	50,000		\$264	\$81.60†	CBC
Sackville	CBA	TC-B	1,070	50,000		\$90	\$36†	CBC	Toronto	CFRB		1,010	50,000	DA	\$200	\$40	AJY
<b>NEWFOUNDLAND</b>								<b>TORONTO</b>									
Carver Brook	CBY	TC-S	790	1,000		\$81.60 <sup>a</sup>	\$32.64 <sup>a†</sup>	CBC	Toronto	CHUM		1,050	1,000	D	\$60	\$12	JHM
Gander	CBG	TC-S	1,450	250		\$81.60 <sup>a</sup>	\$36.64 <sup>a†</sup>	CBC	Toronto	CJBC	DOM-B	860	50,000		\$150 <sup>c</sup>	\$60†	
Grand Falls	CBT	TC-S	1,350	1,000		\$81.60 <sup>a</sup>	\$36.64 <sup>a†</sup>	CBC	Toronto	CKEY		580	5,000	DA-D	\$120	\$22.50 <sup>d</sup>	DC
St. John's	CBN	TC-S	640	10,000		\$81.60 <sup>a</sup>	\$36.64 <sup>a†</sup>	CBC	Toronto	CKFH		1,400	250	DA	\$60	\$14	
St. John's	CJON		930	5,000	DA-N	\$42	\$8	DC	Windsar	CBE	TC-B	1,550	10,000	DA	\$60	\$24†	CBC
St. John's	VOCM		590	1,000		\$30	\$5	W&C	Windsar	CKLW	DOM-S	800	50,000	DA	\$105	\$18	AJY

**NETWORKS** (all operated by official Canadian Broadcasting Corp.)  
 TC-B—Trans-Canada Basic  
 TC-S—Trans-Canada Supplementary  
 Dom-B—Dominion Basic  
 Dom-S—Dominion Supplementary  
 FR-B—French B  
 FR-S—French Supplementary  
 D—day power, N—night power, DA—directional antenna

**NETWORK RATES**  
 Dominion—31 basic stations, \$132<sup>a</sup> for ½ hr plus \$24<sup>a</sup> line charges  
 Trans-Canada—24 basic stations, \$138<sup>b</sup> ½ hr plus \$24<sup>b</sup> line charges  
 French—3 basic stations, \$270 ½ hr plus \$24 line charges  
 \*Few stations list hourly rates any longer, most rates went up 1 July

**REPRESENTATIVES**  
 CBC—Canadian Broadcasting Co  
 DC—Donald Cooke, Inc  
 F&C—Forjoe & Co  
 JHM—J. H. McGillivra  
 HGO—Harlan G. Oakes  
 W&C—Weed & Co  
 AJY—Adam J. Young, Jr



# broken down by provinces

# Canadian Station Reps

City	Call Letters	Net*	Frequency (KC's)	Power† (Watts)	Nighttime Rates‡		U.S. Reps§	
					1/2 hr	1 min		
<b>Wingham</b>	CKNX	DOM-S	920	1,000	DA-N	\$36	\$8	AJY
<b>Woodstock</b>	CKOX		1,340	250		\$24	\$5	
<b>PRINCE EDWARD ISLAND</b>								
<b>Charlotte-town</b>	CFCY	DOM-B	630	5,000	DA-N	\$51	\$9	W&C
<b>Summerside</b>	CJRW		1,240	250		\$24	\$5	
<b>QUEBEC</b>								
<b>Amos</b>	CHAD <sup>†</sup>	FR-S	1,340	250		\$57	\$11	W&C
<b>Chicoutimi</b>	CBJ	FR-B	1,580	10,000	DA	\$36	\$14.40 <sup>¶</sup>	CBC
<b>Granby</b>	CHEF		1,450	250		\$28	\$6	
<b>Hull</b>	CKCH	FR-S	970	1,000	DA	\$55	\$11	JHM
<b>Jonquiere</b>	CKRS		1,240	250		\$30	\$7	AJY
<b>LaSarre</b>	CKLS <sup>†</sup>	FR-S	1,240	250		\$57	\$11	W&C
<b>Matane</b>	CKBL		1,250	1,000	DA	\$24	\$4.80	
<b>Montreal</b>	CBF	FR-B	690	50,000		\$180	\$72 <sup>¶</sup>	CBC
<b>Montreal</b>	CBM	TC-B	940	50,000		\$120	\$48 <sup>¶</sup>	CBC
<b>Montreal</b>	CFCF	DOM-B	600	5,000	DA	\$120	\$28	W&C
<b>Montreal</b>	CHLP		1,410	1,000	DA	\$75	\$18	JHM
<b>Montreal</b>	CJAD		800	5,000	DA	\$120	\$28	AJY
<b>Montreal</b>	CKAC		730	10,000	D	\$150	\$33	AJY
				5,000	N			
<b>New Carlisle</b>	CHNC	FR-S	610	5,000	DA	\$42	\$9	AJY
<b>Quebec</b>	CBV	FR-B	980	1,000		\$54	\$21.60 <sup>¶</sup>	CBC
<b>Quebec</b>	CHRC		800	5,000	DA	\$66	\$16	AJY
<b>Quebec</b>	CJNT	TC-S	1,340	250		\$24	\$6	AJY
<b>Quebec</b>	CKCV	DOM-S	1,280	1,000	DA-N	\$54	\$11	W&C
<b>Rimouski</b>	CJBR	FR-S	900	5,000	DA-N	\$36	7.25	AJY
<b>Riviere-du-Loup</b>	CJFP	FR-S	1,400	250		\$27	\$7	AJY
<b>Roberval</b>	CHRL		1,340	250		\$26.40	\$6.50	
<b>Rouyn</b>	CKRN <sup>†</sup>	FR-S	1,400	250		\$57	\$11	W&C
<b>Ste. Anne de la Poca-tiere</b>	CHGB	FR-S	1,350	1,000	D	\$27	\$7	JHM
				250	N			
<b>Shawinigan Falls</b>	CKSM		1,220	1,000	DA	\$36	\$8.50	
<b>Sherbrooke</b>	CHLT	FR-S	900	1,000	DA-N	\$45	\$9	AJY
<b>Sherbrooke</b>	CKTS	DOM-B	1,240	250		\$28	\$6	AJY
<b>Sorel</b>	CJSO		1,320	1,000	DA-N	\$40	\$10	DC
<b>Thetford Mines</b>	CKLD	FR-S	1,230	250		\$24	\$6	AJY
<b>Trois Rivieres</b>	CHLN		550	1,000	DA	\$36	\$7.50	AJY
<b>Val D'Or</b>	CKVD <sup>†</sup>	FR-S	1,230	250		\$57	\$11	W&C
<b>Verdun</b>	CKVL		980	1,000	DA	\$135	\$28	DC
<b>Victoriaville</b>	CFDA		1,380	1,000	DA-N	\$27	\$6	
<b>Ville Marie</b>	CKYM		710	1,000	DA-N	\$30	\$6	AJY
<b>SASKATCHEWAN</b>								
<b>Gravelbourg</b>	CFRG					\$24	\$5	
<b>Moose Jaw</b>	CHAB	DOM-B	800	5,000	DA	\$48	\$12	W&C
<b>North Battleford</b>	CJNB		1,460	1,000		\$30	\$6	
<b>Prince Albert</b>	CKBI	DOM-B	900	5,000	DA	\$42	\$8	W&C
<b>Regina</b>	CKCK	TC-S	620	5,000	DA-N	\$54	\$13.50	W&C
<b>Regina</b>	CKRM	DOM-B	980	5,000	DA-N	\$54	\$13.50	AJY
<b>Saskatoon</b>	CFQC	DOM-B	600	5,000	DA-N	\$60	\$16	AJY
								HGO
<b>Saskatoon</b>	CKOM		1,340	250		\$42	\$10	W&C
<b>Watrous</b>	CBK	TC-B	540	50,000		\$132	\$52.80 <sup>¶</sup>	CBC
<b>Yorkton</b>	CJGX	DOM-B	940	1,000		\$33	\$7	AJY

†Five minutes  
 ‡Group rate for CBY, CBG, CBT, and CBN  
 §CKEN is satellite of CFAB; rate is for both stations  
 ¶1951 rate  
 †Class "B" time  
 ‡Only commercial FM station; frequency in megacycles  
 †Northern Radio—Radio Nord, Inc.

## CANADA

**JAMES L. ALEXANDER**  
 TORONTO: 100 Adelaide St. W.  
 MONTREAL: Drummond Bldg.  
 J. L. Alexander  
 Frank Edwards

**ALL-CANADA RADIO FACILITIES**  
 TORONTO: Victory Bldg.  
 MONTREAL: Dominion Square Bldg.  
 WINNIPEG: Childs Bldg.  
 CALGARY: Taylor, Pearson & Carson Bldg.  
 VANCOUVER: 198 W. Hastings St.  
 John Tregale  
 Burt Hall  
 Percy Gayner  
 H. R. Carson  
 J. E. Baldwin

**BROADCAST REPRESENTATIVES**  
 WINNIPEG: Lindsay Bldg.  
 A. J. Messner

**CANADIAN BROADCASTING CORP.**  
 TORONTO: 354 Jarvis St.  
 MONTREAL: Radio Canada Bldg.  
 Walter Powell  
 Maurice Valquette

**JOS. A. HARDY**  
 MONTREAL: 1015 Dominion Square Bldg.  
 TORONTO: 11 Jordan St.  
 B. Wells  
 Bruce Butler

**JOHN N. HUNT & ASSOCIATES**  
 VANCOUVER: 198 W. Hastings St.  
 J. N. Hunt

**PAUL MULVIHILL**  
 TORONTO: 21 King St. East (Room 300)  
 Paul Mulvihill

**NATIONAL BROADCAST SALES**  
 TORONTO: 90 Richmond St. West  
 MONTREAL: Medical Arts Bldg.  
 R. A. Leslie  
 Ed Kavanagh

**OMER RENAUD & CO.**  
 MONTREAL: 1411 Stanley Street  
 TORONTO: Bank of Nova Scotia Bldg.  
 Omer Renaud  
 E. C. Maguire  
 Ken Davis

**RADIO REPRESENTATIVES**  
 TORONTO: 4 Albert St.  
 MONTREAL: Dominion Square Bldg.  
 WINNIPEG: Lindsay Bldg.  
 VANCOUVER: 198 W. Hastings St.  
 Jack Slatter  
 Wilf Dippie  
 A. J. Messner  
 J. N. Hunt

**RADIO TIME SALES (ONT.)**  
 TORONTO: 147 University Ave.  
 Norm Brown

**RADIO TIME SALES (QUEBEC)**  
 MONTREAL: 1231 St. Catherine St. West  
 Jim Tapp

**RADIO & TELEVISION SALES**  
 TORONTO: 10 Adelaide St. East  
 MONTREAL: Windsor Hotel  
 A. A. McDermott  
 Andy Wilson

**STEPHENS & TOWNDROW**  
 TORONTO: 35 King St. West  
 Bill Stephens  
 Ernie Towndrow

**HORACE N. STOVIN & CO.**  
 TORONTO: Victory Bldg.  
 MONTREAL: Keefer Bldg.  
 WINNIPEG: Childs Bldg.  
 VANCOUVER: 846 Howe St.  
 H. N. Stovin  
 Ralph Judge  
 Frank Murray  
 Jack Whitehouse  
 Jim Stovin

## UNITED STATES

**DONALD COOKE**  
 NEW YORK: 551 Fifth Ave.  
 CHICAGO: 228 North La Salle St.  
 BEVERLY HILLS: 111 North La Cienega Blvd.  
 SAN FRANCISCO: 233 Sansome St.  
 DETROIT: 1323 Penobscot Bldg.  
 Donald Cooke  
 Fred Jones  
 Lee O'Connell  
 William Ayres  
 Chas. J. Sheppard

**FORJOE & CO.**  
 NEW YORK: 29 West 57 St.  
 LOS ANGELES: 1127 Wilshire Blvd.  
 SAN FRANCISCO: 593 Market St.  
 CHICAGO: Tribune Tower, 435 Mich. Ave.  
 ATLANTA: 405 Mortgage Guarantee Bldg.  
 Joseph Bloom  
 Lawrence Krasner  
 Zona Belle Sanson  
 William Wyatt  
 Clayton Cosse

**JOSEPH HERSHEY McGILLVRA**  
 NEW YORK: 366 Madison Ave.  
 CHICAGO: 185 North Wabash Ave.  
 BEVERLY HILLS: 111 North La Cienega Blvd.  
 SAN FRANCISCO: 233 Sansome St.  
 J. H. McGillvra  
 Hub Jackson  
 Lee O'Connell  
 William Ayres

**HARLAN G. OAKES & ASSOCIATES**  
 NEW YORK: 17 East 42nd St.  
 LOS ANGELES: 672 South Lafayette Park Place  
 SAN FRANCISCO: 5 Third St.  
 CHICAGO: Pure Oil Bldg.  
 MINNEAPOLIS: 2647 Bryant Ave. North  
 Arthur Gordon  
 Harlan Oakes  
 Burton Beggs  
 Paul Elsberry  
 J. Frank Johns

**WEED & CO.**  
 NEW YORK: 350 Madison Ave.  
 CHICAGO: 203 North Wabash Ave.  
 DETROIT: Book Bldg.  
 HOLLYWOOD: 6331 Hollywood Blvd.  
 SAN FRANCISCO: 68 Post St.  
 BOSTON: Statler Bldg.  
 ATLANTA: Palmer Bldg.  
 Joseph J. Weed  
 Peter A. McGurk  
 Cornelius C. Weed  
 Bernard Pearce  
 Lincoln P. Simonds  
 Mollie Eastman  
 Henry Greene  
 George Swearingen, Jr.

**ADAM J. YOUNG, JR.**  
 NEW YORK: 22 East 40th St.  
 CHICAGO: 55 East Washington St.  
 LOS ANGELES: 422 Guaranty Bldg.  
 ST. LOUIS: 6 N. 7th St.  
 Adam J. Young, Jr.  
 William J. Reilly  
 William L. Wallace  
 Jack Hetherington



Many think of Canada this way. But nation is varied



As view of Ottawa shows Canada is highly developed

# III. Tips on selling to Canadians

English-area tips start below; French-area suggestions follow on page 78

## Tips on English Canada

1. *Set up a Canadian subsidiary.* All you need is a manufacturer's license, actually a mere registration for federal tax purposes, from the Dept. of Trade & Commerce in Ottawa. You save some money by establishing a sales organization only; this splits your U.S. and Canadian tax. You save more by packaging or assembling your product in Canada. You save most by producing your entire product here. There are no curbs in Canada on outgoing capital; these were ended a year ago.

LORNE CAMPBELL, *Dept. of Planning & Development*  
Ontario Provincial Government

2. *Study these five marketing zones:* (a) Maritime Provinces, Newfoundland (agriculture, lumbering, fishing); (b) Quebec (75% French-speaking; agriculture, lumbering, mining, fishing, industry); (c) Ontario (primarily industrial, agricultural with mining, lumbering important); (d) Prairie Provinces—Manitoba, Alberta, Saskatchewan (largely agricultural, now oil, mining); (e) British Columbia (agriculture, mining, lumber, industry, oil).

G. C. HAMMOND, *Vice President*  
Cockfield, Brown & Co., Ltd., Montreal

3. *Concentrate on one market at a time.* If you're just starting, begin in Ontario or some of the biggest cities there. Don't dump your products into Canada overnight and expect success. You'd need a staggering budget to sell them. But after you've sold Ontario—which incidentally has 30% of the total drug stores in Canada—then go into Quebec Province where Montreal is the chief city of all Canada. But remember Montreal must be handled as two markets—English and French. Each must be dealt with completely in its own language. After Quebec you can try the other three marketing areas.

ADAM J. YOUNG, JR., *President*  
Adam J. Young, Jr., Inc., New York

4. *Remember these five things:* (a) Canadians today are, in common with the rest of the world, becoming extremely nationalistic. They don't like having references to U. S. holidays or historical events used in appeals. (b) Times which may be O.K. for certain products in the U. S. market are not necessarily the best times for a similar appeal in Canada. Canada has variations across its own breadth and outlook. (c) Canadian pronunciations of many words differ from American; for

instance: lieutenant is "lootenant" in U.S., "left-tenant" in Canada. (d) Canadians are slower to react to situations than Americans. They do not panic fast or get in a stew about things. Often this means the difference between success and failure of a short-term campaign. Get-out-and-buy-now appeals don't get the action in Canada that they do in the U. S. (e) The pace of business is not as feverish in Canada as in the U.S. A letter will often do where telegrams are the usual thing in the U.S. Except on metropolitan city stations the demand for immediate answers on availabilities, etc., is not so heavy.

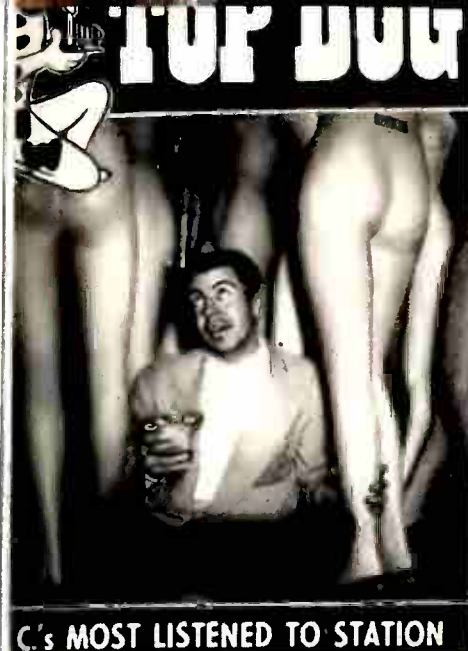
A. A. (ANDY) McDERMOTT, *Manager*  
Radio & Television Sales, Inc., Toronto

5. *Speak to Canadians in their own idiom.* It's wise to seek the counsel of Canadian stations, talent and agencies. Examples: An American drove his car up to Toronto for the Shrine convention the other day—the temperature was up in the nineties—with skis strapped to the roof. Some commercials written in the states are in the same vein. There's a deplorable lack of knowledge of how people work up here. Remember, Canadians don't feel

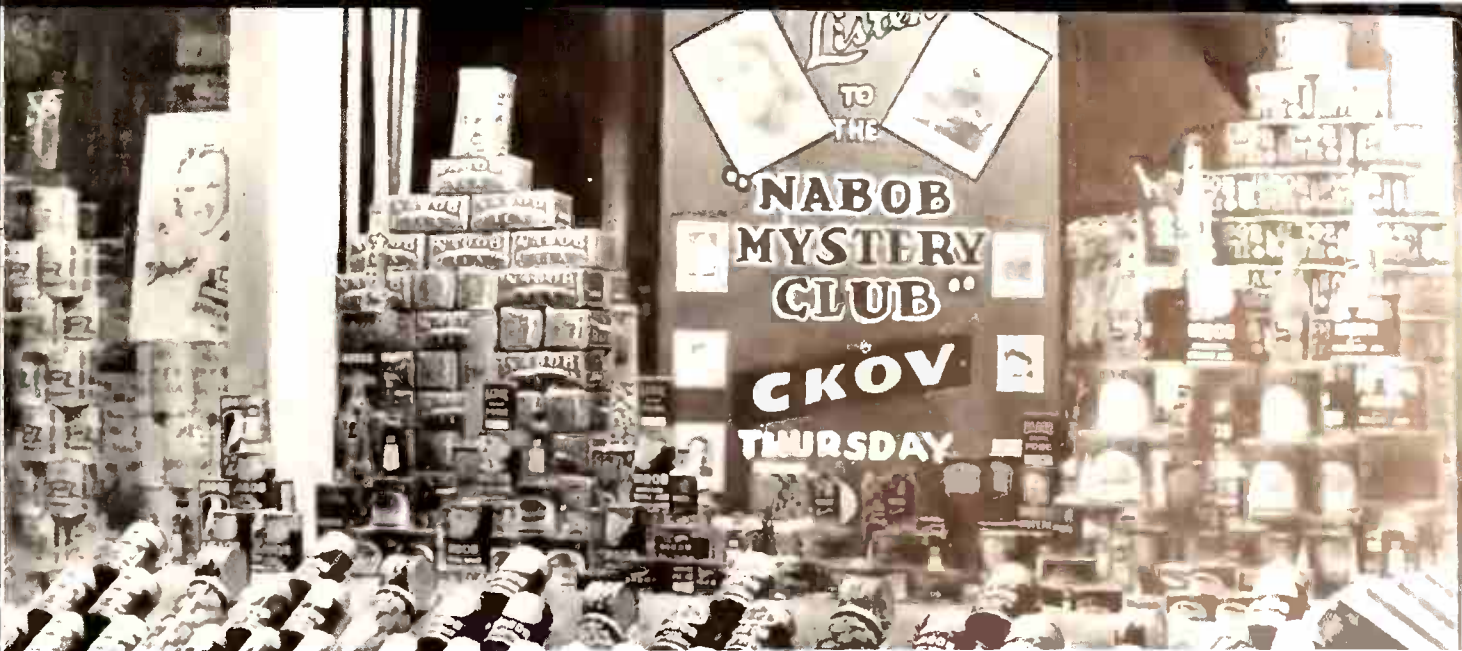
PROGRAMING TIP: LOOK INTO DISK SHOWS LIKE ZIV'S BLACKIE; ALL-CANADA'S REFLECTIONS; CALDWELL'S JONES MUSICALE







C's MOST LISTENED TO STATION



PROMOTION TIP: CANADIANS RESPOND TO SAME MERCHANDISING TACTICS AS MOVE AMERICANS. TOP DOG IS HOUSE ORGAN

that the world is divided between people who are American citizens and those who wish to be. . . . The American advertiser should also remember the Canadian is afraid of having his country absorbed by the U.S. economically and culturally. There used to be a healthy blend of U.S. and British capital here. Now Britain can't keep up and the U.S. is pouring money in. Canadian business is losing its individuality. . . . Programs? In the U.S. the stations have sold their program time to the sponsors, unlike the newspapers which do not turn over their editorial columns to the advertisers. As a result, you have no program direction and inferior entertainment. I'm in favor of programing what people want so long as something worthwhile remains. And better programing wouldn't cost the sponsor any more. For instead of paying the agency for the program as he does now, he would pay the station. CBC's *Wednesday Night* program is an example of spreading culture by decree—the other extreme. It doesn't work. The CBC's long-haired evening makes Wednesday night the longest night of the week. The American sponsor should be able to find a happy

medium between the two extremes.  
 RICHARD G. LEWIS, *Editor*  
*Canadian Broadcaster and Telescreen,*  
*Toronto*

6. *Use spot radio.* This will enable the advertiser to overcome the individual market and population differences. Spot programs with strong local appeal can build distribution and sales, as well as loyalty to branded merchandise. For quick sell, spot announcements in strong local participation programs offer the best method.

JOSEPH BLOOM, *President*  
*Forjoe & Co., Inc., New York*

7. *Use Canadian shows.* We have remarkable talent. When we auditioned for *Brave Voyage*, our New York people were amazed at the versatility of the talent. Among the top are actors like Claire Dranie, Ruth Springford and those perennial comedians, Johnnie Wayne & Frank Shuster.

TRUDY JOHNSON, *Traffic Supervising & Buying*  
*Ruthrauff & Ryan, Inc., Toronto*

8. *Leave Canadian advertising to Canadian agencies* specializing in the Canadian market. A warmed-over American commercial won't always do

the job. Nor will any "average" net show with local cut-ins. As an example of what I mean: One big company in the U.S., which has sponsored a fine program on the air for over 25 years without a break (and lately on TV too) decided to break into Canadian radio. It piped in the American show, expecting immediate reaction. However, all it got so far was a goose egg. Reason? The program was and still is the type that took a long time to build audience and loyalty. That was in the U.S. and in border cities where Canadian audiences could hear or watch the U.S. stations. In fact, in a free offer of a gift, the U.S. show pulled more in Toronto than the local rebroadcast several nights later.

GORDON ALLEN, *Director, Broadcasting-TV Div.*  
*Associated Broadcasting Co., Ltd., Toronto*

9. *Don't use "circus" advertising.* Although fundamentally Canadian reactions are the same as in the U.S., "circus" advertising is not as effective. Because Canadian radio is governed and policed by the government, we do have a more limited scope than in the U.S.

(Please turn to page 106)

**Tips on how to prepare food and drug copy\***

1. Don't use "laxative" except when part of registered name; then it's limited to once per commercial.
2. Don't refer to drinking.
3. Mention athlete's foot only once per commercial.
4. Don't describe soft, spongy, bleeding gums. Don't use sound effects to portray loose dental plates.
5. Don't mention function of any internal organ.
6. Don't use "waste matter," "function," "deranged kidneys."
7. Reference to fleas, bedbugs, body lice, etc., will be modified.
8. Use "blemishes" instead of "eruptions," "pimples," "blotches," "itching," "boils" and "blackheads."
9. Delete the following: "loosened phlegm," "thick, strangling mucous," "sluggish intestinal muscles," "makes you feel sickish."
10. Forget reducing tablets; they're out.
11. Use "keeps your breath sweet" in chlorophyll toothpaste — nothing more boastful. Keep away from embarrassment (due to bad breath) angle.
12. You have to clear cosmetic copy through Food & Drug Division, Ottawa, now.
13. Don't claim a product can remedy or cure diseases. Get CBC list.

CBC rules. Submit two copies two weeks in advance to CBC Broadcast Regulations Div. 354 Jarvis St. Toronto





Prizes help build audience for French stations

**Tips on French-Speaking Canada**

1. *Yes, it's true what they say about French girls.* They're interested in much the same thing as American girls. They like the same clothes and cosmetics. In the home the housewife is just as modern and wants much the same conveniences. She sticks to the long-established product she trusts, however. If a new one comes along, she has to be sold hard to change. The American advertiser should do his advertising in French to reach the French

girls and wives. He should make it a cross between straight translation and a completely separate theme. Soap opera, for example, can be adapted quite successfully. But the French Canadian goes to the priest first, rather than the doctor, when in trouble. And there are never any divorces on French-Canadian radio. Just misunderstandings and separations.

MARY MORAN, *Radio Director*  
MacLaren Adv. Co., Ltd., Montreal

2. *Respect the French Canadian.* He feels he's more Canadian than the English, for he's been here longer and has severed all ties with Europe. A good many English Canadians still have relatives in England or the U.S., so their Canadian home is not all-inclusive. We even had a Prime Minister (R. B. Bennett) who, when defeated for re-election, went back "home"—to England. A French Canadian would never have done that.

French Canada is alone in a sea of Anglo-Saxonism. Unlike English Canada, which asks, when stuck with a big problem, how London or Washington

would act, French Canada reacts by itself.

Our schooling is not the same as the English. We give more emphasis to solid general background in all fields, whereas the Anglo-Saxon specializes much sooner. The church (Roman Catholic) plays a much bigger part in the life of the French Canadian than among the English-speaking people. Because of his isolation from English-language books, movies, magazines and radio, the French Canadian spends more time listening to his own radio than any other group in North America. He's more artistic minded. He considers radio more as a form of art. Illiteracy is low and doesn't have anything to do with it. It is higher, in fact, in Nova Scotia and some of the other Maritime Provinces.

The French Canadian finally is more stable. He reacts more slowly than his English or American friends. He doesn't panic so quickly. He gets used to the commercials, but often he feels they are too long, too obnoxious. He objects especially to the Americanized high-pressure type of advertising. Ex-

**What's the difference between French- and English-speaking Canadians?**

*SPONSOR asked one of the top educators in Canada, Dean H. Noel Fieldhouse of the Faculty of Arts & Science, McGill University, Montreal, to explain the basic differences between French- and English-speaking Canadians for the benefit of the American sponsor. Here is his reply.*

A well known French Canadian writer in the second half of the 19th century once compared Canada to the famous staircase at Chambord which was so built that two people could go up it without seeing each other except on intermittent landings. It was only thus, he said, that English Canadians and French Canadians made contact with each other.

If you read the romantic literature about French Canada, or that of the tourist offices, you may easily come to think of Quebec as being only a picturesque old-world enclave oddly set apart from the rest of North America. That kind of Quebec does exist, but it is not all. In the last 30 years, Quebec has been going through the Industrial Revolution. The proportion of its people who live in urban centres is larger than that in any other Province in Canada and there are more people actually farming the land in English-speaking Ontario than there are in supposedly rural Quebec. The industrial population of the Province rose by 37% between 1921 and 1931, and by another 16% between 1931 and 1941; and there has been another great wave

of industrialization as a result of war-time and post-war developments.

The transition to an industrial society has spelt growing pains in every country but, in French Canada, the pains are the more acute because the French Canadian has met the onset of the forces of the modern world with a mind which is, to a remarkable degree, attuned to the past. The Abbe Groulx, master of French Canadian historians, has given currency to the phrase—"Notre maitre, le passe" ("Our master, the past"), and the very motto of the Province is "Je me souviens"—I remember.

This, in brief, is the situation in Quebec today. The Province is undergoing its industrial revolution but it is doing so under two separate handicaps: first, from its point of view, the technical and industrial leadership in the industrial revolution comes from English-speaking Canadians or from Americans, of both of whom the French Canadian has been taught to be apprehensive; and secondly, French Canada has not yet produced the large middle class which is typical of industrial-democratic society. To sum up, the English Canadian is at home in the 20th century; the French Canadian is trying hard to adjust himself to it.

*H. N. Noel*



ample: the "jet-atomized" soap, which he thinks is downright silly. In fact, the more he likes the program, the more he complains about the commercials.

In general, the French Canadian must be respected as an individual before he can be sold.

A RADIO EXECUTIVE (French)  
Montreal

3. *Don't exaggerate.* The French Canadian is individualistic. It's hard to get him to think as the mass thinks. He's quite independent, a hard man to get at, not an easy man to change. But if you once win his support, he'll stick by you. Religious appeals don't work. The French Canadian prefers that you keep his politics, his religion and his antecedents out of it. But he loves a good story. Just talk to him in his own language. This is vital because although 75% of the people in Montreal may speak English, the figure won't stand up outside Montreal. In Quebec City it's not over 20%. And though the French Canadian may speak English all day in business, once he's home he speaks French. Remember: French

children don't start studying English until fifth grade—when they're 11. They then continue it through high school. Classes at the University of Montreal are all in French, except for engineering and other scientific courses. At McGill all classes are conducted in English.

Give your Canadian agency a lot of latitude in adapting your message or program for the French market. It's just not possible to take an American soap opera and translate it; you got to twist and bend it to make it acceptable to the French. The same is true of commercial copy. You can't say things as sharply in French. The American agencyman is proud of his coined words. Some of them say we're not as brilliant in French, but good French is using words simply and tellingly, not slang.

WILFRED (WILF) CHARLAND,  
Vice President  
McKim Advertising, Ltd., Montreal

4. *You'll be able to reach more French Canadians in the fall.* The French Network will be extended from New Brunswick to Alberta with four sta-

tions in the Prairie Provinces and two in Ontario added to the present 15. There's only one hitch: The Massey Commission recommended against the extension of commercials on network radio. As a result, we have reached the saturation point and have no more good shows for sale. In fact, we would prefer to drop one or two sponsors and keep their program period on a sustaining basis. Most popular programs over the French Network are: Lever Bros.' *Un Homme et Son Péché*, the old perennial; *Métropole*, a night time P&G soap opera (we have a dozen of them, all popular); *Radio-Carabin*, sponsored by Canadian Breweries, a variety show featuring a sophomore university student; *Le Théâtre Lyrique Molson* (Molson's Brewery), which features capsule operas, and hockey broadcasts. Our most distinguished programs are *Radio-Collège*, a series of educational broadcasts on history, biology, science, drama, etc., October through April; *Nos Futures Etoiles*, similar to *Singing Stars of Tomorrow* and called "No Future at All" by To-

(Please turn to page 109)

**Is there any difference between a French and English commercial?** It takes the French longer to say the same thing, says Cockfield, Brown & Co., Ltd., which offers this Sweet Caporal TV commercial as an example:

**Group:** *Square Dance Tonight!*  
*With a one and a two and a do-si do . . .*  
*Grab your partners—let's go!*

**Miss Sweet Cap:** *Give your partner a cigarette, do yourself a favour—*  
*Now, circle 'round and take a bow for that wonderful Sweet Cap flavour.*  
*Offer a light, one to the other, watch that happy smile—*  
*Sweet Caps are always fresh! Sweet Caps are always mild!*  
*Take a turn, around one another . . . hands up in the air,*  
*Now relax and have a smoke, Sweet Caps banish care!*

**Voice:** *She prefers Cork Tips—*  
**Boy:** *It's a plain end for me—*

**Miss S. C.:** *Just as long as they're Sweet Caps, on that they both agree—*

**Miss S. C.:** *And you'll agree that Sweet Caps are a mild cigarette.*  
**(Spoken)** *Sweet Caps are rolled fresh!—Sold Fresh!*  
*Yes—only a fresh cigarette can be truly mild.*  
*And, Sweet Caps are always truly fresh!*  
*Sold fresh in the attractive white package for the plain ends—*  
*Or, the appealing red package for the Cork Tip.*

**Group:** *Cork Tip—or Plain—smoke Sweet Caps!*

**Groupe:** *On danse ce soir!*  
*Et de un, et de deux, et de un, deux, trois . . .*  
*Tous en place, on y va!*

**Miss Sweet Cap:** *Présentez une cigarette—mais seulement la meilleur'*  
**Cap:** *Fait' la chaîn' et saluez de la Sweet Cap la douc' saveur.*  
*Allumez tous à la ronde, soyez tous joyeux,*  
*Une Sweet Cap douc' et fraîche', voilà c'qu'il y a de mieux.*  
*Tournez, tournez les danseurs,*  
*Chantez tous de joie,*  
*Car la Sweet Cap est si douc', chantez le maint' fois.*

**Voix: (parlé)** *Son choix . . . les bouts de liège . . .*  
**Garçon: (parlé)** *Pour moi . . . les bouts unis . . .*

**Miss S. C.:** *C'est en fumant une Sweet Cap qu'on devient bons amis.*  
**(parlé)** *Essayez la Sweet Cap . . . la plus douce des cigarettes . . .*  
*La Sweet Cap est toujours . . . si fraîche—*  
*Oui, seulement une cigarette fraîche peut être vraiment douce,*  
*Et les Sweet Cap sont toujours vraiment fraîches!*  
*Les Sweet Cap sont vendues dans un attrayant paquet blanc*  
*ou paquet rouge pour les Sweet Cap à bouts de liège.*

**Groupe: (chanté)** *Quel vrai délice qu'une Sweet Cap!!*

**Groupe:** *On danse ce soir!*  
**Miss S. C.:** *Tous en place . . . on y va!*  
*Présentez une cigarette— mais seulement la meilleur'—*  
*Fait' la chaîn' et saluez de la Sweet Cap la douc' saveur.*  
*Allumez tous à la ronde, soyez tous joyeux.*  
*Une Sweet Cap douc' et fraîche, voilà c'qu'il y a de mieux.*



# IV. How leading sponsors use Canadian radio

**117 of 550 national sponsors on Dominion airwaves are American, with trend toward Canadian programs**

CFRN mail pull typifies Canadian airways

Booming Canada is attracting more radio business than ever.

Sponsors of American origin or affiliation are lining up solid radio schedules for the fall to capitalize on the rising economy.

They agree with BBDO President Bernard C. (Ben) Duffy, who says: "The Canadian market responds very actively to radio. Experience over a period of years has shown this medium to be very productive. Sales of various BBDO clients in this market have been on a sharp upgrade for the past few years."

Most American manufacturers doing business in Canada have set up branches or affiliates there to cut taxes, save on duties and win Canadian loy-

alty. More and more American advertising agencies are following them.

Adam J. Young, Jr., who represents 25 Canadian stations, estimates that only 5% of all Canadian national advertisers in Canada are handled in the U.S. and 95% in Canada. (But the 5% in the U.S. buy approximately 20-25% of the radio time, Young adds.)

Another way of looking at it: 39 U.S. agencies buy Canadian radio time; of these 14 have Canadian branches through which many of the orders go. McCann-Erickson and Leo Burnett are opening branches in Toronto. Needham, Louis & Brorby established there during the past year.

But control over both the manufacturing and agency branches rests, of

course, in the States, and a SPONSOR check showed most decisions as to campaigns, programs and media are made in this country with the Canadian branch in an advisory and expediting role.

Two major switches may be of interest in showing the trend: Kellogg's has transferred its account from Kenyon & Eckhardt, New York, to Leo Burnett in Chicago. Burnett will open an office in Toronto to service it. And Procter & Gamble is moving Camay from Pedlar & Ryan, because P&R is dissolving Oct. 1, to an all-Canadian agency, F. H. Hayhurst, Toronto and Montreal. Robert (Bob) Amos is Hayhurst's radio director in Toronto.

Statistically some 117 U.S. or U.S.-origin advertisers use Canadian airwaves. Total national sponsors run to about 550 on Pat Freeman's list prepared for the Canadian Assn. of Broadcasters. This gives the U.S. a 21% representation. But the percentage of American-origin firms using Canadian networks is far higher. Of the 40 program sponsors on the two English nets, Trans-Canada and Dominion, 19 appear to be U.S. by birth or affiliation, says CBC Asst. Commercial Manager W. R. Johnson and CBC Toronto Sales Rep. W. G. (Wilf) Carpentier. And of the 23 on the French Network, 10 seem to be controlled south of the border, according to J. R. Pélouquin of the CBC Montreal office. Most of the latter are on the first list.

A rough estimate of the amount U.S.-origin firms spend on Canadian networks would be at least \$1.5 million or more than half the CBC's \$2.45 million commercial revenues. This is pal-

CJOR (Vancouver) "Voice of the Races" (Jack Short) has held three of eight sponsors 19 years





try compared with U.S. network billings (\$175 million in 1951), but it shows dominating role of U.S. advertising dollars on Canadian chains.

Here's what American-origin sponsors will be doing on networks in Canada come fall.

Booked by the end of July were the following: Procter & Gamble, Ltd.—13 network shows; Lever Bros., Ltd.—11; Colgate-Palmolive-Peet, Ltd.—6; Campbell Soup, Ltd.—3; Pond's, Ltd.—2; General Foods, Ltd.—2; Carnation Milk—2, and the following one each: Swift Canadian, American Home Products, Firestone Tire & Rubber, Quaker Oats, Rexall Drug, Kraft Foods, Electric Auto-Lite, Toni Division—Gillette, Canadian Westinghouse, Ronson Art Metal Works, Lambert Pharmacal, Sterling Drug and Ford, Heinz & Co. of Canada (MacLaren Advertising) has dropped *La Chanson 57* over the French Net.

Of the 31 English-language shows, 21 are U.S., 10 Canadian. All the French shows originate in Montreal as originals or adaptations of American. All the sponsors above have Canadian branches.

Here's a rundown by major sponsors:

#### PROCTER & GAMBLE

P & G Ltd., which tops the radio field in Canada, will have some 13 network shows going this fall, according to

P & G's H. E. Whiting, acting manager of media and the statistical division in Toronto. On Trans-Canada will be these six soap operas, all from the U.S.

*Road of Life* (Duz, Cheer with Drene as trailer), *Life Can Be Beautiful* (Crisco, Cheer), *Pepper Young's Family* (Camay and Spic and Span), *Big Sister* (Dreft with a Spic and Span trailer), *Ma Perkins* (Oxydol), *Right to Happiness* (Ivory Bar).

On Dominion: *Beulah* (Oxydol) and the *Jack Smith Show* (Tide, Spic & Span). On the French Network: *La Rue Principale* (Oxydol, Spic & Span), *Quelles Nouvelles* (Ivory, Crisco, Tide), *Grande Soeur* (Camay, Tide), *Métropole* (Oxydol, Dreft, Spic & Span hitch-hike), *La Rue des Pignons* (Tide with a Spic & Span trailer next spring)—all using French Canadian talent.

Among spot programs: *Star Time* and *Red, White & Blue* over CKWN, Vancouver; *Big Sister*, *Ma Perkins*, *Perry Mason* and *Guiding Light* in British Columbia on a spot basis; *Brighter Day* and *Guiding Light* over CKRC, Winnipeg, and *Perry Mason* and *Young Doctor Malone* over CFCF, Montreal.

P & G uses six agencies for its Canadian air operations—five of them American: Benton & Bowles, Biow, Compton, Dancer-Fitzgerald-Sample and Young & Rubicam. The Canadian: F. H. Hayhurst.

These have Canadian branches: B & B with William H. Fleischman the ac-

count representative in Toronto. D-F-S with Gilbert Nunns v.p. and general manager, Toronto. Y & R with George H. Poland v.p. and manager of the Montreal office (Jean-Francois Pelletier in charge of radio) and A. R. McGill v.p. and managing director of the Toronto office, with W. D. (Bill) Byles as supervisor of radio.

Product breakdown by agency and U.S. account executive for P & G, Ltd., operations: Benton & Bowles—A. C. (Casey) Jones for Ivory Snow, Tide, Fluffo, Donald Weill for Prell Shampoo, Biow (Lee White)—Spic & Span, Joy (with Ethel Wieder as timebuyer), Compton (Seaward M. Woodard)—Crisco, Drene, Duz, Ivory Bar, Ivory Flakes, Dancer-Fitzgerald-Sample (W. R. T. Cory)—Oxydol, Dreft, Young & Rubicam (Lorimer B. Slocum)—Cheer.

#### LEVER BROTHERS

Lever Bros., Ltd., will use at least 11 network programs, five of them French, plus shows like *Fun Parade* (audience participation) for Lux on selected stations across the dominion.

The net shows are *Lux Radio Theater* (Lux Toilet Soap), *Brave Voyage* (Rinso) and *Laura Limited* (Lux), the last two Canadian, on Trans-Canada; *Your Good Neighbor* with Kate Aitken, woman commentator (for Good Luck Margarine and Lipton's tea and soup) and *Bod's Scrapbook* (Maurice Bodington), both Canadian shows, over Dominion, and these five serials (Please turn to page 110)

STATIONS GO ALL OUT TO MERCHANDISE FOR CLIENTS LIKE THESE WHICH ARE AMONG LEADING FIRMS USING CANADIAN AIR





# What Canadian companies use radio? (by categories)

## Agricultural machinery & supplies

Bell Wonder Medicine Co.  
Blatchford Feeds  
Bray, Fred W.  
Buckerfields  
Canada Packers N\*  
Canadian Fairbanks-Morse Co.  
Deere & Co., John  
Finning Tractor & Equipment Co.  
Guernsey Dealers  
Intl. Harvester Co. (Canada)  
Lake of the Woods Milling Co.  
Luke's Motor & Machinery Co.  
Maple Leaf Milling Co.  
McCabe Grain Co.  
Na-churs Plant Food Co.  
Oakland Hatcheries  
Ogilvie Flour Mills Co.  
Purity Flour Mills  
Quaker Oats Co. N  
Ralston Purina Co.  
Rump & Sendall  
Swift Canadian Co. N  
Truck & Tractor Equipment Co.

## Building supplies

Barrett Co.  
Beaver Lumber Co.  
Canadian Forest Products  
Canadian Wallpaper Manufacturers  
Carey Co., Philip  
Ideal Tile Co.  
Insulation Industries (Canada)  
Master Plumbers Assn.  
Master Seal Sash  
Met-Wo Industries  
Monsanto (Canada)  
National Specialty Co.  
Warp Bros.

## Breweries

Canadian Breweries N  
Dow Breweries N  
Molson Brewery N  
Oland & Son

## Clothing & dry goods

Adam Hats (Canada)  
Aquadatum (Canada)  
Bond Clothes  
Broadhurst-Lee Co.  
Buckley Brooks Hat  
Butterfly Hosiery Co.  
Canadian Resins & Chemicals  
Chasse & Fils, Chas.  
Cluett Peabody & Co. of Canada  
Dominion Textile Co.  
Drummondville Cotton Co.  
Fairfield & Sons  
French & Sons, Thomas  
Gault Bros.  
Hudson's Bay Co. (raw furs)  
Janesse  
Jones Tent & Awning  
Kayser & Co., Julius  
Monarch Knitting Co.  
National Fur Mfg. Co.  
National Textiles  
Orient Hosiery Sales  
Sobie Silk Shops  
Stetson Co. (Canada)  
Supersilk Hosiery Mills  
Tip Top Tailors

## Confectionery

Adams Brands  
Canadian Food Products  
Fry-Cadbury  
Lowney Co., Walter M.  
Secord Candy Shops, Laura  
Van Kirk Chocolate Corp.  
Wrigley Jr. Co., Wm.

## Drugs & toilet goods

Adams Brands  
Adrem Pharmacal Sales  
American Safety Razor (Canada)  
Anahist Co.  
Bauer & Black  
Boots Pure Drug Co. (Canada)  
Boyle Midway (Canada) N  
Bristol-Myers Co. (Canada)  
Bromo Seltzer  
Buckley, W. K.  
Canada Drug Co.  
Canada Packers N  
Canadian Cellucotton Co.  
Carter Products  
Chase Medicine Co.  
Chesebrough Mfg. Co.  
Colgate-Palmolive-Peet Co. N  
Davis & Lawrence Co. (Canada)

Dodds Medicine Co.  
Doller & Davis  
Drug Trading Co.  
Dolcin  
Eno (Canada), J. C.  
Eversharp International  
Ex-Lax  
Fellows Medical Mfg. Co.  
Fitch Co., F. W.  
Foster-Dack Co.  
Fulford Co., C. E.  
Fulford Co., G. T.  
Gaylord Products of Canada  
Gillette Safety Razor Co. (Canada) N  
Grove Pharmacal  
Hudnut, Richard  
Jergens Co., Andrew  
Lambert Pharmacal Co. (Canada) N  
Lambert, Dr. J. O.  
Lever Bros. N  
Lewis-Howe Co. N  
Liggett Co., L. K.  
Lanman Kemp-Barclay Co. (Canada)  
Lysol (Canada)  
McKesson & Robbins  
Massicotte Import Co.  
Mathieu Co., J. L.  
Miles Laboratories  
Minard's Liniment Co.  
Mulvener's Remedies, R. L.  
Muline Co.  
Musterole Co. of Canada  
McCoy's Products  
National Cellulose of Canada  
Natl. Drug & Chemical Co. (Canada)  
Nivea Pharmaceuticals  
Northrop & Lyman Co.  
Noxema Chemical Co. (Canada)  
Parker Co., L. M.  
Pertussin  
Pharmco  
Phillips Industries  
Pinex Co., The  
Pinkham Medicine Co., Lydia E.  
Pond's Extract Co. of Canada N  
Potter Drug & Chemical Corp.  
Procter & Gamble Co. (Canada) N  
Reckitt & Colman (Canada)  
Rexall Drug Co. N  
Rhodes Pharmacal (Canada)  
Schwartzkoof, Hans  
Shuttleworth Chemical Co., E. B.  
Simms & Co., T. S.  
Smith Bros.  
Smith & Nephew  
Stanley Chemical Co.  
Sterling Drug (Canadian) N  
Stoppers (Canada)  
Supreme Drug Co.  
Swedish Shampoo Laboratories  
Tamblin, G.  
Templetons  
Thomas Supply & Equipment Co.  
Tintz Co. of Canada  
Toni Co., The  
Vick Chemical Co.  
Vincent Laboratories  
Vitamineral Laboratories  
Wampole & Co., Henry K.  
Warner & Co., W. R.  
White Laboratories  
Whitehall Pharmacal (Canada) N  
Wildroot  
Williams Co. (Canada), J. B.

## Food

American Home Products Corp. N  
Associated Salmon Cannery of B. C.  
Atlantic & Pacific Tea Co.  
Barbour Co., G. E.  
B. C. Fruit Board  
B. C. Packers  
Belleville Cheddar Cheese Co.  
Best Foods (Canada)  
Best Yeast  
Blue Ribbon  
Borden Co.  
Bovril (Canada)  
Brodie & Harvie  
Browns Bread  
Burns & Co. N  
Caldwell Sausage Co.  
Campbell Soup Co. N  
Canada Bread Co.  
Canada Nut Co.  
Canada Packers N  
Canada Rice Mills  
Canada Safeway  
Canada Starch Co.  
Canadian Bakeries  
Canadian Cannery  
Canadian Doughnut Co.  
Canadian Salt Co.  
Canadian Shredded Wheat Co.  
Canadian Sugar Factories  
Carnation Co. N  
Catelli Food Products  
Christie's Bread  
Christie-Brown & Co.  
Clover Valley Food Co.  
Co-op. Vegetable Oils  
Cordon Bleu  
Dad's Cookie Co.  
Dairy Farmers (Canada) N  
Delnor Frozen Foods  
Dominion Dairies  
Dominion Preserving Co.  
Dominion Stores  
Empress Mfg. Co.  
Estabrooks Co., T. H.  
Fletchers  
Fry-Cadbury  
General Bakeries  
General Foods N  
Gerber-Ogilvie Baby Foods  
Gray Dunn Biscuits  
Grayson & Co.  
Hamilton & Sons, G. I.  
Hansen's (Canada), Chr.  
Heinz Co. (Canada), H. J. N  
Hudson's Bay Co.  
Ioubert & Fils, J. J.  
Kellogg Co. (Canada)  
Kraft Foods N  
Lake of the Woods Milling Co.  
Lever Bros. N  
Libby, McNeill & Libby (Canada)  
Lipton, Thos. L. N  
Lyons & Co. (Canada), J.  
MacFarlane Biscuits  
MacFeeters Creamery  
MacKinnon Co., H. L.  
McCull, A. O.  
McCormick's  
McGavin Bakeries  
McLaren Food Products  
Manischewitz Co., B.  
Manitoba Sugar Co.  
Marven's  
Matthews-Wells Co.  
Maple Leaf Milling Co.  
Morse & Co., I. E.  
Mother Parker's Tea Co.  
Nabob Food Products N  
Nalley's  
National Bakers Services  
Neilson, Wm.  
Nelson Bros. Fisheries  
Nestle Milk Products (Canada)  
Ogilvie Flour Mills Co.  
Ontario Beekeepers Assn.  
Ontario Fruit & Vegetable Growers  
Oxo (Canada)  
Pacific Milk Co.  
Paulin Chambers  
Presswood Bros.  
Procter & Gamble Co. (Canada) N  
Purity Flour Mills N  
Purity Ice Cream Co.  
Quaker Oats Co. (Canada) N  
Quebec Maple Sugar Prods.  
Reckitt & Colman (Canada)  
Reddi-Wio of Canada  
Robin Hood Flour Mills N  
Rosell Institute  
Salada Tea Co. (Canada)  
St. Lawrence Flour Mills Co.  
St. Lawrence Starch Co.  
Schneider, J. M.  
Shirriff's  
Shopsy's Foods  
Silverwood's Dairies  
Smith & Sons, E. D.  
Stafford Industries  
Standard Brands  
Stewart Hall Co.  
Stokely Van Camp (Canada)  
Swift Canadian Co. N  
Tea Bureau  
United Fruit Companies of Nova Scotia  
Viau  
Victory Mills  
Vi-Tone Products  
Ware Prods., R. B.  
"Welcome" Food Parcel Service  
Welch & Co., H. W.  
Wentworth Canning Co.  
Westminster Cannery  
Weston, Geo.

## Garden supplies

Associated Bulb Growers of Holland  
Chipman Chemicals  
Dale Estate  
Green Cross Insecticides  
Humar Corp.  
Holland Bulb & Nursery Co.  
Leytosa (Canada)  
Michigan Bulb Co. (Canada)  
North American Cyanamid  
Swift Canadian Co. N  
Webb & Sons (Canada), Edward

## Gasoline & automotive

Austin Motor Co. (Canada)  
Bardahl Lubricants  
British American Oil Co.  
Burgess Battery Co.  
Canadian Alcohols & Chemicals  
Canadian Oil Companies  
Canadian Shaler Products Co.  
Cities Service Oil Co.  
Dominion Rubber Co.  
Electric Auto-Lite N  
Firestone Tire & Rubber Co. (Canada) N  
Ford Motor Co. of Canada N  
Gelex  
General Dry Batteries of Canada  
General Motors of Canada  
General Tire & Rubber Co. of Canada  
Globelite Batteries  
Goodrich Rubber Co. of Canada, B. F.  
Goodyear Tire & Rubber Co. of Canada  
Hollingshead Co. of Canada, R. M.  
Imperial Oil Co. N  
Joy Oil Co.  
McCull Frontenac Oil Co. N  
National Carbon  
Reliance Petroleum  
Rootes Motors (Canada)  
Shell Oil Co. of Canada  
Socony Vacuum Oil Co. of Canada  
Standard Oil Co. of Canada  
Sun Oil Co.  
Supertest Petroleum Corp.  
Vokes (Canada)

## Heating & fuel supplies

Bottled Gas  
Combustion Utilities Corp.  
Conroy Mfg. Co.  
D. L. & W. Coal Co. (Canada)  
Empire Brass Mfg. Co.  
Gilbert & Barber Mfg. Co.  
Home Oil Distributors  
Howard Furnace & Foundries  
Imperial Oil Co. N  
International Heating & Supply  
Lake Simcoe Ice & Fuel  
Lehigh Coal Co.  
Philadelphia & Reading Coal & Iron Co.  
Sinclair Mines Canadian

## Home furnishings & appliances

Burgess Battery Co.  
Canadian General Electric Co. N  
Canadian Westinghouse Co. N  
Continental Sewing Machine Co.  
Corning Glass Works of Canada  
Dominion Oilcloth & Linoleum Co.  
Ex-Cello-O Corp.  
Frigidaire Products of Canada  
Gilon Mfg. Co.  
Globe Bedding Co.  
Gurney Industries  
Jewel Radio Co. of Canada  
Koolvent Awnings (Western)  
McGuire Industries  
National Carbon  
Northern Electric Co.  
Parkhill Bedding Co.  
Ray-O-Vac (Canada)  
Sew-Rite Machines Co.  
Singer Mfg. Co.  
State Vacuum Stores

## Household supplies

Aluminum Goods  
Canada Starch Co.  
Canadian Industries N  
Drackett Co. (Canada)  
Fyon & Fyon  
Green Cross Insecticides  
Laurentian Agencies  
Merck & Co.  
Minnesota Mining & Mfg. Co. (Canada)  
Perfex  
Purity Fibre Products  
Simms & Co., T. S.  
Staley Mfg. Co., A. E.  
Standard Brands  
Standard Chemical Co.  
St. Lawrence Starch Co.  
Wilson Broom Co.  
Wilson Laboratories  
Wood & Co., G. H.

## Industrial, institutional & public utilities

Abitibi Power & Paper Co.  
Bathurst Power & Paper Co.  
Beaver Lumber Co.  
Bell Telephone Co. of Canada  
B. C. Electric Co.  
B. C. Telephone Co.  
British Leather Industries  
Canadian Industries N  
Canadian Pulp & Paper Assn.  
Canadian Resins & Chemicals  
Dow Chemical of Canada  
Hydro Electric Power Commission of Ontario



Interior Lumber Dealers Assn.  
Manitoba Power Commission  
National Grain Co.

### Insurance & financial

B. C. Hospital Insurance  
Continental Casualty Co.  
Credit Union National Assn.  
Guaranty Trust Co. of Canada  
Household Finance Corp.  
Huron & Erie Mortgage Corp.  
London Life Insurance Co.  
Metropolitan Life Insurance Co.  
Mutual Benefit Health & Accident  
Mutual Life Assurance Co. of Canada  
Niagara Finance Co.  
Trans-Canada Credit Corp.

### Jewelry

British Ceramics & Crystal of Canada  
Bulova Watch Co.  
Halsa Watch & Jeweller  
Longines-Wittnauer (Canada)  
People's Credit Jewellers  
Ronson Art Metal Works (Canada) N  
Sabbath, J. L.  
Speidel Watch of Canada  
Wengers

### Paints

Ashdown Hardware Co., J. H.  
Aulcraft Paints  
Brandram-Henderson  
British America Paint Co.  
Canadian Industries N  
General Paint Corp. of Canada  
Glidden Co.  
Hobbs Glass  
Imperial Varnish & Color Co.  
Jamieson & Co., James W.  
Langmuir Paints  
Lloyd's Laboratories  
Marshall-Wells Co.  
Martin-Senour Co.  
Moore & Co., Benjamin  
Murphy Paint Co.  
National Adhesives (Canada)  
Sherwin Williams Co. of Canada  
Stephens & Co., G. F.  
Tremco Mfg. Co. (Canada)  
Wesco Water Paints (Canada)

### Pet supplies

Ballards Animal Foods, Dr.  
Buckerfield's  
General Foods  
Hartz Mountain Prods.  
Martin (Export), Bob  
Miller Biscuit Co., Ross  
Swift Canadian Co. N  
Toronto Elevators

### Publications

Crowell-Collier Publishing Co.  
Curtis Circulation Co.  
Dawn Publishers  
Detroit Times  
Esquire  
Globe & Mail  
Ladies Home Journal  
Life Magazine  
MacLean-Hunter Publishing Co.  
Montreal Standard Publishing Co.  
Montreal Star Co.  
La Patrie  
Readers Digest Assn. (Canada)  
Smith & Son, W. H.  
Sun Publishing Co.  
Telegram, The  
Time  
Toronto Daily Star  
Toronto Star Weekly

### Radio, records, etc.

Addision Industries  
Canadian General Electric Co. N  
Canadian Westinghouse Co. N  
Compo Co., The  
Coronet TV  
Hough & Kohler  
Motorola Canada  
Northern Electric Co.  
Philips Industries  
Popular Records  
RCA Victor Co.  
Rogers Majestic Radio Corp.  
Soarton of Canada  
Western Records

### Soaps, detergents, cleansers

Babbitt, B. T.  
Bennett  
Bon Ami  
Canada Packers N  
Colgate-Palmolive-Peet Co. N  
Cudahy Packing Co.  
Fairbanks Soap Co.  
Galt Chemical Products

Jenkins Sales  
Lever Bros. N  
Procter & Gamble Co. of Canada N  
Standard Brands  
Swift Canadian Co. N  
United Chemical Co.  
Zero Soap Co.

### Shoes & accessories

Bata Shoe Co. of Canada  
Best Foods (Canada)  
Carrier Shoe Co.  
Dack Corp.  
Dolcis (Canada)  
Holtite Rubber Co.  
Lucien Bougie  
Maher Shoe Co.  
Savage Shoe Co.  
Success Wax Co.

### Smokers' supplies

Benson & Hedges (Canada)  
Houde & Grothe, B.  
Imperial Tobacco Co. of Canada N  
Larus & Brother Co.  
Macdonald, W. C.  
Ronson Art Metal Works (Canada) N  
Royal Canadian Tobacco Co.  
Simon & Sons, H.  
Tuckett Tobacco Co.

### Soft drinks

Canada Dry Ginger Ale  
Coca Cola N  
Kop Beverages  
Orange Crush  
Pepsi-Cola Co. of Canada  
Polar Aerated Water Works  
Seven-Up  
Sussex Ginger Ale  
Wilson Chas.  
Wynola Corp.

### Toys & sporting goods

Canadian Industries N  
Fleck & Co., R. D.  
Lines Bros. Canada  
Meccano  
Northern Enterprises

### Travel

American Airlines  
American Express Co.  
B. C. Government Travel Bureau  
Canadian National Railways  
Canadian Pacific Airlines  
Canadian Pacific Railways  
Colonial Coach Lines  
Hotel Wolverine, Detroit  
KLM (Dutch Airlines)  
New Brunswick Travel Bureau  
Northwest Airlines  
Trans-Canada Airlines  
Western Airlines

### Waxes & polishes

Albo Products Co.  
Boyle Midway (Canada) N  
Hawes & Co., Edward  
Johnson & Son, S. C.  
Nugget Products of Canada

### Miscellaneous

Acousticon Dictograph Co. (Canada)  
All National and Provincial Political Parties  
Beasleys (Canada)  
British Israel World Federation  
Canadian Cancer Society  
Canadian Intl. Trade Fair  
Canadian Lutheran Hour  
Canadian National Exhibition  
Canadian Red Cross Society  
Cliffe, Dr.  
Dominion Government N  
Famous Players Canadian Corp.  
Minor Piano Course, Dave  
Murray Studios of Dancing, Arthur  
New Method Laundry Co.  
Peller Ice Co.  
Prophetic Bible Institute  
Salvation Army  
Viceroy Mfg. Co.  
Waterman Co., L. E.  
Woolworth Co., F. W.

\*N = Use some network advertising  
(40 in all do so)

(This list of 530 national advertisers was prepared by the Canadian Association of Broadcasters, Sales & Research Division. Some companies appear several times in this list because their products fit into more than one of the 27 categories above. Twenty-five others arrived too late to be tabulated.)

## What U.S. companies use Canadian radio?

(directly or through Canadian sister companies and/or affiliates)

American Chicle Co. (Adams Brands in Canada)  
American Home Products Corp.  
American Safety Razor Corp.  
Atlantis Sales Corp. for some products of Reckitt & Colman (Canada)

Babbitt  
Benson & Hedges  
Best Foods  
Block Drug Co. (Supreme Drug Co.)  
Bon Ami Co.  
Borden Co.  
Bristol-Myers Co.  
Burgess Battery Co.

Campbell Soup Co.  
Canada Dry Ginger Ale  
Carnation Co.  
Carter Products  
Cat's Paw Rubber (Holtite Rubber Co.)  
Chesebrough Mfg.  
Cluett Peabody & Co.  
Coca-Cola Co.  
Colgate-Palmolive-Peet Co.  
Consolidated Cigar Corp (Simon & Sons, for "El Producto," etc.)  
Continental Casualty Co.  
Crowell-Collier Publishing Co.  
Cudahy Packing Co.  
Curtis Publishing Co.

Delaware, Lackawanna & Western Coal Co.  
Dolcin Corp.  
Drackett Co.

Electric Auto-Lite Co.  
Emerson Drug Co. (Bromo Seltzer)  
Eno-Scott & Bowne  
Esquire  
Eversharp  
Ex-Lax

Fairbanks, Morse & Co.  
Firestone Tire & Rubber Co.  
Ford Motor Co.

General Electric Co.  
General Foods Corp.  
Grove Laboratories

Hansen's Laboratory, Christian  
Hearst Corp. (for Detroit Times)  
Heinz Co., H. J.

Intl. Cellucotton Products Co.  
Intl. Harvester Co.

Jergens Co., Andrew  
Johnson & Son, S. C.

Kayser & Co., Julius  
Kellogg Co.  
Kendall Co.

Lambert Pharmacal Co.  
Larus & Brother Co.  
Lehn & Fink Products Corp. (Lysol [Canada], for Lysol only)  
Lever Bros. Co.  
Lewis-Howe Co.  
Libby, McNeill & Libby  
Longines-Wittnauer Watch Co.

Manischewitz Co., B.  
Merck & Co.  
Metropolitan Life Insurance Co.  
Michigan Bulb Co.

Miles Laboratories  
Minnesota Mining & Mfg. Co.  
Motorola  
Murine Co.  
Musterole Co.  
Mutual Benefit Health & Accident Assoc.

National Biscuit Co. (Canadian Shredded Wheat Co. for "Nabisco")  
National Dairy Products Corp. (Kraft Foods)  
Nepera Chemical Co. (Anahist Co.)  
Nestle Co.  
Northwest Airlines

Pepsi-Cola Co.  
Perfex Mfg. Co.  
Pharmaco  
Pinkham Medicine Co., Lydia E.  
Pittsburgh Plate Glass Co. (Hobbs Glass)  
Ponds Extract Co. Export  
Potter Drug & Chemical Corp.  
Procter & Gamble Co.

Quaker Oats Co.

Radio Corp. of America  
Ralston Purina Co.  
Readers Digest Assn.  
Reddi-Wip  
Revlon Products Corp. (Thomas Supply & Equipment Co. handles "Revlon")  
Rhodes Pharmacal Co.  
Ronson Art Metal Works

Salada Tea Co.  
Seven-Up Co.  
Shaler Co.  
Shell Oil Co.  
Sherwin-Williams Co.  
Smith Bros.  
Socony-Vacuum Oil Co.  
Staley Mfg. Co., A. E.  
Standard Brands  
Sterling Drug  
Stokely-Van Camp  
Stoppers  
Sun Oil Co.  
Swift & Co.

Texas Co.  
Time  
Tintz Co.

Union Carbide & Carbon Corp. (National Carbon)

Vick Chemical Co.

Warner-Hudnut  
Waterman Co., L. E.  
Western Airlines  
Westinghouse Electric Corp.  
Wilbur-Suchard Chocolate Co. (Canadian Food Products for Suchard)  
Wildroot Co.  
Williams Co., J. B.  
Wrigley Jr. Co., Wm.

(List of 117 names prepared by Canadian Assn. of Broadcasters, Sales & Research Division. Included are U.S. companies some or all of whose products are advertised on Canadian radio by Canadian companies with different names; Canadian advertiser in parentheses.)

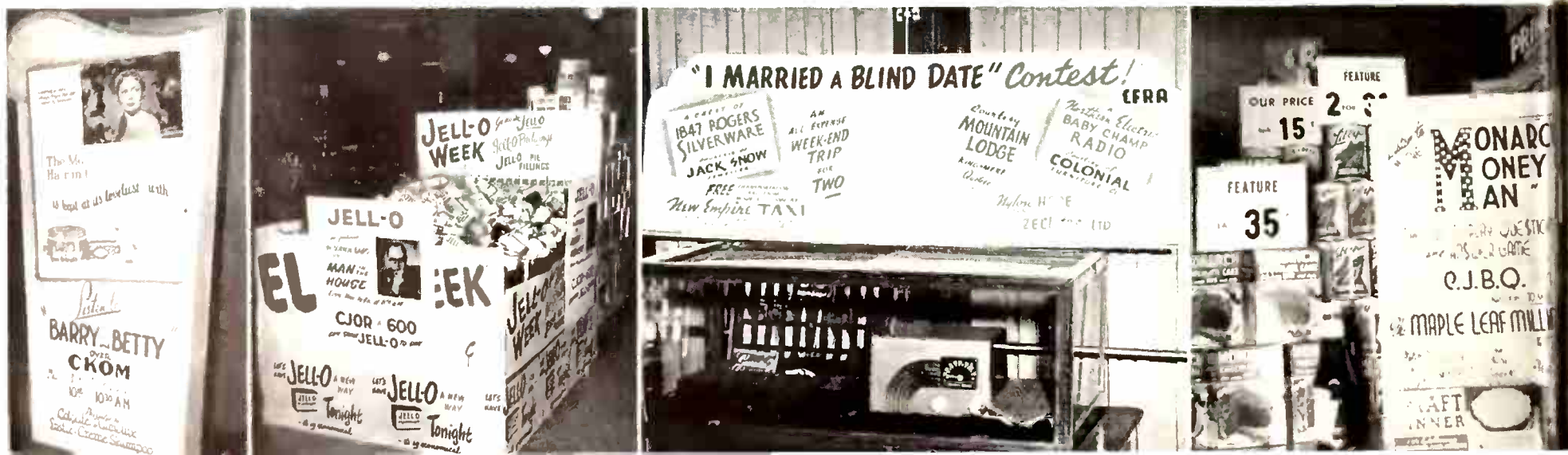
# Which Canadian agencies are active in radio?

(Agencies enfranchised by Canadian Association of Broadcasters for year ending 31 May 1953)

NAME	ADDRESS	PHONE	RADIO OFFICER
<i>Aikin-McCracken</i>	2 Toronto St., Toronto	EM 6-6286	Phyllis Judson
<i>Ardiel Advertising Agency</i>	4 Lawton Blvd., Toronto	MA 6541	Clark Wright
<i>Associated Broadcasting</i>	1139 Bay St., Toronto	PR 1111	Gordon Allen
<i>*Athertan &amp; Currier</i>	100 Adelaide St. W., Toronto	EM 3-5418	W. E. McDonald
<i>Baker Advertising Agency</i>	1315 Yonge St., Toronto	PR 2101	Jack Horler
<i>*Bentan &amp; Bowles</i>	91 Yonge St., Toronto	EM 3-8222	W. H. Fleischman
<i>John McKenney Bingham</i>	86 Adelaide St. E., Toronto	EM 6-2516	J. H. Titherington
<i>Burns Advertising Agency</i>	1500 St. Catherine St. W., Montreal	FI 5257	Ralph Novak
<i>S. W. Caldwell</i>	80 Richmond St. W., Toronto	EM 6-8727	Spence Caldwell
<i>Canadian Advertising Agency</i>	Sun Life Bldg., Montreal	UN 6-7111	Reg Dagg
<i>Garry J. Carter of Canada</i>	59 Avenue Rd., Toronto	PR 2505	Bob Howe
<i>Century TV &amp; Radio Agencies</i>	Time Bldg., Winnipeg	---	A. J. Swanson
<i>Cackfield, Brawn</i>	Canada Cement Bldg., Montreal	HA 4171	R. W. Harwood
<i>Don H. Copeland Advertising</i>	442 Sherbourne St., Toronto	KI 3119	Don Copeland
<i>Crombie Advertising</i>	474 St. Alexis St., Montreal	LA 2139	V. P. Gray
<i>*Dancer-Fitzgerald Sample (Can.)</i>	Royal Bank Bldg., Toronto	EM 3-2851	Gilbert Nunns
<i>*D'Arcy Advertising</i>	†90 Broadview, Toronto	GL 7591	G. P. Altenbernd
<i>A. J. Denne</i>	90 King St. W., Toronto	EM 4-3444	Lillian Ryan
<i>Dominion Broadcasting</i>	4 Albert St., Toronto	EM 3-3383	H. B. Williams
<i>*Ellis Advertising</i>	77 York St., Toronto	EM 3-3383	B. Dennis
<i>W. H. Emmett (Canada)</i>	Drummond Bldg., Montreal	WA 9902	H. P. Diehl
<i>Robert J. Enders Advertising</i>	1176 Sherbrooke St., Montreal	PL 6928	R. J. Enders
<i>*Erwin, Wasey (Canada)</i>	1121 St. Catherine St. W., Montreal	---	E. H. Smith
<i>Ferres Advertising Service</i>	63 Duke St., Hamilton	PL 9146	E. B. Heaven
<i>James Fisher</i>	204 Richmond St. W., Toronto	3-1116	David Fenn
<i>*Foote, Cone &amp; Belding (Canada)</i>	†1010 St. Catherine W., Montreal	WA 8091	Catherine Draper
<i>Harry E. Foster Advertising</i>	149 Alcorn Ave., Toronto	UN 6-8591	Mary Newton
<i>William Gent Advertising</i>	120 Bloor St. E., Toronto	PR 4681	Joanne Stout
<i>J. J. Gibbons</i>	200 Bay St., Toronto	KI 9259	Doug Marshall
<i>Gordon &amp; Gatch (Canada)</i>	43 Victoria St., Toronto	EM 4-2111	Irene Weaver
<i>*Grant Advertising (Canada)</i>	103 Church St., Toronto	EM 3-2556	Bob Amos
<i>F. H. Hayhurst</i>	38 King St. W., Toronto	EM 3-3396	L. J. Heagerty
<i>L. J. Heagerty</i>	19 Melinda St., Toronto	EM 4-9263	John Chilman
<i>Heggie Advertising</i>	57 Bloor St. W., Toronto	EM 6-3791	Andre Audet
<i>J. E. Huot, Publicite</i>	353 St. Nicholas St., Montreal	PR 1443	H. C. Caverhill
<i>Hutchins Advertising Co. (Canada)</i>	1244 Dufferin St., Toronto	PL 4131	Austin Moore
<i>Imperial Advertising</i>	71 George St., Halifax	KE 2737	Albert Jarvis
<i>Albert Jarvis</i>	73 Adelaide St. W., Toronto	3-9373	H. P. Kelley
<i>Russell T. Kelley</i>	447 Main St. E., Hamilton	EM 3-2438	P. H. Boulbee
<i>*Kenyon &amp; Eckhardt</i>	80 King St. W., Toronto	2-1155	Jim Mumford
<i>Locke, Johnson</i>	Harbor Commission Bldg., Toronto	EM 3-8314	Florence Asson
<i>James Lovick</i>	789 West Pender, Vancouver	EM 4-6271	Hugh Horler
<i>MacLaren Advertising</i>	372 Bay St., Toronto	TA 3371	Austin Moran
<i>McConnell, Eastman</i>	147 University Ave., Toronto	EM 4-0321	Andrew McGuire
<i>McGuire Advertising</i>	Bank of Commerce Bldg., Windsor	EM 3-7004	Wilf Charland
<i>McKim Advertising</i>	1510 Drummond St., Montreal	2-7297	Mrs. Muriel Murray
<i>Jack Murray</i>	727A Bayview Ave., Toronto	LA 5192	
<i>Muter, Culiner, Frankfurter &amp; Gould</i>	1121 Bay St., Toronto	HY 0497	Eddie Gould
<i>*Needham, Louis &amp; Brorby</i>	†880 Bay St., Toronto	PR 3778 RA 5530	John Willoughby

\*Branch of U. S. agency. †Two more about to open in Toronto: McCann Erickson, New York; Leo Burnett, Chicago  
†Not on CAB list

INCREASING NUMBER OF CANADIAN STATIONS FIND IT PAYS TO PUSH SPONSOR PRODUCTS WITH DISPLAYS, STORE CASTS





NAME	ADDRESS	PHONE	RADIO OFFICER
<i>O'Brien Advertising</i>	928 West Pender St., Vancouver	PA 9174	R. J. Perrault
<i>*O'Neill, Larsen &amp; McMohon</i>	447 Jarvis St., Toronto	PR 4481	Bob Kesten
<i>Wm. Orr</i>	464 Yonge St., Toronto	PR 3708	Wm. Orr
<i>*Robert Otto</i>	225 Mutual St., Toronto	EM 3-7726	Athol Stewart
<i>Poul-Taylor-Phelon</i>	169 Yonge St., Toronto	EM 3-6047	Ernie Paul
<i>Payeur Publicite</i>	639 8th Ave., Quebec	4-3028	G. H. Payeur
<i>Elton M. Plant</i>	303 Bartlett Bldg., Windsor	4-1159	E. M. Plant
<i>Alford R. Poyntz Advertising</i>	95 King St. E., Toronto	EM 3-8716	A. R. Poyntz
<i>Thornton Purkis</i>	330 Bay St., Toronto	EM 3-3762	Miss G. Race
<i>*E. W. Reynolds</i>	145 Yonge St., Toronto	WA 6157	Henry Kerpus
<i>Ronalds Advertising Agency</i>	Keefer Bldg., Toronto	UN 6-9471	Frank Starr
<i>James Elliot Russell</i>	62 W. 47, New York	PL 7-6274	Harvey Stein
<i>*Ruthrouff &amp; Ryan</i>	2 Toronto St., Toronto	EM 6-1515	Ramsay Lees
<i>Schneider, Cardon</i>	2024 Peel St., Montreal	MA 8024	J. G. Gales
<i>Allan R. Sills</i>	137 Wellington St. West, Toronto	WA 6434	Allan R. Sills
<i>R. C. Smith &amp; Son</i>	80 King St. W., Toronto	EM 4-9396	G. A. Phare
<i>Spitzer &amp; Mills</i>	50 King St. W., Toronto	EM 6-2811	Ralph Hart
<i>Harold F. Stonfield</i>	Dominion Square Bldg., Montreal	UN 6-8741	Wallace Telford
<i>Stevenson &amp; Scott</i>	University Tower Bldg., Montreal	UN 6-9361	Ross Smith
<i>Stewart-Bowman-Macpherson</i>	Province Bldg., Vancouver	PA 3531	Hubert Watson
<i>Tandy Advertising Agency</i>	66 Portland St., Toronto	EM 3-6362	A. C. Haight
<i>*J. Walter Thompson</i>	Dominion Square Bldg., Montreal	UN 6-6771	Mariette Mineau
<i>Vamplew Advertising</i>	1175 Bay St., Toronto	MI 5589	Tom Vamplew
<i>Vickers &amp; Benson</i>	Keefer Bldg., Montreal	UN 6-7701	Roland Beaudry
<i>Wolsh Advertising</i>	Guaranty Trust Bldg., Windsor	2-7224	
<i>Armand S. Weill</i>	225 Mutual St., Toronto	EM 3-5112	Alan Waters
<i>Whitehall Broadcasting</i>	Montreal		
<i>W. A. Willis Advertising Agency</i>	220 Richmond St. W., Toronto	EM 6-3435	
<i>Woodhouse &amp; Howkins</i>	1175 Bay St., Toronto	KI 4864	A. McGregor
<i>*Young &amp; Rubicam</i>	University Tower Bldg., Montreal	UN 6-8941	Jean F. Pelletier

## What U. S. ad agencies buy Canadian radio?

(\*denotes those with Canadian branches enfranchised by Canadian Association of Broadcasters)

Anderson & Cairns	*Erwin, Wasey	*O'Neill, Larson & McMahon
*Atherton & Currier	Grady & Wagner	Robert W. Orr & Associates
Batten, Barton, Durstine & Osborn	*Grant Advertising	*Robert Otto & Co.
G. M. Basford	Grey Advertising	Pedlar & Ryan
*Benton & Bowles	The Griswold-Eshelman Co.	Presba, Fellers & Presba
The Biow Co.	Hirshon-Garfield	*Ruthrauff & Ryan
W. Earl Bothwell	Kudner Agency	Street & Finney
Harry B. Cohen	Lambert & Feasley	Sullivan, Stauffer, Colwell & Bayles
Compton Advertising	Landau	*J. Walter Thompson
Critchfield & Co.	Lewis & Gilman	Victor Van der Linde
*Dancer-Fitzgerald-Sample	McCann-Erickson	Ward Wheelock
*D'Arcy Advertising	McKee & Albright	*Young & Rubicam
*Ellis Advertising	Morse International	
	*Needham, Louis & Brorby	

SPONSORS MUST HAVE WIDE DISTRIBUTION WHEN AIR ADVERTISING CLICKS. TOO MUCH B & W FAILS FOR THIS REASON



## WASHING MACHINES

SPONSOR: Mc & Mc Ltd.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *This local hardware and appliance store sponsors a 10-minute newscast daily at 12:45 p.m. After three newscasts advertising Beatty washing machines, Mc & Mc sold 15 washers worth \$3,442.50. Air cost: \$40.50. On the air five months, Mc & Mc have already surpassed Beatty washer sales figures for the entire preceding 12 months.*

CJOR, Vancouver, B. C.

PROGRAM: Newscast

## JEWELRY

SPONSOR: Shores Credit Jewelers

AGENCY: Direct

**CAPSULE CASE HISTORY:** *As a test, Shores took merchandise previously advertised in newspapers and mentioned it on CJAT. Radio outpulled newspapers by 10%. Now Shores runs two announcements daily to promote diamond specials, and pay-day sales. Cost: \$3.60 per announcement. Shores says store volume for June was triple over what it was the year before.*

CJAT, Trail, B. C.

PROGRAM: Announcements



## SHOES

SPONSOR: Family Shoe Store

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Family Shoe wanted to get new customers, create goodwill and build up its mailing list. To do so, it sponsored a five-minute segment of Ranch House Revelries, a morning Western program. On this show Family Shoe ran a local talent contest with a Western flavor. It had cash prizes and listeners as judges. At contest end, there were 8,591 votes cast for 30 contestants. Family Shoe had its goodwill, upped sales and mailing list. Cost: \$7 per five minutes.*

CJGX, Yorkton, Sask.

PROGRAM: Ranch House Revelries

## AUTOMOBILES

SPONSOR: Newcastle Motors

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Newcastle, facing a slow used-car market, decided upon five announcements weekly on Chuck's Melody Lane. In six weeks, 18 cars advertised on the program were sold. To date, the \$4 participations have averaged three car sales weekly. Weekly expenditure: \$20 with the prices of the automobiles sold ranging from \$450 to \$1,100. Gross sales: from \$1,350 to \$4,400 each week.*

CHUB, Nanaimo, B. C.

PROGRAM: Chuck's Melody Lane

## FARM MACHINERY

SPONSOR: Machinery Designers

AGENCY: Direct

**CAPSULE CASE HISTORY:** *This Calgary manufacturer ran 10 announcements from 7 to 18 January advertising a swath lifter. Response was so immediate on this \$375 item that orders exceeded manufacturing capacity. By 18 January, the company sold 150 machines on an announcement cost of \$84. Sales gross: \$56,250. Machinery Designers plan to return to radio when weather conditions allow farmers to resume harvesting.*

CFCN, Calgary, Alberta

PROGRAM: Announcements

## RESTAURANT

SPONSOR: Georgian Restaurant

AGENCY: Direct

**CAPSULE CASE HISTORY:** *The opening of the newly decorated Georgian restaurant was planned for 9 April. However the owners decided to open at noon two days early. Three announcements were aired that day at 11:30 a.m., 12:15 and 1:00 p.m. (cost: about \$18). By mid-afternoon and supertime the restaurant was swamped with patrons. From 10:00 p.m. that night until midnight it was almost impossible to serve all the people who streamed in.*

GFOS, Owen Sound, Ontario

PROGRAM: Announcements

## CHINAWARE

SPONSOR: Dixon's Fine Arts Ltd.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Dixon's has been in business for five years; on CKWX for four of them. It sponsors a classical music show on Sundays, 1:05 to 2:00 p.m., with the weekly cost about \$60. Announcements feature expensive china figurines and glass for sale. The commercials aren't hammered or punched home but are in keeping with the tone of the program. In the four years, business volume is up tenfold with annual sales of about \$500,000.*

CKWX, Vancouver, B. C.

PROGRAM: Music You Remember



# "Wherever You GO . . . there's RADIO!"

CKLW is proud to have played a part in the United Radio Committee's campaign which won top honors for group radio promotion in 1951. CKLW CONCEIVED THE SLOGAN, FIRST GAVE IT AIR TIME; thru maintaining as usual CKLW's first place position in the promotion and best interests of radio.



MBS

# CKLW

CBC

50,000 WATTS • 800 On Your Dial

WINDSOR, ONTARIO

REPRESENTED BY ALL CANADA RADIO FACILITIES

# V. Canadian

**Outlook grim for sponsors:**

## **Q. What is the status of TV in Canada?**

**A.** One station is on the air today—Montreal. A second starts regular broadcasts about 25 August—Toronto. Both will be formally inaugurated early in September, probably 6 and 8 September, respectively. A third has been authorized for Ottawa and will probably be on the air next year—linking Montreal and Toronto. And that's it.

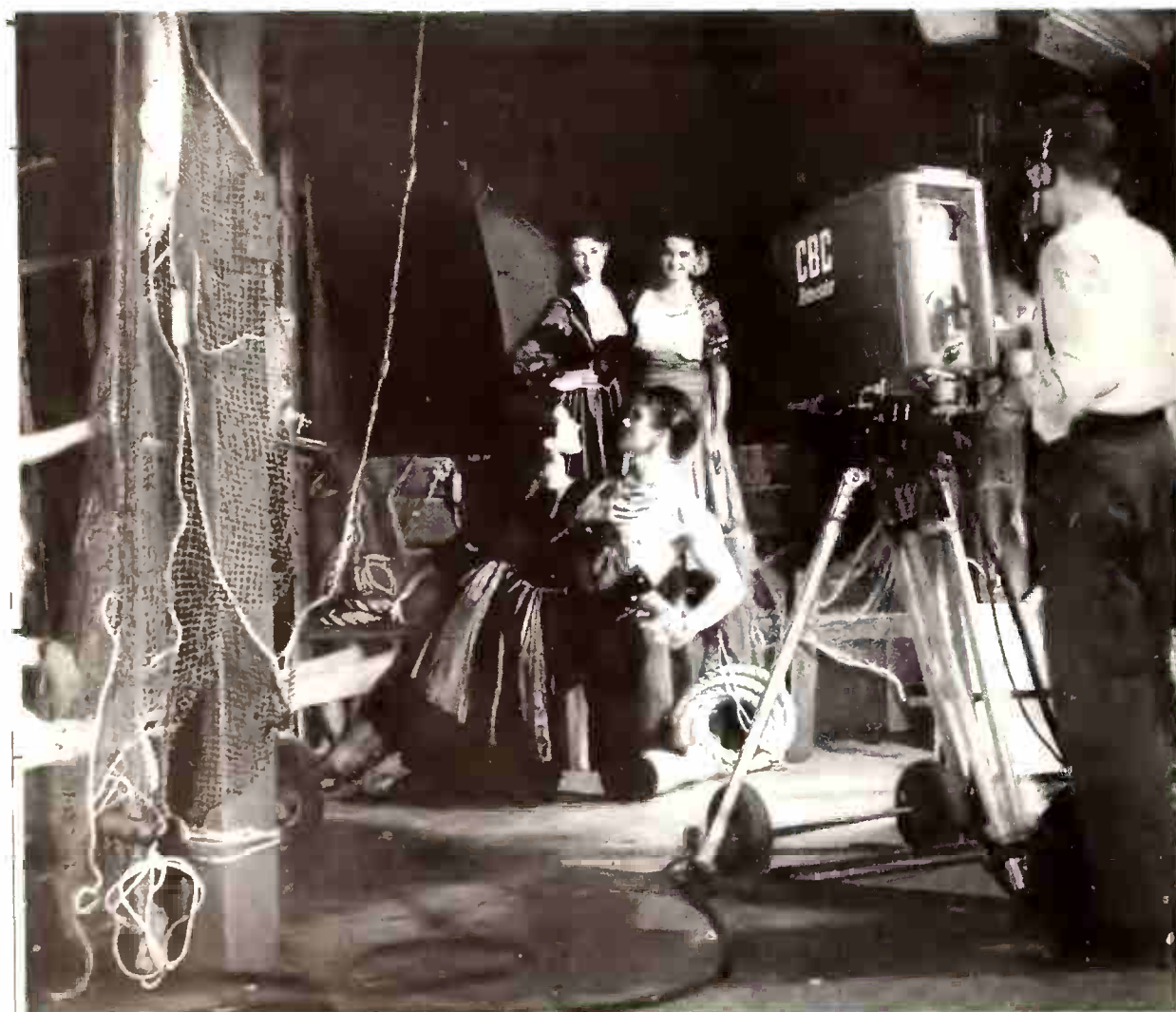
The Canadian Government, through the Canadian Broadcasting Corp., is running the show. No private TV stations will be permitted until CBC has one in each province. The private radio and TV people feel this will take a generation. Meantime Canadians, who already have more than 100,000 TV sets and have been enjoying American programs for several years (WBEN-TV, Buffalo; Cleveland's WEWS, WNBK and WXEL; Rochester's WHAM-TV; Detroit's WJBK-TV, WWJ-TV and WXYZ-TV and Seattle's KING-TV) are finally getting a look at the home product.

Montreal, whose call letters will most probably be CBFT (after CBF, the French CBC station there), began televising the Montreal Royals' home baseball games 25 July over Channel 2. The Radio-Television Manufacturers Assn. is picking up the tab—at \$500 a game—to boost sales of sets in Montreal prior to the official opening.

At the start Montreal will offer about two hours daily in French and one in English, running from 5:30 to 6:00 and from 8:00 to 10:30 p.m. Since there will be only an estimated 2,000 sets in town by 1 September, advertising will be virtually a private subsidy for government TV for some time. Programwise, according to Jean Saint-Georges, CBC's supervisor of press and information in Montreal, CBFT will offer variety, music, drama, cooking lessons, fashion shows, art and ballet. It will program both commercial and non-commercial shows. Since 85% of Quebec Province's four million people are French (70% of Montreal's million



Comedy: Freres Jacques, French comedy team, rehearse at CBFT, Montreal—first to debut



Ballet: Canadian National Ballet members rehearse at CBLT, Toronto. Operations begin soon



# TV: two stations, 103,454 sets

Time costs \$1,600 an hour in Toronto, \$500 in Montreal (1,300 sets)

## 1. What is the Canadian TV picture—at a glance?

- Number stations on air—2 by 1 Sept. (Toronto, Montreal)
- Number stations planned—1 (Ottawa) next year; 6 others delayed
- Number sets—103,454 as of May 1952
- Est. sets both markets 1955—475,000
- Average cost of sets—\$475 plus \$60-\$100 installation
- Cost of time—\$1,600 hr. Toronto; \$500 hr. Montreal
- Cost-per-M homes—\$26.66 Toronto; \$250 Montreal
- Ownership—Government (through CBC)
- Who controls programs?—CBC
- U.S.-originated shows—sponsor must pay for Canadian standbys
- Sponsors—6 signed for programs (by mid-July)
- License fee—not fixed yet; CBC asked \$15 per set

## 2. What will TV cost the sponsor in Canada?

	CBC TV Toronto	Montreal	Time Allowance for Rehearsal
60 MINUTES	\$1,600.00	\$500.00	4 HOURS
45 MINUTES	\$1,280.00	\$400.00	3 HOURS
30 MINUTES	\$ 960.00	\$300.00	3 HOURS
20 MINUTES	\$ 800.00	\$250.00	2 HOURS
15 MINUTES	\$ 640.00	\$200.00	2 HOURS
10 MINUTES	\$ 560.00	\$175.00	1 HOUR
5 MINUTES	\$ 400.00	\$125.00	1 HOUR
20 SECONDS	\$ 240.00	\$ 75.00	
8 SECONDS	\$ 120.00	\$ 37.50	

Rates include (1) station time, (2) production staff and technical facilities (cameras, etc.) required for rehearsal and production of program and (3) rehearsal of commercials. Rates do not include talent, costumes, or sets. Hitch: Sponsor wishing to use Montreal TV must pay for production costs there even though he produces the entire program in Toronto. The American sponsor must pay for the works even though he pipes the show in or uses kine or film. CBC's purpose: to promote Canadian talent. "Production staff" includes one producer, one announcer, one technical producer and the services, as required, of floor managers, script assistants, audio and

video technicians, projectionists, lighting technicians and studio assistants. Extra-commercial rehearsal time will cost \$50 a half-hour. Buffalo-Toronto interconnection charges will be \$150 for 60 minutes, \$100 for 30 minutes, and \$75 for 15 minutes. CBC will kinescope your Canadian program in either Toronto or Montreal for use in the other city without charge. Thus rates are almost prohibitive. When CBC chairman A. Davidson Dunton announced them 30 April, the Canadian Assn. of Broadcasters ran a full-page ad in *Canadian Broadcaster and Telescreen* headed: "Radio is Here to Stay!" That's an index of the status of TV in Canada—for the future.

and a half). original French shows will have to be aired; some American kines and films will be used on the English side, of course. Since Montreal is out of the range of U. S. TV stations, CBFT will have no competition.

In Toronto the situation is the opposite. The station, whose call letters are expected to be CBLT (after CBL, CBC's key station), will face stiff U.S. competition from the start. To build up an audience for the inauguration, CBLT will start televising the annual Canadian National Exposition during the last part of August over Channel 9. Its regular program will run two hours an evening after inauguration—probably 8:00 to 10:00 p.m., later 7:30 to 10:30, and will also range from variety, musical shows, drama and sports to mobile pick-ups, hockey and possibly football.

Bell Telephone is building a microwave link to Montreal via Ottawa so Toronto and Montreal will be able to exchange programs, at least English ones. The Toronto-Buffalo link is already forged, or will be by the inauguration date, so American shows can be piped in *if*—. The big "if" is explained by Fergus Mutrie, TV Director (Toronto), who told SPONSOR:

"We're interested in carrying programs sponsored by American manufacturers provided they fit into our pattern."

The second stinger: The American sponsor must pay for all the idle cameras, crewmen, technical facilities, manpower and the studio in Toronto (included in the base \$1,600 hourly rate), even though they're not being used.

But however disappointed American sponsors might be over its commercial aspects, TV has finally come to Canada—six years after the U. S., 16 years after Great Britain.

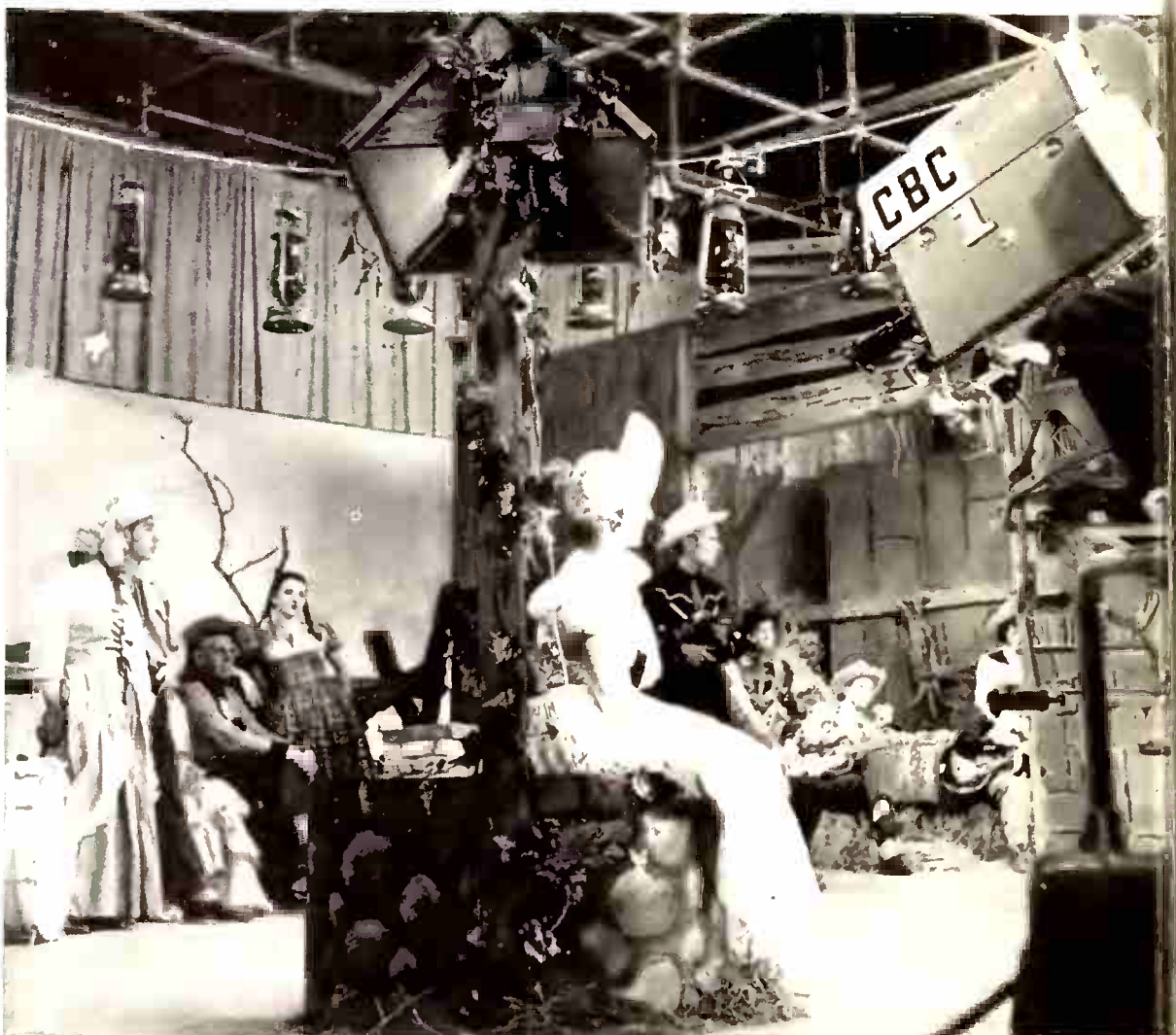
**Q. When will there be a trans-Canada TV network?**

**A.** Dr. James J. McCann, Canada's Revenue Minister, informed the House of Commons 4 July that CBC will not license privately owned TV stations until it has its own stations operating in every province of Canada; that construction of any other stations except Ottawa (the third planned) will have to wait indefinitely. Six others had been designated: Quebec, Winnipeg, Vancouver and three stations to be built in western Ontario.

(Please turn to page 114)



Puppets: CBC hopes to play down U. S. commercialism, create more educational art form in Can



Western: "Operation Barn Dance" indicates government TV in Canada will also appeal to popular ta



### 3. How will TV costs in Toronto and Montreal compare with Canadian radio?

TELEVISION—TORONTO*					(1 Sept. 1952, and 1 Sept. 1953)		RADIO (CFRB)—TORONTO			
	Rate	Est. No. TV Homes	Est. Cost/M TV Homes	Est. Rating	Est. Cost/M Viewing Sets	Rate	BBM Homes	Cost M Radio Homes	Average Rating	Cost M Messages
	(\$)	(000's)	(\$)		(\$)	(\$)	(000's)	(\$)		(\$)
1 Hour (1 Sept. '52)	1600	60	27	25	107.00	324	653.8	0.50	21.2	2.34
(1 Sept. '53)	1600	112	14	25	57.00	324	653.8	0.50	21.2	2.34
1/2 Hour (1 Sept. '52)	960	60	16	25	64.00	162	653.8	0.25	13.3	1.86
(1 Sept. '53)	960	112	9	25	34.00	162	653.8	0.25	13.3	1.86
1/4 Hour (1 Sept. '52)	640	60	11	25	43.00	108	653.8	0.17	12.8	1.29
(1 Sept. '53)	640	112	6	25	23.00	108	653.8	0.17	12.8	1.29
TELEVISION—MONTREAL†					RADIO (CFCF)—MONTREAL					
1 Hour (1 Sept. '52)	500	2.0	250	50	500.00	157.50	195.9	0.80	12.1	6.64
(1 Sept. '53)	500	15.0	33	50	67.00	157.50	195.9	0.80	12.1	6.64
1/2 Hour (1 Sept. '52)	300	2.0	150	50	300.00	94.50	195.9	0.48	10.1	4.77
(1 Sept. '53)	300	15.0	20	50	40.00	94.50	195.9	0.48	10.1	4.77
1/4 Hour (1 Sept. '52)	200	2.0	100	50	200.00	63.00	195.9	0.32	9.5	3.38
(1 Sept. '53)	200	15.0	13	50	27.00	63.00	195.9	0.32	9.5	3.38

SOURCE: Joint Committee on Radio & Television (Assn. of Canadian Advertisers, Canadian Assn. of Advertising Agencies)

\*Call letters almost certain to be CBLT

†Call letters almost certain to be CBFT

### 4. How fast will the Toronto and Montreal TV markets expand?

ESTIMATED GROWTH OF TV HOMES

	TORONTO	MONTREAL
September 1952	60,000	2,000
1953	112,000	15,000
1954	200,000	120,000
1955	250,000	225,000

SOURCE: Joint Committee on Radio & Television (ACA, CAAA)

### 5. How will Toronto and Montreal TV costs compare with U.S. markets of similar size?

COST COVERAGE analysis using, as a guide, U. S. experience in markets with similar TV characteristics

U. S.				CANADA			U. S.				CANADA		
MILWAUKEE 433,200 Homes Starting Date Mar. '48 WTMJ-TV				MONTREAL 426,000 Homes Starting Date Aug. '52			PROVIDENCE 425,300 Homes Starting Date Aug. '49 WJAR-TV				TORONTO 459,000 Homes Starting Date Aug. '52		
TV Month	TV Homes	% Cov.	Rate \$	TV Homes	% Cov.	Rate \$	TV Homes	% Cov.	Rate \$	TV Homes	% Cov.	Rate	
1st	(000's) 2.1	0.5	250	(000's) 2.0	0.4	500	(000's) *13.5	3.1	250	(000's) 60.0	13.0	1,600	
3rd	2.8	0.6	250	3.0	0.7	500	16.5	3.9	250	75.0	16.3	1,600	
6th	5.0	1.2	250	5.0	1.1	500	27.0	6.3	250	95.0	20.6	1,600	
12th	16.2	3.7	250	15.0	3.5	500	62.2	14.6	250	112.0	24.4	1,600	
18th	*41.1	9.5	300	35.0	8.2	500	107.0	25.2	300	160.0	35.0	1,600	
24th	115.0	26.5	350	120.0	28.1	500	152.0	35.7	550	200.0	45.0	1,600	
30th	190.0	43.9	600	175.0	41.1	500	191.0	44.9	750	230.0	50.0	1,600	
36th	243.0	56.1	750	225.0	52.8	500	210.0	50.1	850	250.0	55.0	1,600	

SOURCE: Joint Committee on Radio & Television (ACA, CAAA)

\*Interconnected

## CANADIAN MARKET

(Continued from page 62)

are owned and controlled by Americans.

The Canadian dollar is up to \$1.03, highest it's ever been—only currency in the world to outvalue the U.S.

The Canadian Government ended its sixth straight fiscal year in March with a budget surplus—a record unmatched in the world.

Discovery of new resources throughout Canada has set off huge expansion programs in virtually every province

—oil in the Prairie Provinces and British Columbia, iron ore in Quebec and Labrador, uranium in Alberta and Saskatchewan and natural gas in Alberta, among others.

These three reasons make Canada a top investment market for the American businessman and advertiser. At least 117 national American advertisers are already using Canadian radio to tap this market. There are indications that the figure is increasing.

Where specifically is the boom?

First in Alberta and British Columbia, mostly because of oil. Both provinces are undergoing billion-dollar expansions. Alberta in oil, chemicals and natural gas; British Columbia in oil, aluminum, newsprint, cellulose and hydro-electric power.

Since the rich Leduc fields in Alberta were discovered in 1947, the economic map of Canada has been changed. More than 200 oil companies have spent \$215 million in west Canadian oil and gas exploration in 1951 (total since 1947: \$1 billion). There were 50 oil strikes last year. Biggest: at Wizard Lake, central Alberta, by the Texaco and McColl-Frontenac companies. Oil discoveries have also been made in Peace River, British Columbia, Manitoba and Saskatchewan.

As a result oil has brought \$750 million in investment in new facilities and jobs to western Canada. Canada now produces one-third of its own oil.

Other big projects: a \$200 million Labrador-Quebec iron ore program to make Canada one of the world's biggest producers; production is scheduled to begin in 1954. Proven reserves are estimated at 400 million tons.

A \$50 million nickel-copper project is being rushed in northern Manitoba.

A "uranium city" is being built at Ace Lake, Saskatchewan, which is becoming Canada's "uranium province."

The Aluminum Co. of Canada is building a \$550 million project in the rugged wilderness of British Columbia around Kitimat, an Indian village.

A two-year \$250 million expansion program is under way in the chemical industry.

The Celanese Corp. of America has started operations totaling almost \$100 million and plans another \$65 million program.

Canada is going to construct the St. Lawrence deep waterway alone—without U.S. help. This will make Toronto, Cleveland, Detroit and Chicago "ocean" ports.

All this needs people, and Canada is getting them: 190,000 new immigrants plus 300,000 babies last year; a similar increase expected this year.

And all these people are buying more. That's why A. A. McDermott of Radio & Television Sales, Inc., Toronto and Montreal, says: "The majority of American producers have failed to recognize the Canadian market's potential. Yet Canada provides one of the few dollar markets left for Ameri-

**B M I**

*Music of Canada*

The combined resources of **BMI CANADA LIMITED** and **BROADCAST MUSIC, INC.** are giving to Canadian music a freedom for creative progress that has never before existed.

**BMI CANADA** is providing Canadian composers with the opportunities of being heard, which they have long deserved; of having their music published and performed, not only in Canada but throughout the world.

The music of Canada is the work of skillful and brilliant composers, most of them young musicians whose careers are exceptionally bright.

**BMI CANADA** is publishing Canadian music with pride and assurance, and the broadcasters of Canada, both **CAB** and **CBC** devoting active direction to its policies, are programming this music with equal assurance and pride.

As **BMI CANADA** continues to publish and win attention for the best music written by the French and English speaking composers of the Dominion, Canada's own music attains a growing prominence among the world's musical literature.

**BMI CANADA LIMITED**  
(Affiliated with Broadcast Music, Inc.)  
229 Yonge Street • 1500 St. Catherine St., W.  
Toronto • Montreal

**BROADCAST MUSIC, INC.**  
NEW YORK • CHICAGO • HOLLYWOOD

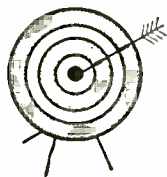




# You can't miss it!

On the highways and the byways—at the beaches, lakes and cottages—on the farms and in the cities—wherever you go there's radio!

And deep in the heart of Canada—North and South and East and West—wherever there's radio, there's CFRB. It's Canada's No. 1 Station in the most lucrative market of the nation. Where one third of the population lives, shops and buys! Where retail sales account for 10 per cent of the national total! Where season in and season out, more people listen regularly to CFRB than to any other station!



Make your target the market where the sales soar! See CFRB. You can't miss it!

**AS EVER, YOUR No. 1 STATION  
IN CANADA'S No. 1 MARKET**

**CFRB** 50,000 Watts  
1010 KC

**Representatives:**

UNITED STATES: Adam J. Young, Jr., Incorporated  
CANADA: All-Canada Radio Facilities Limited

**WHEREVER YOU GO THERE'S RADIO!**

can products—and those dollars right now are the best in the world, higher even than U.S. dollars.”

Is the standard of living high enough to bother with?

It is second only to that of the U.S., according to the Canadian *Financial Post*, which cites these highlights:

- A. 10 of 13 homes have electricity.
- B. 5 of 7 homes have telephones.
- C. 19 of 20 homes have radios.
- D. 7 of 10 have washing machines.
- E. 3 of 5 families own cars.

No wonder G. C. Hammond, vice president of Canada's biggest ad agency, Cockfield, Brown & Co., Ltd., says: “Don't sell Canada short.” ★ ★ ★

## CANADIAN RADIO

(Continued from page 75)

comedy *Bonanza* written by Chet Lambertson and James Richardson. It was recently premiered almost at the same time as another all-Canada musical on the other coast, *Timber*, written by Dolores Claman, David Savage and Doug Nixon and aired over the Trans-Canada network as part of *CBC Wednesday Night*. BMI Canada, Ltd., has published the music of both.

All the above adds up to one thing, says Cam Logan, Cockfield, Brown's Toronto timebuyer:

“Radio's a damn good buy and will be for many years in Canada.”

**Q. How is Canadian radio business?**

**A.** Thomas James (Jim) Allard, general manager of the Canadian Assn. of Broadcasters, estimates gross income for the private stations in Canada in 1950 was \$16 million (\$860,000 net) and in 1951 was \$18 million (\$1,200,000 net)—both net figures before taxes. This comes to an average profit of \$8,995 before taxes for each of the 134 commercial stations in operation at the end of 1951.

Here are some quotes from stations, reps and program services:

Phil Lalonde, general manager, CKAC, Montreal: “Business is excellent. We're 12-15% ahead of 1951. We're not too scared of TV. It will be at least two years or so before its effect will really be felt.”

Jack Tietolman, managing director, CKVL, Verdun, Quebec: “Business is pretty fair. We're ahead of last year. The mail response is a sensation. *Qui Chant (Who Sings)* was drawing 34,000-38,000 letters a week with 95% of them containing proof of purchase by the time it reached a \$500 jackpot. Monarch Cake Mix sponsors it. We charge \$136 a half hour Class A time, have a 48.9% Elliott-Haynes French rating. We have 37 shows with ratings of 10 or over. TV? We're programming to take care of it now. Verdun is 10 minutes from the heart of Montreal.”

Jack Cooke, owner, CKEY, Toronto: “Best year to date. Up 10% over last. The momentum of business is responsible. Our American business is also a way up.”

Bob Lee, station manager, CHUM, Toronto: “Business is about the same

as last year. Nationally it's increased many many thousands but locally it's down. Now that restrictions on credit are off, I think local business will be better in the fall. We'll all have to do more merchandising in Toronto when TV becomes stronger.”

Howard Caine, station manager, CKFH, Toronto: “We started in February 1951, and business is pretty good—up over last year. We have some American accounts, like Lever Bros., Florence Benson Lipstick. Our best show is the *Toronto Star Program of Good Music* one hour a day, seven days a week, 8:00 to 9:00 p.m., sponsored by the *Toronto Daily Star*, which limits its commercials to less than 30 seconds for the entire hour.”

Waldo Holden, commercial manager, CFRB, Toronto: Sold out, except for a quarter-hour option, between 7:00 a.m. and 8:00 p.m. as reported previously. “We have five new accounts, all Canadian, for the fall. All but one of the old ones have renewed. We haven't been as busy in 15 years. Business is booming. The Canadian dollar has hit \$1.0318. The cause: the tremendous U. S. investment in Canada. Americans are not only going into oil and minerals but real estate as well.”

Horace Stovin, president of Horace N. Stovin & Co., Toronto representatives of 23 Canadian stations: “Radio is the cheapest advertising medium in Canada. Rates are ridiculously low. Yet we were 15.8% over 1950 last year in total billings and 14.4% higher this first quarter than the corresponding period in 1951. Some stations are up

**CHML**

tops in coverage  
tops in popularity  
in the  
Hamilton area

FOR INFORMATION, CONTACT ANY ADAM YOUNG OFFICE





## The Neighbour on Your Roof

**C**ANADA — your northern neighbor — is as close to you as many of your best domestic markets.

Canadians have the same buying habits as the people you're selling to now. And they are buying more and more each year, as their purchasing power increases. Canada's on top of the world!

The source of this growing prosperity is Canada's production: Over 25% of the world's nickel; over 45% of the world's asbestos — and undisclosed quantities of uranium. Gold, iron and lumber abound in Canada. Recent discoveries of oil in the prairies hold a promise of self-sufficiency on this continent for centuries to come.

Yet this rich market has barely been skimmed.

Now, Canada not only wants to buy your goods, but does buy — more than anyone else — and PAYS CASH.

So — if Canada wants your goods how best can you sell 'em? Obviously you want the greatest advertising coverage at minimum cost to sell in this booming market.

Radio is the answer.

94% of all Canadian homes have a radio, giving you the most complete coverage available.

Radio is your salesman-in-the-hearth, already installed, waiting for your message, by-passing the rural road, the footpath, bad weather and the closed door.

Radio is there already.

*"In Canada you sell 'em when  
when you tell 'em!"*

*A message from the 103 member stations of the  
Canadian Association of Broadcasters  
whose voices are invited into over 3 million homes every day.*

**CANADIAN ASSOCIATION OF BROADCASTERS**

108 Sparks St.,  
Ottawa

37 Bloor St., West,  
Toronto

## It's men and women like these . . .



Eastern Canada's best known, most quoted sports commentator. A regular contributor to network roundups, and a regular on C J C H with play by play of major events and twice daily sports summaries.



Halifax's only woman alderman, and one of Canada's best informed women. A leading network dramatic star and commentator as well as a C J C H regular who talks to and for Maritime women through her daily C J C H program.



C J C H Program Manager who has a notable background of experience with stations from Western Ontario to the Atlantic seaboard. Frequently cast in network dramatic roles, he has one of the most believable of "selling" voices.



A genius of detail, never heard, seldom seen, but indispensable secretary to C J C H Manager. Efficient recorder, reporter, dispatcher, expeditor and the Station's watchdog of advertiser interests.



C J C H Merchandising Manager and energetic "follow-through" specialist. Analyser, organizer, promoter with a tireless eye on the market and sales results of C J C H advertisers.

Their names, or the names of the other members of the C J C H team would mean nothing to you. Their faces are unfamiliar. But their efficiency is a matter of record if you are a C J C H advertiser. For it's men and women like these whose combined talents and efforts . . .

## who make C J C H the most popular station in Nova Scotia

### REPRESENTATIVES

NEW YORK • ADAM J. YOUNG, JNR., NEW YORK, U. S. A.  
 TORONTO, CANADA • PAUL MULVIHILL, 21 KING ST. E. TORONTO  
 MONTREAL, CANADA • RADIO TIMES SALES (QUEBEC LTD.) King's Hall Bldg., Montreal

40-50% in business, the averaging being about 20%."

Guy F. Herbert, general manager of All-Canada Radio Facilities, biggest station rep (29 stations) in Canada and its largest program house: "Radio is at an all-time peak. Business is well up, 25% in transcriptions, 30% in time sales. Radiowise, we haven't had any TV competition yet. The swing to spot or selective radio here is due some to TV in the states—with the consequent decrease in network radio in both countries." All-Canada has started a TV division, is exclusive Canadian agent for Ziv and MGM transcribed shows. Sponsors can now get exclusive rights for all of Canada for these through All-Canada Radio Facilities, Herbert said. Assistant Manager Stuart MacKay mentioned that with the decrease in U.S. net shows transcribed programs are increasing in popularity in Canada. Three ACRF shows, for example, are now tied for 10th place in ratings: *Cisco Kid*, which Wrigley's Chewing Gum has bought for all of Canada; *Guy Lombardo*, bought by GM (Frigidaire Division) and *Bright Star*, a situation comedy starring Irene Dunne and Fred MacMurray and sponsored by S. C. Johnson Co. *Bold Venture*, sponsored by Imperial Tobacco, another packaged program, climbed to top place among the mysteries.

Spence Caldwell, president, S. W. Caldwell, Ltd., Toronto agency and programming service: "Business has doubled. Twice as much money is being spent now as last year because everybody is making money. There are no payment laggards. The popularity of transcription shows is exceeding all records. *Devitt Drops In*, sponsored by Pepsodent (Lever Bros.) with Ruthrauff & Ryan as the agency, is on 28 Canadian stations. *Down to Earth* featuring John Bradshaw is on 18. We have bought out Guild Radio Features, Imperial Radio Productions, National Programs, Exclusive Radio Products and Jack Slatter's Goodman shows and now consider ourselves the biggest programming service in the world. We are buying a \$60,000 building for studios in Toronto and will package radio shows and commercials and TV commercials. We have already invested \$15,000 in TV equipment."

Caldwell put on a two-hour French and English TV show in Montreal over a closed circuit in April to spur sales





CANADIAN RADIO'S FOREMOST

# Advertiser-Service Organization

*representing exclusively...*

The World's  
top producers of

## SYNDICATED PROGRAMS

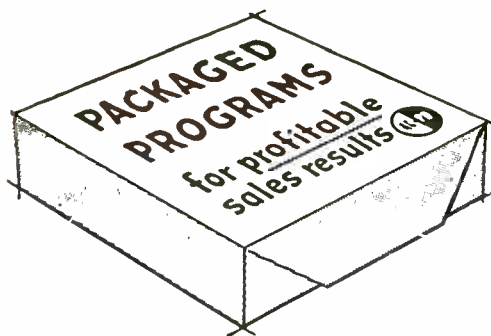
More than ever before, advertisers in Canada are stretching their radio dollars on a national or market-to-market basis (or both) via All-Canada packaged programs! Programs that guarantee:

**Salesmanship**—each program is a tested, proven sales vehicle—in urban or rural markets or both.

**Economy**—because it's syndicated—your cost is a fraction of the original production cost.

**Showmanship**—top talent—finest production—with ratings that compare with the best.

Advertisers *must* look at what All-Canada offers for a clear picture of radio advertising in Canada.



Program Division

The "All-Canada" Family  
of Radio Stations

**British Columbia**  
CHWK Chilliwack  
CFJC Kamloops  
CKOV Kelowna  
CKPG Prince George  
CJAT Trail  
CKWX Vancouver  
CJVI Victoria

**Alberta**  
CFAC Calgary  
CJCA Edmonton  
CFGP Grande Prairie  
CJOC Lethbridge  
CHAT Medicine Hat

**Saskatchewan**  
CKBI Prince Albert  
CKCK Regina

**Manitoba**  
CKRC Winnipeg

**Ontario**  
CKOC Hamilton  
CFRA Ottawa  
CJCS Stratford  
CKSO Sudbury  
CFRB Toronto  
CFPL London  
CKLW Windsor

**Quebec**  
CFCF Montreal

**Maritimes**  
CFCY Charlottetown  
CFNB Fredericton  
CHNS Halifax  
CJCB Sydney  
CJLS Yarmouth

**Newfoundland**  
CJON St. John's



Time Division

## ALL-CANADA RADIO FACILITIES *Limited*

Vancouver • Calgary • Winnipeg  
Toronto • Montreal

proceedings.

9. Bans fortune tellers and crystal gazers.

10. Requires advance approval for appeals for donations.

11. Bans appeals for agents to represent the sponsor of a program or to handle the goods or services advertised.

12. Prohibits the advertising of stocks and bonds and alcohol (latter except in provinces like Quebec which permit it; commercials there are limited to bare announcement of sponsor's name. Molson's Brewery got around this by putting name into program: *Le Théâtre Lyrique Molson*, one of French Canada's best).

13. Limits "spot" announcement to two minutes an hour. Bans "spots" between 7:30 and 11:00 p.m. week-days and all day Sundays.

14. Requires all food and drug copy to be approved by the Dept. of National Health and Welfare. (CBC promises an answer in two weeks, but one agencyman grumbled to SPONSOR that he's been waiting for six months.)

15. Prohibits stations from broadcasting any national or foreign news or commentary except that released by the CBC.

16. Prohibits stations from carrying mechanical reproductions of programs between 7:30 and 11:00 p.m. except with CBC consent.

17. Can suspend the license of any station for up to three months for violating any regulation of the Broadcasting Act; can expropriate all private stations, in fact, at any time.

In addition, private radio men complain, CBC sets network rates, often paying private stations less than the card rate; gets the best U. S. network programs, and assigns itself the best frequencies and the highest power. It can even take a frequency away from a private station and give it to a CBC station, as it did with CFRB, Toronto. Thus eight of the 10 50,000-watters in Canada are CBC-owned: all range from 540 to 1,070 KC's on the dial. However, competition by CBC stations for local business has been reported curbed in most cities.

**Q.** What did the Massey Commission recommend concerning radio last year and was anything done?

**A.** The five-member Massey Commission, headed by the now Governor General Vincent Massey (brother of actor



Now, for the first time in Southern California, you can—

# MAKE THE WHOLE SALE AT A WHOLESALE RATE!

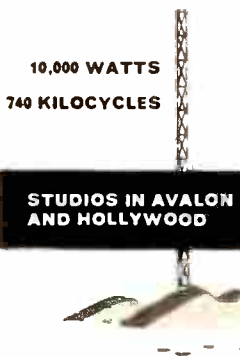
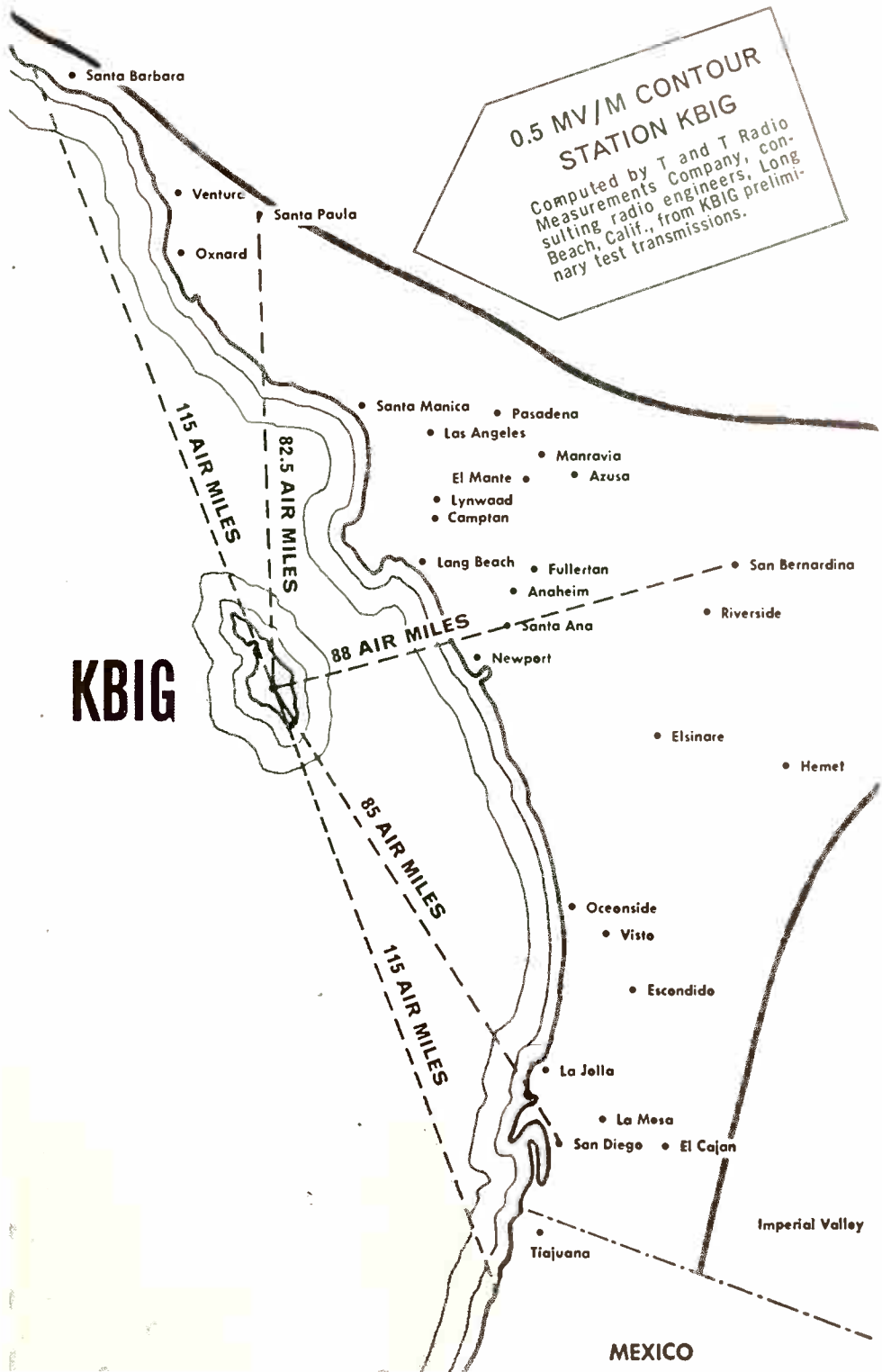
Do it with **KBIG**, now on the air reaching *all* of Southern California direct from Catalina!

KBIG is the convenient, efficient way to reach the *whole Southland*—one medium, one set of copy, one bill. Not just America's Third Market (Los Angeles), or America's 31st Market (San Diego), or America's 67th Market (San Bernardino-Riverside)—but *all* of them PLUS lots more in between. A total of nearly six million people, at a base hour KBIG rate of only \$118.

**KBIG Does It Alone?** Yes. KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to *all* the Southland, at Wholesale Prices—as little as \$9 a spot!

**Prove It To Yourself!** Compare KBIG's base hour rate (\$118) or base minute rate (\$18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the way to make the Whole Sale at the Wholesale Price.

**Availabilities Will Never Be As Good As Now!** Call Meeker or us—get the whole KBIG story—and place your schedule on



# KBIG

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

*John Poole Broadcasting Company*

BUSINESS OFFICE: 6540 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
REPRESENTED BY ROBERT MEEKER ASSOCIATES, INC.

Raymond Massey). made 21 recommendations, most of which are being carried out. In essence they supported the present set-up and rejected the Canadian Assn. of Broadcasters' contention as a "false assumption" that broadcasting in Canada is an industry. "Broadcasting in Canada, in our view, is a public service directed and controlled in the public interest by a body responsible to Parliament," it said.

The commission recommended that radio-station men be given the right to appeal to a federal court from a CBC decision, that licenses be extended to five-year periods instead of three, that the CBC quit the local commercial business, that the CBC refuse all commercial programs "not acceptable in content," that CBC income be set by statute for five years instead of annually. It also urged organization of a second French network and extension of French national programs to western Canada. (The subsidiary network will be in operation in the fall.)

The following paragraph should be of interest to American sponsors wishing to program in Canada, particularly the second sentence:

"... Of the more than 170 voluntary

organizations which discussed radio broadcasting in our public sessions," the Massey Commission said, "the great majority expressed approval of the national system. . . . We observed indeed a certain alarm at any suggestion of change in the existing system on the ground that it has so far met with tolerable success in combating commercialization and excessive Americanization of Canadian programs."

Testifying before the Special Committee on Radio Broadcasting of the House of Commons last November, the

★ ★ ★ ★ ★ ★ ★ ★

"Radio in Canada is in for the brightest future ever—a future that will surpass that of radio in the United States even during its heyday. This predication is based on a single premise: that Canada, with its characteristic alertness and far-sightedness, will take advantage of the mistakes made in radio by the United States."

HORACE S. SCHWERIN  
Pres., Schwerin Research Corp.

★ ★ ★ ★ ★ ★ ★ ★

CAB's general manager, T. J. Allard, emphasized this point in answering the the Massey Commission:

It has "failed to appreciate that broadcasting . . . is the most recent

form of publishing . . . and is therefore entitled to the same freedom which is accorded to the press as one of the guarantees of public liberty. . . ."

He then charged that carrying out all the commission's recommendations—especially continuation of Government control of motion pictures, radio and television—"would combine to place under the executive power of the Government a propaganda machine . . . which would delight any would-be totalitarian."

The *Winnipeg Free Press* commented about the same time: "Admiration and approval of the program of the CBC and its contribution to Canadian life should not blind us to the fact that radio broadcasting has emerged as an important modern phase of the Fourth Estate. A free society cannot forget that it became free only when journalism, the press and publishing won their freedom from state control."

And George C. Chandler, owner and manager of CJOR, Vancouver, and a former CAB director, charged in a speech 7 March that freedom of speech is "at the crossroads" in Canada and unless CBC domination of radio is

# Greatest Show of an All - Star Show!

## EDMONTON—

Gateway to the North—and Alaska . . . Riding the crest of boom-town expansion and prosperity . . . Capital city of the fabulously rich province of

## ALBERTA—

Home of the World Wheat Kings . . . Championship Livestock . . . The modern Promised Land with work and food for all . . . Great new industries . . . Inexhaustible Tar Sands, Natural Gas and Oil Fields

IS SERVED FAITHFULLY BY

# CFRN

5,000 W 1260 Kc.

CANADA U.S.A.  
Radio Representatives Ltd. Adam J. Young Jr., Inc.

**EDMONTON**

**OIL**

**ALBERTA**

Harlan Oakes & Associates  
Los Angeles & San Francisco



ended soon it may endanger the press as well.

**Q. Who pays for government radio in Canada?**

**A.** The people paid CBC \$6,250,000 through a statutory grant by Parliament plus \$5,841,317 for license fees (\$2.50 for city dwellers, \$2 for farmers) or a total of \$12,291,317 for the year ended 31 March 1952. CBC made only \$2,722,279 on its own, including \$2,456,431 from commercial broadcasting. In addition TV has cost the Canadians \$6 million to date, or \$3 million per station, and a request for \$7 million more has been made to Parliament.

**Q. Are the people satisfied with the set-up?**

**A.** No. Elliott-Haynes reports in its January 1952 *Study of Public Attitudes* that 61.2% of 7,000 Canadians asked said they preferred private ownership of broadcasting, against 17.6% who wanted all government ownership and 14.7% who were for part ownership by both, or the present set-up.

**Q. Do Canadians listen to government programs?**

**A.** Only 11.88% listen to CBC-produced non-commercial programs, according to an Elliott-Haynes study covering the year ended 31 October 1951. In contrast 88.12% listened to commercially produced programs. The non-commercial occupied 72% of all CBC

program time and attracted only 16.5% of all sets in use in Canada while on the air. The CAB drew this conclusion:

"By their free choice, Canadians have demonstrated eight-to-one listening preference for programs produced on advertising revenue over the programs produced on taxpayers' subsidy. Thus \$12 million taxes imposed on Canadians provided one-ninth of their radio listening."

**Q. How many sponsors of American origin use Canadian radio and why aren't there more?**

**A.** A CAB-prepared list shows 117 of the 550-some national sponsors of Canadian radio are of American origin. The complete list of both is published in Part IV of this Canadian section. Biggest American-origin sponsor: P&G. Others (but not in order of expenditures): Coca-Cola, Lever Bros. (only Americans consider them of American origin: actually they're English-Dutch), Rexall Drug, Colgate-Palmolive-Peet, Toni (Gillette), Kraft Foods, Lambert Pharmacal, Electric Autolite, Heinz, Campbell Soup, Westinghouse, Sterling Drug, Gillette, Ronson, General Foods, Pond's, S. C. Johnson Co., Wrigley's, General Motors (Frigidaire), Quaker Oats, Carnation Milk, Swift Canadian, Firestone Tire, Whitehall Pharmacal, Bristol-Myers, Lipton's (Lever), Imperial Oil (Esso), McColl-Frontenac Oil (Texaco) and Canadian Industries, Ltd. (Du Pont).

Here are three reasons why there aren't more:



*CKNW leads all day says ELLIOTT-HAYNES latest car radio survey in high-spending Greater Vancouver.*



This figure isn't fantasy- it's fact! In one single recent month this year CKAC's "Casino de la Chanson" pulled in 1,060,000 replies, almost all containing proof of purchase. This fabulous quiz show has worked wonders since it hit the airwaves — it can work wonders for your product, too. Ask us for details.

CBS Outlet In Montreal  
Key Station of the  
TRANS-QUEBEC radio group



**CKAC**

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr. - New York, Chicago  
Omer Renaud & Co. - Toronto

# NOW IT'S OFFICIAL!

## 1951 DOMINION CENSUS,

*Metropolitan and Major Urban Area*

*Population Figures, show*

### SYDNEY, NOVA SCOTIA,

**"The Steel and Coal Centre of Eastern Canada"  
Is the 14th Urban Market in the Dominion,  
And the 2nd Largest in the Maritime Provinces.**

Where Elliott-Haynes Radio Surveys thru the years have constantly found one of the highest "sets-in-use" radio-audiences in the country, *and* Advertisers continually find a "must" area for their radio campaigns.

*If you already haven't proof of this—*

### MAKE YOUR OWN RADIO CAMPAIGN TESTS HERE

### YOU'LL FIND RADIO PAYS

### OVER C-J-C-B

(CJCB-FM—and CJCX)

### IN SYDNEY, NOVA SCOTIA

Write us for a list of National and the largest Local Advertisers who have been using CJCB, the Year Round— for periods of TEN to TWENTY YEARS.

**Representatives:**

Weed & Company in U.S.A.

All-Canada Radio Facilities in Canada.

1. Import duties. To save on these and taxes sponsors have to set up subsidiaries or license Canadian firms to make, package and/or sell their products.

2. CBC limitations, mentioned above. A French Network executive told SPONSOR they are hoping one or two American-origin shows drop out, even though they're commercial, because of their content. They will not be replaced.

3. Not enough know about Canadian radio as a superior advertising medium. Ask any New York Canadian-station rep what questions he's asked about Canada. They range from "Do all Canadians speak French?" to "Is it always cold up there?" according to Donald Cooke.

Here's a contributory reason why some Americans don't know the facts: The only study ever made comparing black-and-white with radio advertising in Canada as to costs and circulation was buried last year because the results were so startling in radio's favor. It was made by the Canadian Assn. of Broadcasters and compared daily newspapers, week-enders, weeklies and monthlies with radio. The study showed such a disparate ratio so far as costs and penetration were concerned that the newspapers promptly hit the roof. Some of the newspaper-owned stations (there are 29 in Canada) threatened to quit the CAB, and the latter reluctantly withdrew the survey.

Other stations, however, made comparisons of their own—with good results. CKWX, Vancouver, managed by Frank H. (Tiny) Elphicke, issued one showing the station to have a nighttime circulation (audience) some 12% greater than the largest daily there, nearly twice that of the largest week-ender, two and one-half times the largest magazine and between four and five times the largest farm publication and the combined Class A weeklies. It didn't compare rates, but CKWX's half-hour rate is \$84; a half-page in the top Vancouver daily is around \$500.

**Q. How much of the advertising kitty does Canadian radio get?**

**A.** Between 20 and 25%. The CAB's Pat Freeman, who's in the middle of a year-long project to check radio expenditures of all Dominion accounts, estimates the total Canadian advertising budget at \$150 million—with radio



# In Ottawa and Hull over 100,000

French speaking Canadians with an annual income of

over

**\$100,000,000.00**

are served

by **CKCH**

(The only French radio station in the Ottawa Valley—full coverage over 400,000 French population.)

Studios:

121 Notre Dame Street  
**HULL, P.Q.**

11 AUGUST 1952

getting \$30-\$35 million. The Assn. of Canadian Advertisers' John Galilee puts the national total at about \$88.5 million with \$15-\$20 million going to radio. Walter Elliott of Elliott-Haynes, who audits the different media, figures national advertising in four of them at \$52,028,474, as follows:

86 daily newspapers	\$27,137,998
6 week-end newspapers	8,536,911
14 magazines (Canadian)	11,458,113
13 farm papers	4,895,452

The Canadian Broadcasting Corp. lists its commercial income (mostly net) at \$2,456,531.92 for the year ended 31 March 1952.

Companies of U. S. origin account for an estimated 25% of the total national ad bill.

**Q. Is there anything wrong with Canadian radio as an advertising medium?**

**A.** Yes, says Bruce McLeod, asst. advertising manager for Colgate-Palmolive-Peet Co., in Toronto, "radio is not as flexible as newspapers. Contracts are time, especially in our business." But, he adds: "It is a fine advertising medium, and we're using more radio this year than last."

Other weaknesses, as cited by another expert:

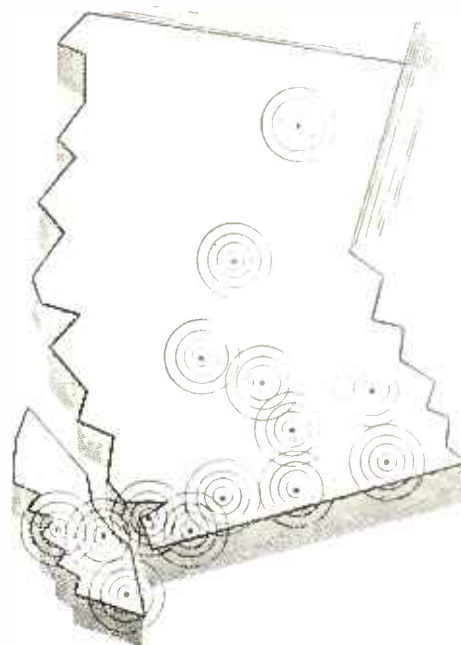
1. Rate-cutting by advertisers and some stations.
2. Little merchandising by stations.
3. Promotion is poor.
4. Programs are limited by lack of enough talent.
5. There is a lack of experienced personnel and development of new talent in all fields of radio.
6. Multiple spotting is getting worse.

**Q. Any research organizations in Canada to help the sponsor?**

**A.** These seven do radio studies, as follows:

1. Elliott-Haynes, Ltd., 515 Broadview, Toronto (also Montreal), the biggest. Walter Elliott started in an insurance company vault costing \$8 a month in Montreal in 1936, now has 75 permanent employes in Montreal and Toronto, spends \$250,000 a year on radio research, bills just under \$1 million and publishes these 10 studies: national network, city by city day and city by city night program ratings monthly, area reports quarterly, monthly Teleratings (started in July), out-of-home listening, auto listening and early

## BRITISH COLUMBIA



## THE BILLION DOLLAR MARKET

Last year the net buying income of British Columbians was \$1,607,298,000.00. And over a billion dollars in new capital investments is developing B.C.'s rich resources at an unparalleled rate — creating new industries, more jobs and greater payrolls for the fastest growing population in Canada. In this billion dollar market, B.C. radio gives you the over-all coverage you want . . . 17 stations to tell your story to every part of the Province.

## TO SELL B.C.: USE B.C. RADIO

THE BRITISH COLUMBIA  
ASSOCIATION OF BROADCASTERS

NO MATTER HOW  
YOU LOOK AT IT

**C F N B**

IS A MUST IN ANY AD-  
VERTISING CAMPAIGN IN  
NEW BRUNSWICK.

LOCATED IN ALMOST  
THE EXACT CENTRE OF  
THE PROVINCE

**C F N B**

COVERS A GREATER AREA  
OF NEW BRUNSWICK AND  
IS LISTENED TO BY MORE  
NEW BRUNSWICK RADIO  
HOMES THAN ANY OTHER  
RADIO STATION  
(1950 B.B.M. SURVEY)

DOLLAR FOR DOLLAR

**C F N B**

IS THE BEST ADVERTIS-  
ING BUY YOU CAN GET  
IN NEW BRUNSWICK

**C**

5000 WATTS

550 KCS

**F**

**N**

FREDERICTON

N. B.

**B**

"NEW BRUNSWICK'S  
MOST LISTENED TO  
STATION"

REPRESENTATIVES:

ALL-CANADA RADIO FACILITIES  
LTD. IN CANADA

WEED AND CO. IN U.S.

and late listening twice a year, share-of-audience reports four times a year and sets-in-use reports three times a year.

Three to four hundred people are interviewed by phone in each city for ratings. Other results are obtained by the recall method. Elliott-Haynes also prepares these seven non-published reports: monthly radio advertising expenditures, "sell-ability" ratings of programs related to merchandise, special area work, program analyses in which up to 1,000 people participate throughout Canada, program profiles (minute-by-minute ratings), public attitude toward business (basic fee for this: \$2,000 a year, 14,000 persons interviewed a year) and a pantry poll 10,000 homes twice a year. Twenty-five per cent of Elliott-Haynes business is radio.

2. Penn McLeod & Associates, Ltd., Bay & Gerrard Bldg., Toronto (also Vancouver). Started in 1947 in Vancouver. Established Toronto office in 1950. Now has a field staff of 500, 86 Canadian-station clients plus CBC, British American Oil, Swift Canadian, Bank of Nova Scotia, Colgate, Standard Oil of B. C. and others. McLeod, 32, does radio research, marketing research, consumer studies, readership and public opinion studies. In radio he established a "glass fish-bowl" field-audited rating system recently in line with the recommendations of the Bureau of Broadcast Measurement made earlier in the year. He will issue four major rating reports a year, using three times his present sample size or a total of 33,000 per report. Feature: all interviewing by phone will be done from one central location in each town under constant supervision and open to anyone interested. All call sheets will be audited by an independent auditing firm before sent to the home offices for processing. All decimal points will be dropped. Quarter-hour program ratings will be given for day-time periods (only half-hour segments were measured heretofore). McLeod is opening another office in Toronto and one in New York in the fall. (His TV Town report is mentioned in the TV section.)

3. Bureau of Broadcast Measurement, 85 Richmond St. W., Toronto. Official radio industry organization jointly owned and operated by the Assn. of Canadian Advertisers, Canadian Assn. of Advertising Agencies, Ca-

SETTING THE PACE  
IN CENTRAL CANADA

with

# EXCLUSIVE "CHAIN-ACTION" MERCHANDISING

- POINT OF PURCHASE  
PRODUCT DISPLAYS

In 225 independent Grocery Out-lets and 260 independent Drug Outlets.

- EXTRA SPOTLIGHT  
RADIO FEATURINGS

In CKY'S special dealer co-operation features.

- POINT-OF-SALE  
PROMOTIONS

Windows and Counters arranged especially.

- AIR/TEASERS NEWS-  
READERS, DEALER  
BULLETINS

Booster releases arranged especially.

MANITOBA'S



"For Marketing In Manitoba  
Your RESULTFUL Buy Is CKY!"

REPRESENTATIVES:

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



# Top French Radio Voice in Quebec area

IF YOU HAVE  
THE GOODS

## CHRC

HAS THE BUYERS

### Coverage:

250,000 French radio homes  
For availabilities and rates,  
write, phone or wire our  
representatives:

### CANADA

Jos. A. Hardy & Co. Ltd.

### U.S.A.

Adam J. Young Jr., Inc.

# CHRC

nadian Broadcasting Corp. and Canadian Assn. of Broadcasters. Measures radio homes (Dominion circulation) every two years by mail ballot (90,000 ballots were mailed this year; over 62% were returned).

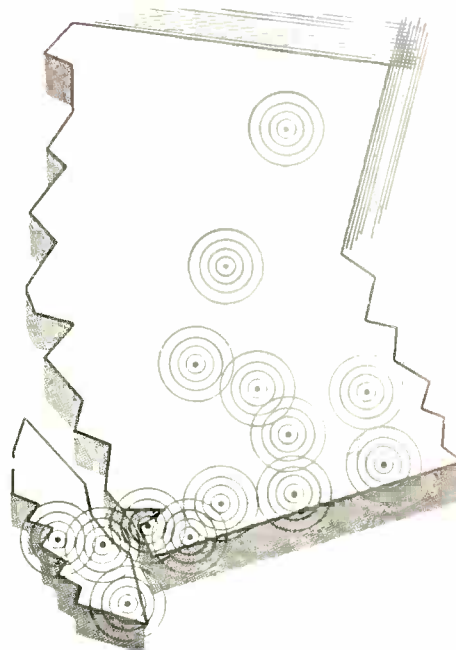
4. Intl. Surveys, Ltd., 1541 Mackay, Montreal, headed by Paul Haynes, who used to be Walter Elliott's partner. Founded in 1946, firm operates a diary panel covering 2,000 Canadian homes. It reports national and regional program ratings but not on station level. First report in 1950 showed ratings approximately twice as great as those usually shown by coincidental phone ratings. As result, Gruneau Research, Ltd., was called in by the CBC to make an independent check. Gruneau's conclusion: "... The difference in ratings (International's and Gruneau's) is so small as to be almost negligible." Reason for high ratings: Intl. Surveys pays more attention to rural audiences. Haynes says he has 30-40 full-time employees, is affiliated with Sam Barton's Market Research Corp. of America in New York.

5. CORE (Communications Research), 30 Bloor St. W., Toronto, headed by Albert A. Shea, who edited UNESCO's *World Communications*, a survey of radio, press and movie houses throughout the world. CORE does consumer, trade and opinion surveys for individual clients, has no continuing radio study. Personal interview method of fact-finding is used. Smallest and newest Canadian research organization, it will open an office in New York in the fall.

6. Canadian Facts, 146 Wellington St. W., Toronto. John F. Graydon, president. Does some radio surveys by request, no ratings. Introduced Schwerin System of qualitative analysis of radio and TV programs and commercials in Toronto 22, 29, 30 and 31 July. About 500 persons composed the audience. Don McCollum, general sales manager of Schwerin in New York, supervised the first tests.

7. Gruneau Research, Ltd., 20 Bloor St. W., Toronto. Victor C. Gruneau, president. Associated with Daniel Starch & Staff. Founded in 1946, it has offices also in Montreal and Vancouver. "We do more newspaper research than radio," says Gruneau. "We have no continuing radio studies but are planning to test new theories, an entirely new approach, dominion in scope."

# BRITISH COLUMBIA



## CANADA'S FASTEST GROWING PROVINCE

Phenomenal is the word for B.C.'s tremendous industrial and commercial growth! Over a billion dollars in new capital investments is creating new industries, more jobs, greater payrolls. These developments are attracting thousands of people to B.C. Between 1941 and 1951, the population increased 43%—the highest in Canada. Add to this the fact that B.C. workers earn more per week (average \$58.86) than any others in the country. From any angle, B.C. is a big market—and the way to sell it is with B.C. Radio . . . 17 listened-to stations that tell your story to every part of the Province.

## TO SELL B.C.- USE B.C. RADIO

THE BRITISH COLUMBIA  
ASSOCIATION OF BROADCASTERS

## ENGLISH TIPS

(Continued from page 77)

particularly in claims made in commercials. . . . If an American advertiser wishes to crack the Canadian market without wasting a lot of moola, he would be well-advised to consider a Canadian agency, or at least one that is not only familiar with the various Canadian markets but one which understands the psychology of the Canadian public. The two-language situation in Canada is quite a problem and one that has to be studied very care-

fully. The successful advertiser requires expert guidance in appeals for different parts of Canada. The same appeal used in the northern states may be effective in central and southern Ontario but might miss fire completely in the Maritimes and Prairie Provinces. The Pacific Coast with its preponderance of Old Country ties is still another phase in the diversified appeals necessary. . . . We still have a feeling between the residents of Upper Canada and Lower Canada.

JACK HORLER, *Radio & TV Director*  
*Baker Advertising Agency, Toronto*

10. *Canada isn't all Arctic.* Prince Edward Island is farther south than the northern border of California. Detroit is north of Windsor. Remember, Canadians have the same buying habits, their standard of living is as high and the weather is about the same for most people here as in the northern U.S. Remember too that Canada's larger than the U.S. but the population is concentrated along a belt only one to two hundred miles wide across the country. This influences the buying power of agriculture favorably. As for the Toronto area, remember it's as big as Cleveland, bigger than Buffalo, and has the highest per capita income in Canada.

HARRY SEDGWICK, *President*  
*CFRB, Toronto*

# *Yes, there is Canadian Music!\**

. . . and it is the music that Canadians want to hear on Canadian radio and television programs!

**Music of every type:**

**POPULAR**

**CONCERT**

**ORCHESTRAL**

**DANCE**

**FOLK and COUNTRY**

Be it BALLAD or BALLET, COMEDY or CONCERT, ART SONG or SQUARE DANCE, there is available an ever-growing repertoire of Canadian music, licensed by BMI, to suitably fill every programming need.

Written and composed by Canadians, published in Canada by Canadian publishers, this music should obviously be the first choice of the advertisers and program producers who want their programs to find the widest possible favour with Canadians.

Merely state your needs and you will be supplied with representative sample copies by

**B M I C A N A D A L I M I T E D**  
229 Yonge St., Toronto • 1500 St. Catherine St. W., Montreal

★ *Most of the songs have lyrics in both French and English . . . the languages that Canadians speak — and like to hear!*

11. *Don't ignore the Prairie Provinces.* Ontario alone doesn't constitute the Canadian market. The huge oil reserves of Alberta, the nickel-copper mines of Manitoba and uranium in Saskatchewan are expanding the economy of these three great wheat states. There are 250-watt stations there that are a terrific buy.

JACK SLATTER, *General Manager & Director*  
*Radio Representatives, Ltd., Toronto*

12. *Use the networks wisely.* Here's how they can be used: (a) Live U.S. network programs may be brought into Canada and carried over the facilities of either the Dominion or Trans-Canada networks if the program is acceptable to the Canadian Broadcasting Corp. Costs would consist of only line charges and station time. Additional talent fees are thus eliminated. (b) Live network programs can be produced in Canada using nationally known Canadian talent. (c) French adaptations or original French programs can be produced in the French market when desired. Other tips on programs and time: Transcribed syndicated programs may be imported from the U.S. for use in selected markets across Canada. Local originating programs may be purchased in all markets. Participating in local programs is feasible. Transcribed programs can be produced in Canada and aired in national selected markets. Flash (20 seconds) or spot announcements (one minute) can be purchased on any individual private station.

WILLIAM D. HANNAIL, *Asst. Manager,*  
*Radio & TV Dept.*  
*Cockfield, Brown & Co., Ltd., Montreal*



**IN GREATER**  
*Montreal*  
**IT'S**  
**CJAD**



The ENGLISH language Montreal MARKET is one of the top buys in Canadian radio. Thickly populated . . . spread through with high income families . . . this concentrated market is part of a metropolitan area with a total population of 1,395,400\* and a retail sales volume of nearly one billion and a half (\$1,434,987,000).\*

And CJAD can do a real selling job for you in this Montreal area. With its high local acceptance and listener loyalty, it is the leader in Montreal among English language stations (B.B.M. and Elliott-Haynes).

**5KW ON 800Kc**

**AFFILIATED WITH CBS**

Representatives

**RADIO TIME SALES LTD.**

Montreal and Toronto

**ADAM J. YOUNG JR., INC.**

New York and Chicago

\*Dominion Bureau of Statistics

13. *Canadian radio is the best buy on the North American continent. Why? Because: (a) Canada is a large, dispersed agricultural country. (b) Not 5% of its roads are kept open in the winter. Newspapers do not get through. If you want to reach the people, use radio. (c) Listenership is higher than in the states because people have no place to go. (d) Stations are not priced high enough. They're about half U.S. costs. (e) With a transcription program you can now go on 30 stations for \$1,000 and up covering all of Canada (plus time, of course).*

SPENCER W. (SPENCE) CALDWELL,  
*President*  
*S. W. Caldwell, Ltd., Toronto*

14. *Learn more about Canada and save money. American advertisers and agencies should find out more about both Canada and Toronto. They don't realize what a terrific market it is. Much money is being spent unwisely on advertising for lack of information.*

ROBERT L. (BOB) LEE, *Manager*  
*CHUM, Toronto*

15. *Don't forget transcription shows. For \$800 to \$1,600 an episode you can get exclusive rights to a transcribed show for all of Canada. In addition you get "cradle-to-the-grave" service—package, promotion at station level, announcement to trade, press stories to major dailies, shipping, distribution and servicing. Ratings of transcribed shows are rising. Three of ours are now tied for 10th place. The sponsor can save himself a lot of grief by getting an established, rated show.*

STUART MACKAY, *Asst. Gen. Mgr.*  
*All-Canada Radio Facilities, Toronto*

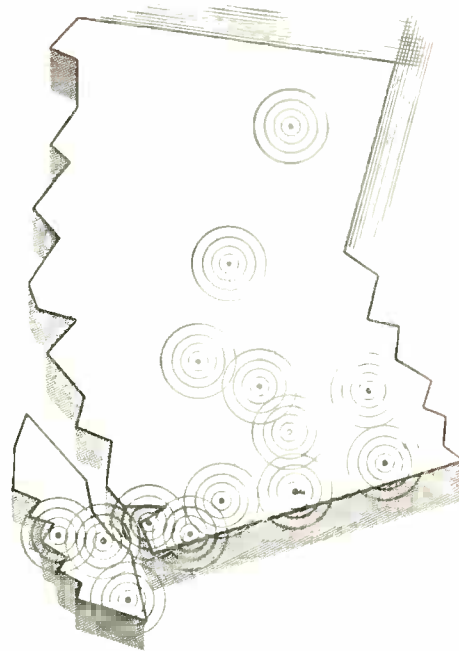
16. *Use soap operas. You get more for your dollar.*

MARK NAPIER, *Vice President, General Manager*  
*J. Walter Thompson, Toronto*

17. *Don't make the mistake of applying the same methods of buying, evaluation, etc., to both Canada and the United States. We have high regard for Canada as a market and maintain under our Canadian subsidiary, Anderson, Smith & Cairns, Ltd., two Canadian branches, one in Toronto and the other in Montreal. When Canadian radio is used in behalf of either our Canadian or U.S. clients, very close liaison is kept between our two Canadian offices and our radio and TV department here in New York.*

JOHN A. CAIRNS, *President*  
*Anderson & Cairns, Inc.*

**SELL**  
**BRITISH**  
**COLUMBIA**  
**WITH**  
**B.C. RADIO**



- CHWK— Chilliwack
- CJDC — Dawson Creek
- CFJC — Kamloops
- CKOV— Kelowna
- CHUB— Nanaimo
- CKLN — Nelson
- CKNW— New Westminster
- CKOK— Penticton
- CJAV — Port Alberni
- CKPG — Prince George
- CJAT — Trail
- CJOR — Vancouver
- CKMO— Vancouver
- CKWX— Vancouver
- CJIB — Vernon
- CKDA — Victoria
- CJVI — Victoria

**The British Columbia Association of Broadcasters**

18. Consider Canada's polyglot population. According to the 1951 census, over half or 7.3 million of the 14 million Canadians are of non-English origin, as follows: 4,319,000 French, 620,000 Germans, 395,000 Ukrainians, 283,000 Scandinavians, 264,000 Dutch, 220,000 Poles, 182,000 Jews, 165,000 Indians and Eskimos, 152,000 Italians and 91,000 Russians. Outside French, there is a very limited amount of programming to these groups.

*SPONSOR comment based on data from Dominion Bureau of Statistics*

19. In Canada you sell 'em when you tell 'em!

T. J. (JIM) ALLARD, *General Manager Canadian Assn. of Broadcasters*

20. Become aware of the rich Canadian market, still largely untapped by American advertisers even though there have never been so many using Canadian radio as today. The Canadian has a lot of dollars to spend and they're worth more than ours. Start off in the first 10 markets on a spot basis from coast to coast. Then as sales

justify, extend your activities market by market. Programs? Don't try to use your own at first until you've become familiar with tastes and habits of Canadians. Use the established programs on stations which have proved their ability to capture and hold a local audience.

JOSEPH WEED, *President Weed & Co., New York*

## FRENCH TIPS

*(Continued from page 79)*

Montreal wags but liked better by the French than its English counterpart, and symphony broadcasts, of which we carry 10 hours a week, four live. All these are unsponsored and can't be bought—with possible exception of *Nos Futures Etioles*. Why don't we encourage network commercial shows? Because radio in Canada is an instrument for public service; not a mass medium for advertising.

JEAN SAINT-GEORGES, *Press & Information Supervisor (French) CBC, Montreal*

*By anybody's yardstick...*

**MORE PEOPLE LISTEN TO**

**CKRC**

**THAN TO ANY OTHER  
MANITOBA STATION**

Yes sir, no matter who measures it, day or night, year in, year out, CKRC dominates the Manitoba scene. And again this year, we're in there with the most powerful schedule, of big-time programs in the area—network, national and local. We'd like to have you with us.

**CKRC**  
WINNIPEG

5000 WATTS  
630 KILOCYCLES

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

**CKOK**

1000 Watts—Frequency 800

Penticton, B.C.

*"Best non-metropolitan  
buy in British Columbia"*

**84%**

*Population Increase*  
Penticton is Canada's fastest growing city. (1951 census . . . Dominion Bureau of Statistics, Ottawa)

**54%**

*Time Revenue Increase*  
CKOK is B.C.'s fastest growing station. (Audited increase in station time revenue 1951 as compared to 1950)

**43.3**

*Average daily program rating*  
8 AM to 10:15 PM. This is real domination! (Penn McLeod Research, Toronto.)

Maurice Finnerty, *Managing-Dir.*  
Roy Chapman, *Station Mgr.*

Call Donald Cooke Inc. in U.S.A.



5. *Remember these nine points:* (1) French Canada is the most nationalistic part of the country. French Canadians, by tradition, are fiercely proud of country, language and institutions.

(2) Don't be kidded that French Canadians listen to English-language radio in large numbers. Certainly a large percentage are bilingual and understand English, but at home they speak French, like French songs and wit. The French Canadian laughs easily but does not like to laugh at himself too much. He does not enjoy being made to look ludicrous.

(3) French Canada has radio stars that French Canadians feel are better than Hollywood's best because they "speak their language." They have programs that outrate the best U.S. shows. Local loyalties are national loyalties.

(4) It is better to buy a French show than to try to adapt an English one into French. The nuances and shadings that make the French show so popular are not found in straight translation.

(5) Quebec French is different from Parisian French, so it is better to produce French-language commercials in Canada than to have them recorded in New York, for instance. Quebecers feel they speak a purer French than the French!

(6) It is not always necessary to translate English trade names into French to be understood. It is not at all unusual to hear English trade names popping up and down in a French commercial.

(7) It takes more words to say the same thing in French, so don't expect a one-minute commercial to be exactly the same in one language as the other.

(8) French Canadians listen to the

radio much more than their English cousins. The average number of sets in use, both day and night, is always much higher.

(9) Generally they are not the travelers their English cousins are. So summer radio listening does not drop off even in the cities in the same way. The radio is a major source of amusement and entertainment. Since children are not allowed in movies until 16 years of age in Quebec, it means much more at-home life.

A. A. (ANDY) McDERMOTT, *Manager Radio & Television Sales, Inc., Toronto*

★ ★ ★ ★ ★ ★ ★ ★

"In this ever changing advertising business, there is emerging a general acceptance of 'saturation advertising' as the basic test for fundamentally successful advertising plans."

T. F. FLANAGAN  
*Managing Director  
National Assn. of Radio & TV  
Station Representatives*

★ ★ ★ ★ ★ ★ ★ ★

6. *Get an ad agency with a French department.* Talk to French Canadians. French Canada is an entirely separate market and needs to be treated as such. Don't translate commercials; adapt.

GEORGE POLAND, *Vice President & General Manager  
Young & Rubicam, Montreal*

7. *Don't send up any English programs.* It doesn't penetrate the average French Canadian home. Reason: Because he talks, listens and thinks in French. Furthermore, a one-minute spot in French will often outpull a half-hour English show. You've got to sell French Canada with the characters and personalities that they know. The French Canadian may have heard of *Charlie McCarthy* or *Amos 'n' Andy* but he listens to Jacques Normand.

Roger Baulu, Jacques des Baillets, Jean Coutu, his own French vocalists, French orchestras, French announcers and French music.

JACK TIETOLMAN, *Managing Director  
CKVL, Verdun, Que.*

8. *Differentiate Quebec from the other nine provinces.* Having been born in Montreal, educated in English Canada and having served with the Canadian Army, I feel the basic differences of the "Two Canadas" are most striking. Quebec, including Montreal of course, is dominantly French in habits, speech, and nationalistic spirit. The "other" Canada stretching from Newfoundland on the east to the Maritimes, Ontario, the Prairies and British Columbia on the west—is just as predominantly English. By all means govern your advertising allocations and messages accordingly. (As an incidental thought: Perhaps too much stress has been laid on the severity of CBC's copy restrictions. One very large drug account in New York told me he can say more in his Canadian copy than he can here in the U.S.)

DONALD COOKE, *President  
Donald Cooke, Inc., New York*

9. *Wire radio (rediffusion) gives you an extra bonus in Montreal.* We now have sets in 4,460 homes in Montreal and plan to go into other cities. Wire radio eliminates interference. Subscribers (at 75¢ a month) can tune in on any four channels and get drama, variety, semi-classical music or Muzak all day long. We pick the best of these off the network programs. We are now offering simplified TV sets for rental at 65¢ a day (average if taken for a three-year period).

RÉAL ROUSSEAU, *Managing Director  
& Vice President  
Rediffusion, Inc., Montreal*

**In Boston**

**SCHAEFER BEER**

through  
BATTEN, BARTON, DURSTINE & OSBORN, INC.

**Buys**

**WHDH**

50,000 WATTS

through **John Blair & Co.**

OWNED AND OPERATED BY THE BOSTON HERALD-TRAVELER CORP.

**MORE RETAIL  
BUSINESS  
THAN ALL OTHER  
TORONTO  
STATIONS**

**NATIONAL  
BUSINESS**

**UP  
400% IN  
1952**

DIAL 1050

**CHUM**

*The Friendly Station*

TORONTO

**CANADIAN SPONSORS**

(Continued from page 81)

over the French Network:

*Entre-nous, Mesdames* (Lipton's tea and soup), *Francine Louvaine* (French version of *Laura Limited*) for Lux, *Tante Lucie* (*Aunt Lucy*) for Surf, *L'Ardent Voyage* (*Brave Voyage*) for Rinso and Chlorodent and *Un Homme et son Péché* (*A Man and His Sin*) for Pepsodent Dental Cream, Lypsyl and Lifebuoy.

Lever-distributed products like Lipton's tea and soup will also be sold on *Arthur Godfrey's Talent Scouts* on a delayed-broadcast schedule, plus local programs in selected markets. Bird's Eye Foods (distributed in the U.S. by General Foods) and Good Luck Margarine will use one-minute announcements on selected stations.

*Brave Voyage* was created by the N. Y. radio Dept. of Ruthrauff & Ryan, is written there by Don Agger and produced in Toronto with a Canadian cast. The French version is out of Montreal, as is *Un Homme*, the most popular show in French Canada.

Lever uses three agencies in the states for its Canadian radio advertising: J. Walter Thompson, Ruthrauff & Ryan and Young & Rubicam, all of which have Canadian offices. Canadian McKim Advertising, Ltd., subcontracts Lifebuoy, Rinso and Surf on a production basis in Canada.

Stephen Bell is R & R's v.p. in charge of all Lever products advertising in Canada. He's sold on Canada as a market, likes to point out that its national production has shot up over 300% since 1939 to \$21 billion last year. Lee G. Frierson is supervisor of Lever operations for R & R. Among their Canadian radio users are these Lever products (of Lever Bros., Ltd.): Frostee, Lifebuoy Soap, Lifebuoy Shave Cream, Lypsyl, Pepsodent Dental Cream, Rinso and Sunlight Soap.

James (Jim) Potts, group advertising manager of Lever Bros. in Toronto, reports. "Business is much improved over last year."

**COLGATE-PALMOLIVE-PEET**

Colgate-Palmolive-Peet, Ltd., whose president is C. R. Vint, a firm believer in radio, uses six net shows, plus at least five spot and local programs. Spitzer & Mills, Toronto and Montreal, is the agency with T. R. (Ralph) Hart their radio & TV director and Fred

**RADIO  
RATINGS**

*in Canada....*

continuously  
since 1940

**AND NOW TV**



- ★ NATIONAL NETWORK REPORTS
- ★ CITY-BY-CITY REPORTS (DAYTIME)
- ★ CITY-BY-CITY REPORTS (EVENING)
- ★ AREA STUDIES (RURAL)
- ★ AUTO RADIO LISTENING
- ★ OUT-OF-HOME LISTENING
- ★ EARLY AM—LATE PM REPORTS
- ★ SHARE OF AUDIENCE REPORTS
- ★ SETS-IN-USE REPORTS

and now

- ★ "TELERATINGS"  
—initial release  
in August 1952.  
Complimentary  
copy upon re-  
quest.



**ELLIOTT-HAYNES  
L I M I T E D**

A Complete Marketing Research Service

515 Broadview Ave.—TORONTO

1500 St. Catherine W.—MONTREAL

SPONSOR



Smith, assistant. Here are the C-P-P net shows which sell Palmolive, Colgate Dental Cream, Fab and Super Suds:

*The Happy Gang*, Canadian musical variety program ready to begin its 16th year with Bert Pearl as m.c. over 34 Trans-Canada Network stations. *Share the Wealth*, Canadian quiz show, 33 Trans-Canada stations, with Stan Francis running things. *Our Miss Brooks*, American show starring Eye Arden, over 33 Dominion Network stations. *Strike It Rich*, U. S. quiz program, over 27 Trans-Canada stations. Warren Hull m.c.

French Network: *Les Joyeux Troubadours* (The Happy Gang), 11 stations, to start its 12th season. *La Mine d'Or* (French counterpart of *Share the Wealth*). Roger Baulu m.c. Local French program: *L'Oncle Paul* (Paul-Emile Corbeil) in a chatty after-dinner program over a Montreal station.

Other C-P-P programs: *The Peggy Brooks Show*, starring "the Sweetheart of Australia" who's become a top vocalist in Canada since she arrived there two years ago. *Mr. & Mrs. North*, live from CBS Network Tuesday in Montreal, delayed to Thursday in Toronto. *The More the Merrier*, locally produced quiz show with mail-pull gimmick, using songs by Peggy Brooks, four stations in the Maritimes. *Colgate Newscast* over CHAT, Medicine Hat, Alberta (highest rating of any program over the station for past four years, according to the agency). *Colgate Mailbag*, local mail-pull program over CHAB, Moose Jaw, Sask. Spitzer & Mills comment: "Receives more mail than all other similar programs on station combined."

#### OTHER SPONSORS

Campbell Soup, Ltd., has *Double or*

*Nothing and Club Fifteen* over Trans-Canada (Dancer-Fitzgerald-Sample) and *Juvenesse Dorée* (Golden Youth, soap opera, Cockfield, Brown) over the French Net. The first two carry special material in Canada for Campbell's Catsup, V-8 and Franco American Spaghetti, Macaroni and Beef Gravy.

Sterling Drug (through Dancer-Fitzgerald-Sample) sells 14 products ranging from Aspirin to Z.B.T. Baby Powder on *Mystery Theatre* over Trans-Canada, *Young Widder Brown* (15 stations), *Second Spring* (15 stations), *Through the Years* (CHML,

★ ★ ★ ★ ★ ★ ★ ★

"Television channels are the common property of all the people in the community. They are to be used in the public interest."

PAUL A. WALKER  
Chairman, FCC

★ ★ ★ ★ ★ ★ ★ ★

Hamilton), and *Maman Jeanne* on the French Net.

General Foods, Ltd., utilizing Baker Advertising Agency, Ltd., brings *Roy Rogers* in over Trans-Canada, uses *Lettre à Une Canadienne* over the French and employs these newscasts and segments: *CKEY* (Toronto) *Newscast*; *CKVL Verdun Newscast* (both six days a week); 15 minutes of the *Ken Hughes Show* over CKWX, Vancouver, six days a week; the *Musical Merry-Go-Round* (15 minutes) over CJON, St. John's, Newfoundland; five minutes of *Man in the House* over CJOR, Vancouver, five days a week; *Pick the Hits* (five minutes) over CKEY, Toronto and three days a week on the *CJIT Victoria Newscast*. Spot campaigns sell Post's Bran Flakes, Jell-O & Jell-O Puddings, Baker's Hot Chocolate and Cocoa, Maxwell House Coffee, Certo, Certo Crystals and Corn-

telli.

Baker Advertising also has these radio sponsors:

Adams Brands Sales, Ltd. (American Chicle in the states), using *Pick the Hits* over CKTB, St. Catharines, Ont.; *People Are Funny* with Canadian commercials over CFRB, Toronto, and CJAD, Montreal; *Take a Chance*, half-hour quiz show now taking a summer hiatus, and its French counterpart *Tentez Votre Chance*, over French stations next fall.

Carnation Co., Ltd., with *Stars Over Hollywood* over Dominion, utilizing Canadian commercials; *Le Quart d'Heure de Detente* (Quarter Hour of Contentment) over the French Network twice a week, *Riders of the Purple Sage* twice a week over British Columbia and Maritime Stations, and *Carnation Entertains* over the Newfoundland Group twice a week.

Supreme Drug, Ltd., using a flash campaign in Winnipeg to sell Amnident Chlorophyll and a spot campaign in nine of the 10 provinces (except British Columbia) for Polident.

Frigidaire Products of Canada, Ltd. (General Motors), using the e. t. *Guy Lombardo Show* over CKVL, Verdun, CFRB, Toronto, CKWX, Vancouver, and co-op in 52 other markets with local dealers.

Feen-a-Mint (Laxative Chewing Gum) and Eversharp use spot schedules, usually 20 seconds.

Jack Horler is Baker's radio director; his assistant, Miss L. Dighton.

Toni Division of Gillette (Spitzer & Mills) brings *Twenty Questions* in from Chicago over the Dominion Network. S & M also has International Cellucotton (Kleenex and Kotex) but only the former uses spot radio. Quaker Oats uses a portion of *Happy Gang*.

Vick Chemical (Morse Intl. is the

**In Boston**

Sets are tuned  
**24 Hours a Day**

OWNED AND OPERATED BY THE BOSTON HERALD-TRAVELER CORP.

to  
**WHDH**  
50,000 WATTS

John Blair & Co.

*this is VANCOUVER*



in British Columbia over half  
the population live in the  
Vancouver Market

... Vancouver reflects in bank clearings — payrolls and purchases of every kind, the tremendous impact of a billion dollar production from B.C.'s four basic industries and another billion dollars NOW being spent in industrial development.

CKWX Coverage in B.C.  
Day and Night exceeds

Station "B" (5KW) by 6.7% xx  
Station "C" (5KW) by 23.1% xx  
Station "D" (1KW) by 39.7% xx  
Station "E" (1KW) by 71.7% xx

xx Combined day and night coverage 6-7 days per week. BBM Study No. 4.

MOST PEOPLE

**DIAL 980**

in BRITISH COLUMBIA

**IT'S CKWX**

agency) advertises all its cold remedies on a spot basis in major and secondary markets. Everything is handled out of New York with Emory Ward the account executive.

J. Walter Tompson's Toronto office (Mark Napier is v.p. and gen. mgr.) has a string of clients. Napier says: "Our accounts range from Carter Products, which uses spots, to Lever Brothers, which import *Lux Radio Theater* and use soap operas locally: Pond's, whose *John & Judy* show (the French version is *Ceux Qu'on Aime*) has been running now for about 11 years on Trans-Canada; Shell, which uses newscasts as in the U.S.; Swift, which has the *Breakfast Club* on Trans-Canada, *Vive la Gaïeté* over the French Network and Burl Ives over the regional Newfoundland Network, as well as *Our Babies* in selected spots nationally; *Your Garden* (CFRB, Toronto), news over CHML, Hamilton, CKRC, Winnipeg and CJOB, Winnipeg, and the *Mailbag* over CHAB, Moose Jaw." John Crosbie is director of JWT radio operations in Toronto.

JWT's Montreal offices headed by Ernest Jackson sells Kraft Foods products on *The Great Gildersleeve* (English), a 10-minute segment of *Casino* over CJON, Newfoundland, and *Qui Aura le Dernier Mot*, a music-and-discussion show featuring Lucille Dumont as singer and m.c. It means "Who Will have the last word?" but is more popularly known as "*Let's Have an Argument*." It's over CKAC, Montreal, CHRC, Quebec City, and CKRS, Jonquière.

Mary Cardon, JWT timebuyer in Montreal, says, "All network time has to be bought through the CBC, otherwise timebuying is no different here than in the states."

A new all-Canadian program that hit the airwaves early this year thanks to an American agency: *It Happened Here*, a 15-minute dramatization of true stories in Canada that had never been published. Grey Advertising came up with it: Ronson Art Metal Works, Ltd., which had been using *Twenty Questions* and a Hollywood show as well as the French commentary, *Le Journal de Claude-Henri Crignon*, became interested. Producer Drew Crossan lined up the best radio writers in Canada, and the show ran out of Toronto from mid-January until the first week of July, arousing considerable favorable comment. It will be renewed

● in the Capital  
City of Canada's  
wealthiest fastest-  
growing Province - -

●  
●  
●  
●  
- - by every  
survey, Victoria's

**MOST LISTENED-  
TO STATION**

**CKDA**  
Victoria, British Columbia

**A 50 million dollar  
share of B.C.'s  
billion dollar market**



The West Kootenays (Census Division 2) are served by CJAT at Trail—home of the Consolidated Mining & Smelting Co. of Canada Ltd.

**CJAT TRAIL, B. C.**



in October over the Dominion Network. Time and talent cost about \$1,300 a week. Meantime *Le Journal*, costing \$435 a week for time and talent, continues over three stations of the Trans-Quebec group: CKAC, Montreal, CHRC, Quebec City, and CKRC, Jonquière. Ronson attributes its ability to cope with imitation Ronson lighters to this show. James Morgenthal is Ronson account executive at Grey. Helen Hartwig is the timebuyer in New York, with Gerald Rord heading production.

Miles Laboratories, Ltd. (Robert Otto & Co.) uses news broadcasts on 30-40 stations and spot announcements to sell Alka Seltzer and One-a-Day Vitamins. Alka Seltzer's annual Canadian radio budget is \$160,000. R. H. Otto handles the account assisted by A. L. Beyea, v.p., in New York. Athol Stewart services it from Toronto.

Young & Rubicam's Toronto office, where W. D. (Bill) Byles is Supervisor of Radio-TV, handles three more sponsors using network shows besides Lever Bros. and P & G: Whitehall Pharmacal using *Front Page Farrell* (daytime soap) over Trans-Canada; Robin Hood Flour Mills with *Musical Kitchen* over Trans-Canada and the same sponsor with *Je Vous Ai Tante Aimé (I Loved You So Much)*, a soap opera, over the French Network. In addition, Whitehall uses *Our Gal Sunday* and local French programs. Robin Hood employs the transcribed *Lone Ranger* and *Madame Est Servié* to sell in spot markets; Borden Co., Ltd., is attached to *Memory Lane* and Time, Inc., sells *Life* magazine with one-minute and 15-second announcements.

Y & R's Montreal v.p. and general manager George Poland says: "Fall renewals will be higher but not at the expense of any other operations." Poland reported the fact that *Je Vous Ai*

*Tant Aimé* started with a 9.0 rating last fall, went off in July with a 24.0. Y & R also has Metropolitan Life Insurance, using newscasts and *Melody Highlights* as well as announcements.

Ruthrauff & Ryan's other big Canadian radio account (besides Lever Bros.) is Electric Auto-Lite Co. of Canada, which sponsors the U.S.-imported *Suspense*, on the Dominion Net.

How does a big agency divide itself into two parts efficiently to handle an across-the-border operation without de-

★ ★ ★ ★ ★ ★ ★ ★

“Television can reverse a trend that has grown with the increasing complexity of our times. It can re-integrate community life. It can re-vitalize true community feeling. A beginning has already been made. Families have once again been brought together—not before the hearth, but before the television set.”

WILLIAM A. BLEES  
V.P., Arco Manufacturing Corp.

★ ★ ★ ★ ★ ★ ★ ★

veloping schizophrenia? R & R does it by masterminding all Canadian advertising and strategy in its New York office. Creative planning, writing of copy and commercials and market analyses are handled in New York. Even commercials for French-Canadian shows are written there in English and then translated in Canada. The writers are cautioned to keep them simple and watch timings carefully, for French adds a third to the length.

Actual recording of radio spots is divided between New York and Toronto, depending on talent needs, etc.

The R & R Toronto office buys all network and spot time and buys and produces all programs. It also handles on-the-spot advertising and research projects. Gordon Ralston is in charge in Toronto, with Ramsay Lees handling radio operations.

In New York Canadian radio operations are the problem of Tom Slater,

v.p. and associate director of radio & TV; Louis de Milhau, in charge of Canadian liaison for radio & TV, and Sid Slon, script editor.

McKim Advertising's Montreal v.p. Wilfred Charland remarks, "Canadian radio hasn't sold itself. Too few American advertisers use it."

Here are 46 stations from coast to coast who replied to a SPONSOR questionnaire indicating that they are selling themselves and their sponsors' products through energetic promotion:

(From coast to coast) Newfoundland—CJON, VOCM, St. John's. Nova Scotia—CKBW, Bridgewater; CJCH, CHNS, Halifax; CJCB, Sydney; New Brunswick—CJEM, Edmundston; CFNB, Fredericton; CHSJ, St. John; Quebec—CKCH, Hull; CFCF, CJAD, CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski; CKCL, Verdun (Montreal). Ontario—CJBQ, Belleville; CJOY, Guelph; CHML, CKOC, Hamilton; CJRL, Kenora; CFOS, Owen Sound; CFRB, CHUM, CKEY, Toronto; CKLW, Windsor; CKNX, Wingham, Manitoba—CKY, CKRC, Winnipeg. Saskatchewan—CKCK, CKRM, Regina; CFQC, Saskatoon; CJGX, Yorkton, Alberta—CFAC, CKXL, Calgary; CFRN, CJCA, Edmonton; CJOC, Lethbridge. British Columbia—CKOV, Kelowna; KKNW, New Westminster (Vancouver); CKOK, Penticton; CJAT, Trail; CJOR, CKWX, Vancouver; CJIB, Vernon; CKDA, Victoria.

These stations, and many others across the Dominion, firmly agree with Tom Malone, Adam J. Young, Jr.'s expert on Canada in New York, who says:

"There are two things in the future—Canada and Chlorophyll. The best way to sell both is via radio."

★ ★ ★

*In Boston*

**RAY DOREY**

sells for you

6 A. M. to 9 A. M.

*at*

**WHDH**

50,000 WATTS

OWNED AND OPERATED BY THE BOSTON HERALD-TRAVELER CORP.

John Blair & Co.

*"There's a long,  
long trail .....*"

**Calgary, Alta.\***

**\*VERNON**

*734 miles*

**\*Chilliwack, BC**

Between Chilliwack BC and  
Calgary Alta., only one station  
carries the featured programs  
of

**THE DOMINION NETWORK**

In the heart of the most dense-  
ly populated area across this  
span... it's

**CJIB VERNON, BC**

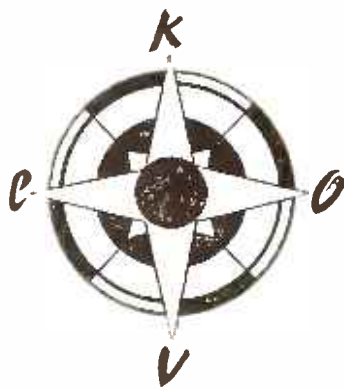
940 KC

1000 WATTS

**CKOV**

*in Centre of the  
Okanagan*

*"Encompasses the Valley"*



**CKOV** 630 kc.,

**FIRST** on the dial for  
19,000 radio homes!

See our Reps:

**All-Canada  
Weed & Company**

## CANADIAN TV

*(Continued from page 91)*

Terence O'Dell, resident agent in Canada of the American Federation of Radio Artists (AFRA), replied: "Since it took the Government 20 years to establish trans-Canada radio coverage, it may be assumed that many of today's radio performers will be lucky if their grandchildren see them on television."

T. J. Allard, general manager of the Canadian Assn. of Broadcasters, went further in a telephone interview with SPONSOR from Ottawa when he said that if the government program is followed, nationwide television "is not likely to be a reality in the present generation." He charged the CBC was violating the recommendations of the Massey Commission in refusing to license private stations now that Toronto and Montreal TV had begun.

MP George Drew, Progressive-Conservative leader who wants private stations now, declared in Commons: Canada has "the most backward approach to TV of any country with facilities comparable to those we now possess."

But the Government has strong backing. MP M. J. Coldwell, CCF leader, answered Drew, stating that TV must encourage Canadian education and culture. He added: "I do not think we could do that if we relied on private stations indulging in commercial advertising. We should be careful lest we permit the prostitution of this great educational facility by the hucksters who advertise their wares over the radio to the annoyance of a large number of their own people."

### Q. What do Canadian advertisers think of the TV set-up?

A. "TV cannot likely be justified economically for some years to come," says the Joint Committee on Radio & Television of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies.

Composed of 33 top sponsors and agencies in Canada, the 38-member committee made a careful survey and issued a 15-page report to its members in July which emphasized these points:

1. TV growth will be very slow; may take years, in fact, before it's effective competition for radio. Reasons: sets more expensive (almost double U. S., or \$350 for 16" set in Montreal,

plus installation); only two to three hours a day of programming.

2. Extreme high cost of time and facilities, which will go still higher if U. S. experience is duplicated.

3. CBC will produce and direct all TV programs originating in its studios. Agencies and sponsors may make suggestions only.

4. There is danger that CBC's many restrictions may cause the advertiser to lose interest.

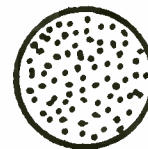
5. CBC sustaining radio programs lack mass appeal. If TV programs follow suit, Canadian viewers may well

# FOUR MILLION FRENCH CANADIANS CAN'T BE WRONG!

They like Radio! They have the highest 'sets-in-use' percentage on the Continent! They are discriminating too! That's why most of them, most of the time, in Greater-Montreal-Plus listen to CKVL... the Station that dominates French Canada's richest market!



**CKVL**  
44.99%  
AUDIENCE



STATION A  
24.3%  
AUDIENCE



STATION B  
17.3%  
AUDIENCE

United States Representative  
Donald Cooke Inc., 551-5th Ave., NYC



switch back to American stations.

Does the Joint Committee have any influence?

Names of its members give the answer. Among the sponsors—Borden, Canadian General Electric, Colgate-Palmolive-Peet, General Foods, Lever Bros., P&G, Shirriff's, Robert Simpson Co., Whitehall Pharmacal, Standard Brands, Bell Telephone, Canada Starch, Canadian Industries, Dominion Tar & Chemical Co., Molson's Brewery and Pepsi-Cola.

Among its agency members: Cockfield, Brown; MacLaren, E. W. Reynolds, Spitzer & Mills, Walsh, Young & Rubicam, McKim, Ronalds, J. Walter Thompson, Vickers & Benson. Borden's J. W. Lawrence was Toronto chairman; G. C. Clarke of Standard Brands was Montreal chairman.

And if their depressing conclusions aren't enough, Pat Freeman, director of Sales & Research of the Canadian Assn. of Broadcasters, has estimated that if talent costs are added to time, the TV sponsor will get only six homes for his dollar in Toronto at the start—against 200 homes by radio.

CBC "has bitten off more than they can chew," says Stuart MacKay, All-Canada Radio Facilities' quotable assistant general manager. "The policy of excluding private stations will boomerang. No agency is recommending TV as a good buy. Potentially of course it should be if private enterprise is allowed in. My prediction:

"Government TV will keep running deficits. (CBC got \$6 million from Parliament for TV to date, has asked for \$7 million more for next year.) In time Parliament will get tired meeting them. Then CBC will have to change its thinking on keeping private TV stations off the air."

He summarized the situation as follows: "Buffalo's WBEN-TV is tripling its power. Three of four stations are applying for licenses along the Canadian border in the U. S. Soon advertisers will be able to boom into Ontario on half a dozen channels. It will be a stupid thing for an advertiser to pay \$1,600 an hour in Toronto when he can get the same show in Buffalo for \$306 and reach the same Canadian audience plus Buffalo, which has 271,000 TV homes."

Another headache for CBC may stem from its request to the Government to fix a \$15 license fee for each TV set to finance operations. The ques-

★ ★ ★ ★ ★ ★ ★ ★  
"This is television's election year! This is a year that offers Americans a new democratic opportunity. It can uproot the dangerous habit of letting others do things for us. It can eliminate government in the name of the people, and lead us back to 'government by the people'."

WILLIAM A. BLEES  
V.P., Arco Mfg. Corp.

★ ★ ★ ★ ★ ★ ★ ★

tions this situation poses are: Will the Government try to collect the \$15 from set owners who can't pick up Toronto or Montreal? Further, will it try to collect from those who can receive Toronto and U. S. stations? Says George Drew, Canadian Opposition leader: "The whole thing is preposterous."

**Q. Then isn't anyone going to sponsor Canadian TV shows?**

**A. Yes, the following:**

Canadian Westinghouse will sponsor the parent company's CBS-originated *Studio One*, Monday 10-11 p.m., starting 8 September in Toronto. S. W. Caldwell, Ltd., Toronto agency han-

dling the program, says it will be brought in by microwave relay from Buffalo and will eventually be broadcast also in Montreal. Caldwell will produce the commercials.

Canadian General Electric will simulcast (TV and radio) its half-hour Leslie Bell Singers-Howard Cable show, 8:30 to 9:00 Sunday evenings.

Campbell Soup Co. will relay its NBC-originated *The Aldrich Family* show over CBLT, Toronto, 9:30 to 10:00 p.m. Fridays.

Imperial Oil (Esso), handled by MacLaren Advertising, will sponsor the NHL hockey home games from Toronto Saturday nights (half the second period and the full final period).

Goodyear Tire & Rubber will import its NBC-originated *TV Playhouse* (Sunday 9-10 p.m.) on alternate weeks starting 14 September.

London Life Insurance Co. will underwrite the first Toronto home football game in the intercollegiate series; may do others.

W. R. Johnson, CBC assistant commercial manager, expects more business in Toronto as TV-Day approaches, especially in announcements. Two agency comments on client plans for TV follow:

Ed Reed, Needham, Louis & Brorby's account executive for S. C. Johnson & Son, Toronto office, said Johnson's Wax will be going into TV.

Mariette Mineau, J. Walter Thompson's radio director, Montreal office, expects some JWT clients there to be in later. "Radio, however, will be very big in Canada for a good many years to come," she said.

**Q. What did the Massey Commission recommend concerning TV?**

**A. 1. That the CBC direct and control**

**In Boston**

Sets are tuned

**24 Hours a Day**

to

**WHDH**

50,000 WATTS

OWNED AND OPERATED BY THE BOSTON HERALD-TRAVELER CORP.

John Blair & Co.

TV in Canada.

2. That no private stations be licensed till CBC has "national television programs" available.

3. That CBC avoid excessive commercialism in programs and encourage Canadian content and use of Canadian talent.

A royal commission's recommendations are not law but are usually followed, as each of the above has been.

The commission's basic reasoning as expressed in the following quotation

from its 505-page report issued in 1951: "Television in the United States is essentially a commercial enterprise, an advertising industry. Thus sponsors, endeavoring to 'give the majority of the people what they want,' frequently choose programmes of inferior cultural standards, thinking to attract the greatest number of viewers." In Canada television, like radio, must promote national unity, understanding and education "in the broad sense."

And even Arthur Surveyer, only dis-

sender on the five-man board who disagreed sharply with the commission on not licensing private stations at once, had this to say about U. S. TV:

"... The commercialism of the American television programmes is even more blatant than that of the radio programmes, and the intellectual level is definitely lower."

Sponsors interested in the Canadian market via TV, as via radio, therefore are cautioned by Canada's top admen to play down commercials, understate rather than oversell.

## CJOR Vancouver carries more local advertising than any other B.C. station

Local advertisers know where their advertising pulls best and this year CJOR local sales are up 35%. If you want results do as local advertisers do . . .



Canada's third largest market is booming. By using CJOR you are assuring your clients a healthy slice of this billion dollar market

# CJOR

Vancouver, Canada

**FIRST ON THE DIAL • 600 KC  
5000 WATTS  
DOMINION NETWORK STATION**

Represented in Canada by:  
HORACE N. STOVIN & CO.

Represented in the U.S.A. by:  
ADAM J. YOUNG, JR., INC.

### Q. How many TV sets are there?

A. Manufacturers sales through May totaled 103,454, according to the Radio-Television Manufacturers Assn. of Canada. May sales were 6,583, up from the 4,582 in April, as TV inauguration neared. By area:

Toronto-

Hamilton 11,525 or 40.2% of total

Windsor 36,955 or 35.7%

Niagara

Peninsula 17,934 or 17.3%

Montreal 1,317 or 1.3% (1952 sales only)

Other 5,723 or 5.5%

These are sets in dealers' hands. No record is kept of deliveries to consumers. One expert said the total in homes is probably about 15% less.

Total TV set sales by years, as compiled by the Canadian Assn. of Broadcasting's Sales & Research Dept.:

Year	Sets Sold	Retail Value
1949	8,212	\$ 3,418,500
1950	29,611	\$12,858,083
1951	40,615	\$21,837,442
1952	25,016	\$11,862,076
(Through May)	103,454	\$49,376,101

### Q. Will there be any TV research available?

A. Yes, by four organizations at least, as follows:

Elliott-Haynes, Ltd. is now conducting TV viewing survey in Toronto-Hamilton-Niagara area, will publish Teleratings monthly.

Penn McLeod & Associates, Ltd. will publish TV Town, survey of 1,000 TV homes and 1,000 non-TV homes in Toronto area four times a year.

Canadian Facts will do Schwerin-type of qualitative research on at least one TV show and TV commercials.

International Surveys will use panel-diary technique to measure TV audience.



Now available in reprint form

# 4 BASIC TOOLS FOR SPONSORS

## Radio Basics *(revised, 1952)*

16-page supplement reprinted from 1952 Fall Facts issue. Includes 31 charts and tables statistically outlining the vital facts of radio distribution, listening, cost-per-thousand, out-of-home listening, comparative media costs, hour-by-hour listening, effects of TV, etc.

Please send me \_\_\_\_\_ copies of  
RADIO BASICS and Bill me later

Name .....

Firm .....

Address .....

SPONSOR 510 MADISON AVE. NEW YORK 22

10c. each in quantities of 100 or more; 15c. each for 25 or more; 25c. for single copy.

## TV Basics *(a SPONSOR first)*

16-page reprint of supplement appearing in SPONSOR's Fall Facts issue. Statistical data on TV homes, viewing habits, cost-per-thousand, comparative media costs. 22 charts presenting the case for TV as gathered from the best available research sources.

Please send me \_\_\_\_\_ copies of  
TV BASICS and Bill me later

Name .....

Firm .....

Address .....

SPONSOR 510 MADISON AVE. NEW YORK 22

10c. each in quantities of 100 or more; 15c. each for 25 or more; 25c. for single copy.

## TV Map *(showing TV locations and network links)*

Shows every TV market and stations; lists number of sets in market, net affiliation of stations; representative for each station with New York phone number.

Please send me \_\_\_\_\_ copies of  
TV MAP and Bill me later

Name .....

Firm .....

Address .....

SPONSOR 510 MADISON AVE. NEW YORK 22

10c. each, 50 or more; 20c. each, 10 or more; single map free to subscribers; additional copy, 25c.

## International Basics *(Radio & TV Abroad)*

Basic data on stations in the 50 countries outside U.S.A. that permit commercial broadcasting. Charts of international market and radio coverage; comparison with newspapers; U. S. imports; U. S. advertisers and moneys spent; agencies doing business abroad, etc.

Please send me \_\_\_\_\_ copies of  
INTERNATIONAL BASICS and Bill me later

Name .....

Firm .....

Address .....

SPONSOR 510 MADISON AVE. NEW YORK 22

10c. each for 50 or more copies; 20c. per single copy.

**SPONSOR** The **USE** magazine for radio and TV advertisers



## WAVE-TV OFFERS TOP AVAILABILITY!

A few absolutely top-notch spot participations are now available on "Masterpiece Movietime", a tremendously popular series of top-flight film features.

**AUDIENCE:** Large, loyal, enthusiastic. One request for viewers' opinions of the show swamped our nighttime switchboard gal with hundreds of calls, well into the early morning. Mail is still pouring in. Typical comments: "The best show on television"... "If you take Masterpiece Movietime off, I'll sell my set."

**TIME:** Tuesday night at 10—the perfect movie-time for televiewers.

**TYPICAL SHOWS:** Alexander Korda's *Seven Days to Noon*, *The Wooden Horse*, *Interrupted Journey*, *Hide-out*. Also, *The Ware Case*, *The Four Just Men*, *Convoy*, *The Fall of the House of Usher*, etc.

**CHECK WITH: F&P!**



**NBC • ABC • DUMONT**  
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.  
Exclusive National Representatives

## REVERE

(Continued from page 29)

vak (who jointly owns and produces the show with Miss Roundtree) and three experienced journalists.

Those who have occupied the hot seat include Gov. Thomas E. Dewey of New York (who gave the program a scoop with his announcement that he would support Gen. Dwight D. Eisenhower for President); Sen. Joseph McCarthy of Wisconsin, Walter Reuther, president of the CIO's United Auto Workers; Michael Di Salle, Federal price stabilizer.

The show is bracketed at the end with selling commercials on Revere Ware. Usually, one item is sold at a time and the agency now has a collection of 12 commercials which it rotates. Beauty and utility are the keynote themes, with "waterless" cooking and the convenience of a wall rack for hanging Revere pots and pans among the important selling points.

Here is some recent TV copy on Revere Ware:

"Ladies, just look at these sleek, smooth lines of Revere Ware—its sparkling, silvery, stainless steel beauty—its matchless design! Now you can understand why proud owners call these utensils "kitchen jewels." But until you use Revere Ware with the gleaming copper bottoms you'll never know what a difference it makes in your cooking. The copper bottom spreads the heat so quickly and evenly, it helps prevent hot spots and the burning of food.

"And this Revere Sauce Pan enables you to cook the Revere 'Low-heat-waterless' way saving you time, fuel and worry—also, you preserve natural food values, improve flavors, reduce kitchen heat and odors. It's wonderful, too, how easy it is to restore Revere Ware to its silvery luster after each use."

The commercial then showed how to use a particular Revere item—in this case, the egg-poacher. Film was inserted in this primarily live commercial to show how eggs are poached and, following this, the price of the item was given. Mentioning the price is a recent practice in line with the policy of putting more sell into the commercials. Cartoons have been used on occasion but the agency feels that a photograph of a Revere Ware pot looks much better than a drawing.

Also inserted in the program are

public service announcements such as appeals to vote and collect scrap and plugs for the Red Cross, Boy Scouts, cancer fund and so forth. This sort of insertion is not hit-or-miss for Revere has made a policy of putting public service messages into its advertising for years. Indeed, *Meet the Press* itself is part of that policy.

The men responsible for Revere's more immediate advertising policy on TV include Norman A. Schuele, advertising manager for the firm (it was his decision to buy *Meet the Press*) and Stanley J. Keyes, Jr., executive

★ ★ ★ ★ ★ ★ ★ ★

"Conservative estimates place the number of television sets that may be sold in 1953 at approximately 6,000,000. This volume represents retail sales totaling almost two billion dollars."

E. W. GAUGHAN  
Gen. Sls. Mgr.

Crosley Div., Arco Mfg. Corp.

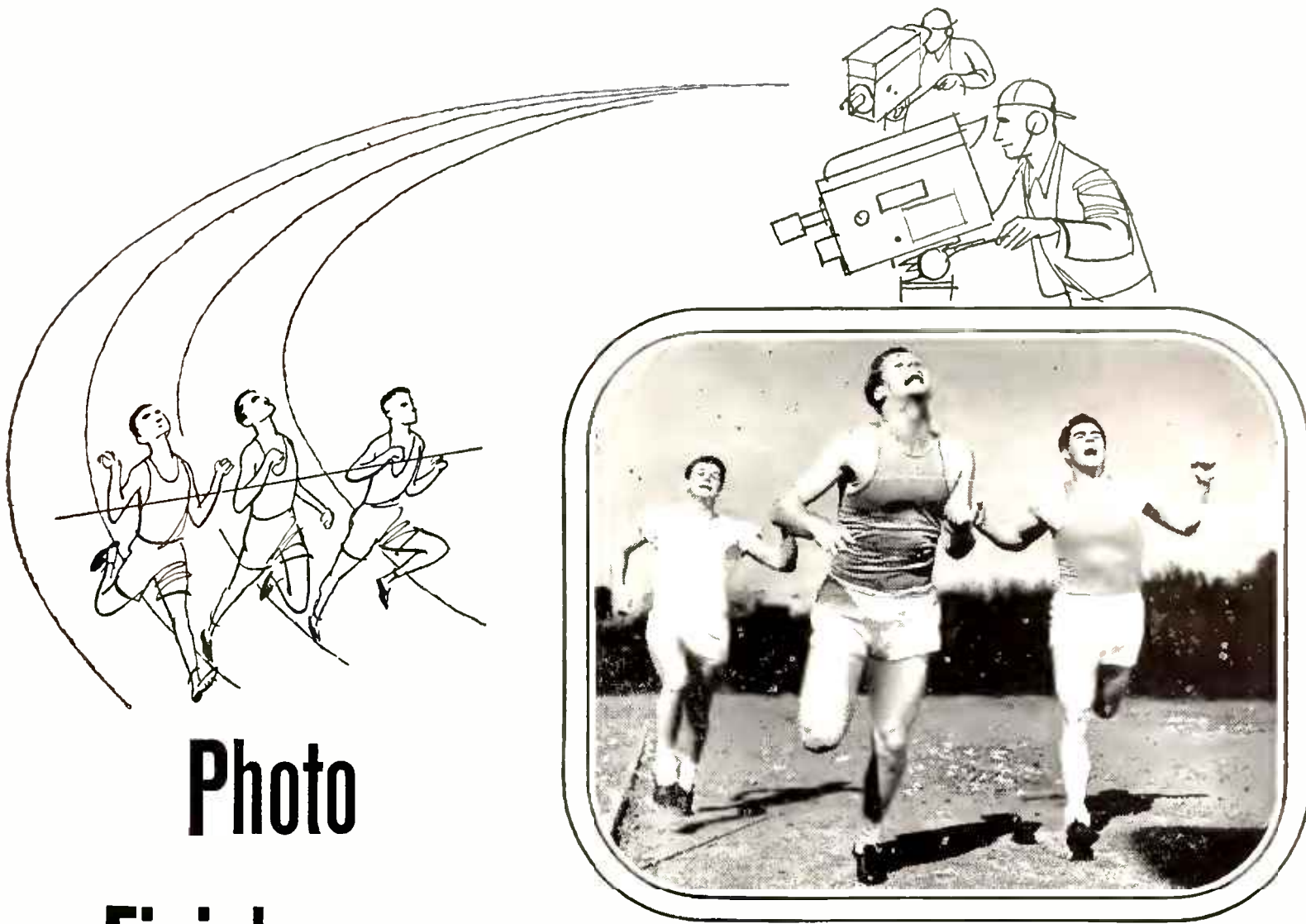
★ ★ ★ ★ ★ ★ ★ ★

vice president of the agency. The agency liaison man (the phrase "account executive" is a studiously avoided at St. Georges & Keyes) is James J. Freeman while copy ideas and the writing of commercials are the province of Edward Bozorth. Basic policy decisions involve Revere Board Chairman J. J. Russell and President James M. Kennedy and the agency's president Maubert St. Georges.

To President Kennedy goes the credit for fathering the idea of Revere Ware and for supplying the initial enthusiasm and imagination necessary to merchandise it. As vice president during the '30's he saw the possibility of marrying copper and stainless steel (copper because it conducts heat better than any commercial metal and stainless steel because of its good looks and resistance to pitting) in a quality kitchen utensil line.

No explanation of Revere Ware's success, however, would be complete without a word about the man who designed the line. He is H. Archibald Welden, an industrial designer, and his original, graceful designs are still used except for some minor design changes in the phenolic plastic parts. No better criterion of Revere Ware's beauty is available than the fact that it is admired by both the long hair quality market and the short hair mass market. Welden now works exclusively for Revere and his designs now on the drawing board are spoken of in hushed





# Photo Finish for Video Signals

The various parts of the video signals that carry a television picture through a coaxial cable travel at different speeds. When they leave the studio, they accurately represent the scene before the camera. But, like sprinters, some are faster than others and pull ahead in the "race" to the receiving point.

Bell System technicians insure a "photo finish" by making intricate adjustments to coaxial cable facilities. Using special equipment, capable of measuring fractions of a millionth of a second, they slow down the faster frequencies so that all arrive at the same time.

This is an interesting example of the great care the Bell System takes to insure high-quality transmission of television signals. It's only a small part of the total investment of money, equipment and personnel that is involved in making network television possible.

Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half hour of program time.



## BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION BROADCASTING TODAY AND TOMORROW

**NOW...more than ever  
...your best buy in  
The Fabulous Southwest**

**KEPO . . . is the station that delivers SALES with SALESMANSHIP! It's the dominating voice in this rich market with a proven record of successes for National, Regional and local advertisers.**

**REPRESENTED BY  
JOHN BLAIR & CO.**

and awed tones.

The Revere line was introduced at the January 1939 Housewares Show. It had just begun making an impression (it made money for the company by its second year) when World War II knocked it off the market. Revere reminded the U.S. housewife during the war that the line would be offered again and told her to be patient.

With the war over, Revere benefited by the surging consumer interest in a dream kitchen. Probably greater attention was paid to the kitchen by American families (and U.S. industry, too) than any other room in the house. Stainproof plastic laminates for counters, ventilating fans, automatic stoves, freezers, vastly improved refrigerators, both gleaming metal and warm-colored wood cabinets—and gadgets, gadgets, gadgets.

With cards stacked in their favor, Revere could still, however, have muffed their opportunities. The utensil prices sounded uncomfortably high for the average pocketbook. Other firms learned how to weld copper and stainless steel and could have taken the ball away from Revere. The fact that they didn't can be explained primarily by Revere's advertising.

Revere Ware was reintroduced by radio's *Exploring the Unknown*. This was later supplemented by four-color ads in *Good Housekeeping*, *McCall's*, *Ladies' Home Journal*, *Better Homes and Gardens*, *Sunset*, *Progressive Farmer*, *Successful Farmer* and *Gourmet*.

Outside of TV, women's service, shelter and farm magazines now get most utensil ad money. Revere budget: about \$2 million. This includes the heaviest ad budget in the kitchen utensil industry. About half of Revere's total ad expenditure goes to *Meet the Press*, which has a production nut of about \$4,000 a week (it was \$2,500 in 1950). This includes \$125 each for members of the invited questioning panel plus the same amount for Spivak and Miss Rountree. These minimums were set by TVA.

Revere also uses plenty of point-of-sale material for its kitchen line but does not mention its TV program in it. The reason for this, according to the agency, is that Revere Ware has a wider distribution than *Meet the Press* (telecast over 37 stations, all live) and it would be too complicated to print two versions of all point-of-sale material. All Revere magazine

ads, including those in the technical and trade press, carry a one line mention of the program.

Although Revere in its advertising likes to trace its beginnings back to the copper rolling mill founded by Paul Revere in 1801, this involves stretching a corporate point or two. Actually, the original Revere firm was merged with two others into the Taunton-New Bedford Co. in 1900 and the latter firm was joined with five others, under the aegis of American Smelting and Refining, into the General Brass Corp. on 1 December 1928. The name Revere was adopted the following year.

Revere has grown nicely since then. Sales were \$180 million last year, compared with \$175 million in 1950, \$60 million in 1929 and \$12 million in 1932. All its bonds and preferred stock have been retired (there is now no security having priority over common), \$40 million was ploughed back into the business and its first dividend on common stock was paid in 1946. Profits were \$7 million in 1951, down \$4 million from 1950, primarily because of taxes.

Profitwise, Revere likes its kitchen ware products. Metal fabrication is traditionally a low-profit business and Revere rarely nets more than five cents for every \$1 of sales. On Revere Ware, however, which represents 10% of its volume, the profit is much higher. Since the American housewife likes Revere Ware so much that means that everybody's happy except Revere's competitors. ★ ★ ★

## ROUNDUP

(Continued from page 47)

drama, interview, juvenile, etc. Under each program the following information is included: length, number of episodes, talent and description, name of producer and minimum cost (for stations located in small markets). The directory, though not presented as complete, is the most comprehensive listing of its kind to date.

\* \* \*

As a summer stimulus for store traffic and radio listenership, The American Stores Company is currently running an all-out promotion in the form of a "Mrs. American Stores of 1952" contest. Launched on 14 July, the eight-week contest is being plugged on





## Success Story with a Southern Accent

THOSE delicious FFV Cookies that have taken Philadelphia by storm are made by Southern Biscuit Company, of Richmond, Virginia.

To get distribution in this area, Southern Biscuit appointed Walter A. Bonvie distributor; and he did a whale of a job. To move cookies off the shelves *fast*—Southern Biscuit bought a broad-base TV advertising program for children in this entire section. The program: "Cartoon Party"—a 15-minute drawing-and-story show starring Pauline Comanor at 11 AM each Saturday. The medium: WPTZ, of course—Philadelphia's food station.

The results—well, read from Mr. Bonvie's letter:

"This is the only advertising we are using in this market. It has more than justified our belief that the right show and the right station—CARTOON PARTY on WPTZ—would do the job for us in Philadelphia.

Sales of FFV Cookies have *increased over thirty-three percent during the first month of our sponsoring this program.* The second month's figures indicate that this increase will go even higher. WPTZ has really done a job for us!"

To discuss what WPTZ might do for your product, phone us at LOcust 4-5500, or call your nearest NBC Spot Sales representative.

**IN PHILADELPHIA, PEOPLE WATCH WPTZ  
MORE THAN ANY OTHER TV STATION\***

*\*Per ARB for entire year 1951.*

**WPTZ** — Philadelphia

1600 Architects Building, Philadelphia 3, Pennsylvania



# WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

**One Important Reason ...**

## **In Syracuse TV Supplements Radio**

### **—Has Not Replaced It**

Even though Syracuse is a two-TV-station city — even though 71% of the homes in the Syracuse area have TV sets—radio in Syracuse is very much alive and kicking. Two separate surveys of television homes show 2.4 radios per TV home, with 61 radio receivers purchased *after* the homes had TV. Combined radio-listening and TV-viewing in these homes total an average of 7.59 hours a day. Compared with non-TV homes—

#### **Radio Listening**

Average Hours per Day

In TV homes . . . . . 3.07 hours

In non-TV homes . . . . . 4.52 hours

#### **National Spot Advertisers**

### **TAKE NOTE!**

Write, Wire, Phone  
or Ask Headley-Reed

**WSYR ACUSE**  
570 KC

NBC Affiliate  
WSYR—AM—FM—TV

The Only Complete Broadcast  
Institution in Central New York

the chain's five-a-week WCAU program *American Stores Rings Your Bell*, and backed by extensive advertising, publicity and exploitation. Some 150,000 entry blanks are being distributed through 1,200 store outlets in the Philadelphia area. Entrants must tell "Why I Like to Shop at American Stores" and "Why I Would Like a Second Honeymoon." Daily winners get merchandise certificates, with five grand prizes to be awarded at the end of the contest.

\* \* \*

Yellow cabs in San Antonio gave station KITE a real boost recently—and all because of the visual similarity between the station's call letters and General Eisenhower's first name. The morning after Eisenhower was nomi-



nated at the Republican Convention, every Yellow Cab (over 100) carried a poster reading "I like KITE"—giving motorists and pedestrians a "double-take" due to resemblance to the General's campaign slogan. KITE polled public opinion less than one hour after Ike's nomination, found that most San Antonians thought he would be elected.

\* \* \*

Movies and television again back each other up for mutual benefit. Early in July, WTOP-TV, Washington, D. C., entered into a cross-promotion deal with RKO Keith's Theater; the movie house would promote WTOP-TV's *Pick Temple* show and the station would plug the Walt Disney "Robin Hood" feature at the theater. Keith manager Jerry Baker said "Robin Hood" played to "fabulous business." The movie next to be booked was the old film "King Kong." So satisfied was the theater that it used its whole TV budget (\$1,500, later upped to \$2,000) in a saturation campaign on WTOP-TV for "King Kong." On opening day, according to Baker, the line in front of the theater was two blocks long—indi-

cative of the impact of the TV campaign.

\* \* \*

KFMB-TV, San Diego, has sold its test pattern to a sponsor. The San Diego County Electronic Association, a non-profit organization composed of TV technicians, wanted to reach all the TV technicians of San Diego county. Half-jestingly, KFMB-TV sales manager, Bill Edholm, suggested the test pattern to Doug Weaver of Weaver Advertising. Before he knew it, Weaver signed a contract for a series of announcements for his client during the test pattern period. Results, according to KFMB-TV, have been notable.

\* \* \*

Whether the product is a hairpin or a house, air announcers feel they can do a much better job of selling if it they've tried it themselves. Al Stevens of WWIN, Baltimore, recently went after a real "low-down" on the product of a new sponsor, a home builder, by donning overalls, cap and heavy shoes, and actually working side by side with the craftsmen in building a home. All this so he could give his listening audience first-hand facts about home building. According to the sponsor, L. E. Mellin, Jr., the number of prospects and actual sales of the \$9,975.00 homes increased by leaps and bounds as a result of Stevens' commercials. ★ ★ ★

## **MEN, MONEY, MOTIVES**

(Continued from page 6)

Remember the dynamic propaganda fact about radio. It cannot be shut out despite all penalties and devices. The Germans learned that. Books, magazines, newspapers can be stopped dead at frontiers. Not so radio waves. Russia has recognized this truth and adopted what measures are possible other than "jamming." It has designed its whole system so that reception of broadcast material is from official locked towers. Control of content is thus absolute so far as the dictators can make it. There is no program choice but the official. Everything goes from the locked tower by electric lines to loudspeakers in squares, factories, clubhouses and so on.

\* \* \*

When Russians speak of "radiofication" they mean the systematic equipping of villages, collectives, public





# Designed...

## For the Audience

WREC Performance is designed to build lasting confidence and Prestige. Highest quality, diversified programming and community service keep listener-interest alive and active. And WREC has a greater audience than ever before! (Highest Hooper rating of any station in Memphis).

## For the Advertiser

Carrying your message to this alert audience is a sound foundation for any advertising program. WREC gives you top coverage in a market of over \$2,000,000,000 at rock-bottom costs. (WREC rates have declined 10.1% per thousand listeners since 1946). It will pay you to put Memphis No. 1 Station first on your list.

**WREC**

**MEMPHIS NO. 1 STATION**

AFFILIATED WITH CBS, 600 KC, 5000 WATTS — — REPRESENTED BY THE KATZ AGENCY

buildings with wired radio, they mean a system designed to exclude, as far as possible, Russian citizens hearing non-Russian broadcasts while at the same time assuring to the Moscow command universal organized attention.

\* \* \*

Russian broadcasts are labyrinthic in intricate organization. The preponderance of official news from Moscow stands out but Dr. Huth, again, testifies that much local and neighborhood news is filtered, by committees,

into the programs. Equally interesting, and not usually appreciated by Americans, there is a rich in-mixing, in recent years, of commercial advertising announcements for the various Soviet State stores, agencies and services.

\* \* \*

Music, usually of excellent cultural quality, is second in stress on Russian radio. Children's entertainment is third. There appears to be very little drama or comedy. The Russian idea would be to install microphones in the-

aters for that and do a straight remote pick-up. Oddly enough the emphasis of Russian film-makers on the documentary, or dramatized, type of social commentary has no echo on the radio. Russian radio bothers little with showmanship, will read long Pravda editorials, one after the other, in unrelieved voice. Nor is there any Bolshevik Burns and Allen. ★★★

## MR. SPONSOR ASKS

(Continued from page 45)

vertiser's sales representatives can further their own interest by calling on station management.

HORACE N. STOVIN

President

Horace N. Stovin and Company  
Toronto, Ontario



Mr. Byles

Your question, "How can advertisers get information on how to get the most out of Canadian radio?" made us stop and think of how we, as an agency, gathered factual data and evidence to sell

radio advertising. Actually, there are five sources of information:

1. The rep
2. The station
3. BBM
4. Radio ratings
5. Dominion Bureau of Statistics

It seems as though, at every radio convention, someone invariably raises the cry for more factual information from stations and reps. It has been our experience that the Canadian reps do a very worthwhile job of supplying the necessary information and service to sell radio. The same thing is true of the stations and certainly, the industry-sponsored BBM has made a great contribution to our knowledge of radio. However, by far the most important source of information is the experience of the agencies' radio department in purchasing on behalf of a variety of accounts. It is no longer possible, in this era of competitive radio, to sit in our Ivory Towers and select stations and times entirely on the basis of statistics. We therefore lean

# ANOTHER BLUE RIBBON ACHIEVEMENT

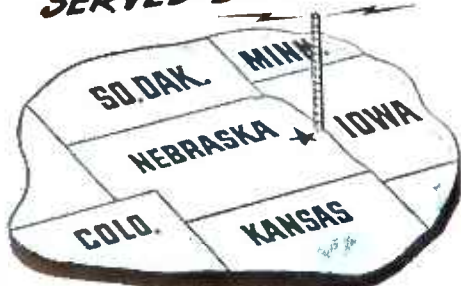


**TOP STATION IN 119 OUT OF A TOTAL OF 126 RATED QUARTER HOURS-**  
*CONLAN PROVES IT!*

"The most listened-to station in the area!" That Achievement Citation goes to KFAB as the Conlan Report for 1952 is released. This is not merely an Omaha survey or a few hand-picked counties in the area, but is a thorough measurement of 111 solid counties in the KFAB primary and is based on 139,000 calls! The final tabulation puts KFAB away out in front. Out of a total of 126 rated quarter hours, KFAB is top station in 119. Station B ranks first in only seven quarter-hour periods. Get the facts... find out what the audience-building achievements of KFAB will do for you in The Midwest Empire Market. Contact Harry Burke, General Manager... or a Free & Peters Colonel.



**THE MIDWEST-EMPIRE SERVED BEST BY KFAB**





heavily on previous experience in time buying and on the faith we have in the management of the radio station.

There have been few occasions where a station has done a poor job on a good campaign, if the management that we deal with at the station level is sound.

Therefore, we suggest that advertisers apply this recipe: Use all five services, add a generous portion of intelligent interpretation of statistics, spice with agency judgment and experience.

Result: better than average successful radio schedules.

W. D. BYLES  
*Supervisor of Radio-TV*  
*Young & Rubicam*  
*Toronto*



Mr. Lees

By combining both our BBM (Bureau of Broadcast Measurement) and the Canadian retail sales index you can arrive at a good picture regarding the overall work radio has done, and

even get a fairly good dollarwise story. Then apply the rating services available from Elliot-Haynes and Penn McLeod along with available market reports and individual success stories from various stations plus a closer look at the Canadian radio picture through trade magazines like *Canadian Broadcasting and Telescreen*, and SPONSOR.

S. RAMSAY LEES  
*Radio-TV Manager*  
*Ruthrauff & Ryan*  
*Toronto, Ontario*

## MEDIA PLANNING

(Continued from page 31)

that spot revenue for the 1952-53 season will exceed even what it was for the previous cycle.

While all the agency men agreed that the advent of the new communications giant, TV, has forced a revamping of basic media planning and that the decentralization trend was quite



## you can see the difference on WBNS-TV

You can readily SEE the difference in the expert sets and properties used on all WBNS-TV programming. This Kasco Dog Food set is typical of the adaptable sets designed and executed for rapid erection and knockdowns. A crew of trained men strategically arrange props to the client's best advantage. Each set is quickly placed due to the fine filing and cataloguing system used for props, making them easily accessible at all times.

A floor manager works with the property-stage department for each locally produced show, serving as liaison for production.



95% of all props and sets used on WBNS-TV are designed, built and erected on the premises by skilled men. Existing sets are repaired, and maintained, properties stored and filed in a modern, well equipped shop, and a shuttle messenger service operated between the prop storage areas within the station and outside warehouses.

Under the over-all direction of Department Manager Robert Sweinsberger, and his staff of nine men, the myriad of articles required for TV Commercials are checked out prior to each show and are promptly filed in their proper place after each telecast. Such items vary widely from a tiny 1/4 teaspoon measurer for a kitchen show, to a huge 8 1/2' x 9' x 5' awning for a commercial. Incoming bulk items are received, inspected and stored and a card file inventory maintained.



# wbns-tv

COLUMBUS, OHIO  
 CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street  
 REPRESENTED BY BLAIR TV



**KFMB**  
TV  
Channel - 8

**SAN DIEGO'S**  
*1<sup>st</sup> and only*  
**TV STATION**  
*blankets CALIF'S.*  
**THIRD MARKET**

San Diego . . .  
an important  
center of **ARMS**  
**PRODUCTION** and  
**Military Activities**


*Wise Buyers Buy*  
**KFMB-TV, AM**  
TV - CHANNEL - 8, AM - 550 K C.  
KFMB - 5th and Ash, San Diego 1, Calif.  
John A. Kennedy, Board Chairman  
Howard L. Chernoff, Gen. Mgr.

Mr. E. L. Deckinger  
Research Veep.  
Biow Corp.  
New Yorke City  
Dere E. L.:

You research fellers know how to  
turn up figgers  
that make peeples  
sit up and take  
notuce. Sorta like  
th' fact that Charles-  
tun looks low on  
city populashun  
but is th' state's  
biggest markit.  
Fer example,  
auto registra-  
shuns for th'  
home counties of  
th' state's second  
and third big-  
gest cities added  
togethur will be  
beat by Charles-  
tun. Thets how  
big this markit  
rilly is. We're  
supportin' an  
American Assn.  
ball club with  
Minneapolis and  
thim othur big  
cities. Effen I do  
say so, theres  
Joy in this markit  
whin you use  
WCBS with  
5,000 on 580.

Yrs.,  
Algy.

**W C H S**  
Charleston, W. Va.



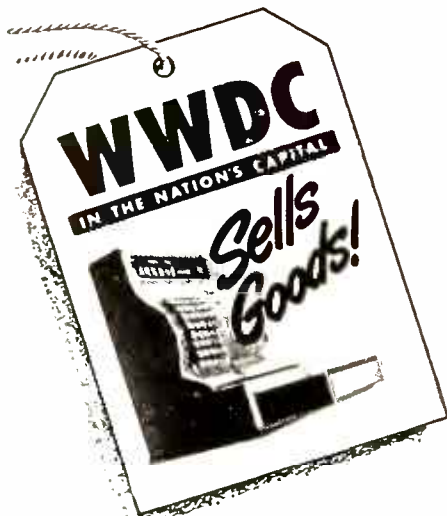
perceptible, one or two demurred in respect to the general application of the trend. The latter pointed out that, since media strategy must always be shaped in relation to the product, many a big advertiser will find it expedient for some time to come to think primarily in terms of "umbrella" coverage, regardless of the media duplication or dead spots it might entail.

Here, in digested form, are some of the agency men's comments, with descriptive intimation of their connections:

*A marketing as well as media authority whose firm, well over the \$90,000,000-level, represent Class A food, electric appliance and drug accounts:* In approaching the problem of media reevaluation and the new pattern of inter-media relationship, we took into account that television has disrupted, as no other new medium, our traditional concepts of media planning. We found that radio was still the most universal and flexible of mass media, with a saturation and mobility quotient that still gave it economic precedence over the other media. Recognition of these factors is playing a major part in the sharp drift-back to the localization of national advertising. You'll find the same trend in newspaper buying, with the supplements feeling the pinch. Advertising planning, according to the current trend, must be in relationship to (1) where the sales potential is best, (2) the type of medium that offers the most intensified coverage and at lowest cost and (3) whether the medium fits in most effectively with the purchasing habits of the buyer. As part of the reevaluation of radio, the thinking in this agency tends to put the use of that medium in this order: (1) national spot, (2) local and (3) network. We think it will be to the station operator's advantage to put his station's economy in such order as to make his rates, particularly nighttime, more attractive to the advertiser. The trend of the media pattern is in his direction but he must help meet it with a reevaluation of his own.

*Media director of an agency dominantly soap and food and among the first six in the field:* Advertising is diverting more and more money to regional and local intensification. However, we still think that network radio has been penalized beyond the degree that it should have been. The resurgence of radio will, in the viewpoint of

# Washington's BEST



# BUY

Ask your John Blair man for  
the whole WWDC story

**Reach 571,000**  
**SPENDING**  
**Southwesterners**  
with

**THE ARKTEX**  
**STATIONS**  
in this  
**GOLDEN TRIANGLE**

**KWFC**  
HOT. SPRINGS  
Ark.

**A RICH**  
*Growing*  
**MARKET**

**KCMC**  
(AM FM)  
TEXARKANA  
Ark., Tex.

**KAMD**  
CAMDEN, Ark.

*\*From Sales Management*

**ONE ORDER • ONE CLEARANCE**  
**ONE BILLING**  
Sold singly or in groups  
For details, write to:  
**FRANK O. MYERS, Gen. Mgr.**  
Gazette Bldg., Texarkana, Ark-Tex.



this agency. benefit network radio, which, of course, must yield to the maximum of flexibility. Co-op advertising is growing by leaps and bounds; as a local promotion factor it can be of inestimable aid. Local concentration has this strongly valid argument: leadership in well selected metropolitan or regional areas can bring as great a profit, or even greater profit, than diffusion of advertising efforts on a national basis. More and more national advertisers are veering toward accepting this concept.

*Media director of an agency whose radio-TV billings put it in the golden circle and with a host of blue chip soap, drug and food accounts:* Admittedly there's quite a churning going on in the reevaluation of the media pattern. There has been, for instance a marked swerve from supplements and a lot more interest in buying on a local basis. Radio is progressively assuming a much stronger position on a regional and localized level in relationship to other media, but there remains a reluctance to give up network radio. We think that reluctance is sound in many respects. Network radio can become flexible enough to meet the national advertiser's needs. Our clients will for at least the next three or four years have a big stake in radio, especially spot. The degree of this stake will, of course, depend on TV rates, plus the expansion of radio's mobility. As a daytime medium we look to radio to be lush stuff indefinitely and our clients are tending to reinforce their franchises in that regard.

*Media director of a top agency strong in foods, cosmetics and soaps:* We have prepared a great deal of material on media trends and are having it analyzed and projected. One of the observations that emerges from a preliminary study of this material is that TV's expanding encroachment on radio hasn't cut in anything as sharply on local time sales as it has network sales. We haven't the facts as to the basis for this, but it may indicate a state of good health that the national advertiser might gain from inquiring into. Our spot radio buying this fall will exceed what it was last year, and I believe that radio stations could capture still more of the increasing expenditures for advertising if they sold harder than they've sold before and offered it in unusually attractive packages. Radio could reassemble its technique of selling to great advantage.



## TO SELL TOLEDO YOU NEED A SALESMAN

**BUYING POWER** of \$74.00 per week — that's the average paycheck in Toledo, the Nation's booming 36th Market. But, buyers aren't buyers till they're **SOLD** on **BUYING**, — and for that you need a salesman. A good salesman has the consumer's confidence — and **WSPD's** integrity is established on 31 years of service. This respected station is the dialing habit of over Four Million people — morning, noon and night it's a welcome caller in every home. To sell Toledo, and its rich surrounding area of Northwestern Ohio and Southern Michigan take advantage of Toledo's Super Salesman — **WSPD** — the "Speedy" way to the wallets of potential buyers — because it's the buyer's best friend.

# WSPD

**AM-TV**

Storer Broadcasting Company

Represented Nationally  
by KATZ

11 AUGUST 1952

*Key to a  
\$6 Billion Market*

**WRNL**

560 kc.

**The Philadelphia  
Inquirer Station**

An ABC Affiliate  
First on the Dial  
In America's Third Market

Represented by THE KATZ AGENCY

**THE VOICE OF  
Southwestern  
AMERICA**  
sells half a million  
people in 27 counties



**HAS GREATER COVER  
than any other El Paso  
radio station  
REGARDLESS OF POWER**

KROD, CBS Radio's Voice of the Southwest, covers the vast 27 County El Paso Market area, where more than a half-million people spend over FIVE HUNDRED MILLION DOLLARS on RETAIL SALES. No matter what you're selling in this area, you can sell it more successfully and economically over . . .

**CBS RADIO NETWORK IN EL PASO**

**KROD**

600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.  
REPRESENTED NATIONALLY BY THE  
O. L. TAYLOR COMPANY

Media planner for an agency with leading cigarette, soap and cosmetic accounts and ranking among the first seven in its field: TV has forced a number of our clients into decentralized or localized operations—and this trend may become pronounced in the next few years—but we are a long way from ruling out network radio, both night and day. Media thinking can only be on the basis of the specific advertiser's own sales and distribution problems and the specific product, and therefore

★ ★ ★ ★ ★ ★ ★ ★

“One of the paradoxes of our democratic society is that the ‘little fellow’ gets bigger and better breaks as time goes on, but at the same time he is increasingly challenged to safeguard his individual rights.”

**THEODORE S. REPPLIER**  
Pres., Advertising Council, Inc.

★ ★ ★ ★ ★ ★ ★ ★

the choice between network and spot radio will be determined by the specific problem. We are perhaps one of the largest buyers of spot radio but we still think that network radio offers the lowest cost-per-1,000, and probably will for some time to come. Whatever the swing toward greater market-by-market utilization it is patently tempered by the product's special marketing characteristics. As aware as you are of radio's incomparable flexibility and density of saturation—time, convenience and place—you can not expect to be able to construct a workable media pattern for the near future until the pattern of TV itself really emerges.

A media director of an agency whose list highlights cigars, toilet articles and food: It's too early to see what form the media pattern will take. We will hew pretty much to the same line until television moves considerably more toward an approximation of national coverage. Ad budgets are higher than ever before, hence the continuing strong position of spot radio. An advertiser with national direction will always think first in terms of getting national coverage, and his basic buy will likewise be the medium that gives him the largest circulation of the consumer type he wants at lowest cost. Pinpoint advertising, such as buying market-by-market, makes a sound practice for all types of national advertisers with varying budgets, but we in this agency are inclined to see no general trend in that direction unless the cost of TV coverage becomes so much out of line that it's a necessity. ★ ★ ★

**FIRST**  
in ARKANSAS

**KARK**  
5,000w dial 920  
Little Rock

**KARK**

Arkansas' Preferred Station

- T. K. Barton, Vice-Pres. & General Manager
- Julian F. Haas, Commercial Manager
- National Representatives, Ed. Petry & Co.

Someone has been busy. Five new schools now under construction in our area to care for the children of newcomers to growing Western Montana.

Lumber, grains, sugar beets, dairying, mining, Beefsteak and Lamb Chops.

*The Art Mosby Stations*

**KGVO-KANA**

3000 Watts Night & Day MISSOULA

250 Watts Night & Day ANACONDA BUTTE

*Know*

**MONTANA**

THE TREASURE STATE OF THE 48

Representatives:  
Gill-Keefe & Perna, Inc.  
N. Y., Chi., L.A., and S.F.



## ADVERTISING COUNCIL

(Continued from page 33)

50 million. The fund was oversubscribed by \$300,000.

- Recently the Council sent out letters advising media people that the steel scrap campaign (which had been supported by the Council) was pronounced a success by the National Production Authority and that all steel scrap advertising should be stopped. The letter indicated clearly NPA's opinion that no small thanks should be given the Council and the people behind it for their part in the campaign.

- From a recent survey among clergymen it could be inferred that the "Religion in American Life" campaign moved these important molders of public opinion to be more favorably disposed to business and advertising. Apparently, the study showed, the clergymen would be impressed by the fact that business will spend money to promote good causes.

- "The American Economic System" campaign, designed to acquaint Americans with the economic rationale of American capitalism, resulted in requests for 2,000,000 copies of the booklet "The Miracle of America" since 1948.

In running its current 16 major campaigns (plus about twice as many subsidiary messages) the Council, under the presidency of Theodore S. Repplier, probably processes the bulk of all public service advertising in this country. By choosing and channeling requests for the support of good causes the Council acts (1) as a general staff to plan promotional strategy, (2) as a sieve to separate the wheat from the chaff and (3) as a guard to protect advertisers, agencies and media people from the demands, however worthy, of thousands of groups and special pleaders who want the attention of the American people. On rare occasions, the Council itself engineers a campaign; the "American Economic System" is one.

Before describing how a campaign is beamed to the American people via radio and TV, here is a bird's-eye view of the Advertising Council itself. Three distinct groups comprise the Council: the agencies, through the AAAA; the advertisers, through the ANA, and media, through NARTB, ANPA Bureau of Advertising, Magazine Publishers Association (formerly National Association of Magazine Pub-



**THE ONE ON THE RIGHT** is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chuck's good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth \$778,437,000.



**ALL EQUIPMENT USED ON CHUCK'S FARM**—supplies, fertilizers, gasoline, oil, etc. — is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3½ hours of farm information, 1½ of weather and market data, 8 of music and features.



**YOU ALMOST HEAR THINGS GROW** in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.



**CEDAR RAPIDS** is our home address — worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.



**ONE OF THE**  
**PLUS**  
**STATIONS**  
**WBML**  
**NBC**  
**MACON**  
**BIBB COUNTY, GA.**  
**POPULATION**  
**136,300**  
**Plus WARNER ROBINS**  
**27,000**  
 for complete information  
 call **HEADLEY-REED CO.**

**There's More**  
**SELL**  
 on  
**WRNL**  
 •  
**RICHMOND**  
**VIRGINIA**  
**910 kc - 5 kw**  
**ABC**  
**AFFILIATE**  
 •  
 National  
 Representatives  
**EDWARD**  
**PETRY**  
**& CO., INC.**

lishers) and Outdoor Advertising Association of America. There are also 10 affiliated organizations representing media, agencies and advertisers.

These organizations appoint a Board of Directors (present chairman: Howard J. Morgens, Procter & Gamble's vice president in charge of advertising) whose job it is to pass on the merits of hundreds of requests received annually from government agencies and private groups that have learned that advertising — through simplification, dramatization and repetition — gets things done. There is also a Public Policy Committee (chairman: Chester C. Davis, associate director, The Ford Foundation) of educators, labor representatives, business men and publicists which must approve all campaigns by a three-fourths vote before the wheels begin turning. On the sidelines, an Industries Advisory Committee, headed by S. C. Allyn, National Cash Register Co. president, gives the board the benefit of its thinking on programs under consideration, suggests new campaigns and helps raise the Council's annual budget, now running at \$750,000.

In passing on a request, the Council has taken pains to point out that it does not "approve" the campaign as such. It decides whether a campaign lends itself to advertising, whether (in the case of an appeal for funds) the requesting organization has an effective national setup and can follow up appeals with a substantial amount of doorbell ringing, whether the subject is non-controversial and whether it is of genuine public interest. It must be non-commercial and not designed to influence legislation.

Requests from government agencies are first screened by the advertising liaison division of the Executive Offices of the President of the U. S. Where Congress has passed law establishing policy on a particular campaign, a Public Policy Committee vote is not required.

Once a campaign is stamped O.K., an agency is chosen to prepare ad material (it isn't paid a cent for this work) and a campaign coordinator is named (also on a voluntary basis). Coordinators are generally admen from the ranks of the top national advertisers. They may work with as many as eight agencies (Defense Bond campaign) and also coordinate the work of the Council and "client," which, by force of habit, is the name applied to

the group sponsoring the campaign. A Council campaign manager is also appointed.

Conferences among the coordinator, client, agency and Council staff people lead to media strategy, slogans and the decision concerning who should be reached by the campaign. While the agency works up ad layouts for the print media, radio announcements are the province of writers on the actual program that airs the public service message.

This was decided upon, rather than canned messages, because it was felt that an individual program approach would result in more variety, spontaneous writing and announcements that fit the mood of the program. To make sure, however, that these individual messages fit into the over-all campaign strategy, program people are sent fact sheets, which explain the campaign, provide factual material for use in the messages and indicate which points are to be stressed.

A fact sheet is also forwarded to TV

**BOB TREBOR**

**THE ROOSTER with the BIG ROSTER**

WVET has something to crow about in Bob Trebor's Day-breaker show—Bob wakes 'em up cheerfully from 6:30 A.M. on—for 9 national and 13 local sponsors. We've got a quarter hour available 5 days a week.

**5000 WATTS**

**WVET**  
**MUTUAL**  
**1280 KC**

**IN ROCHESTER, N. Y.**  
 Represented Nationally by  
**THE BOLLING COMPANY**



stations but the volunteer agency prepares, in addition, station kits which include just about everything. Here is the 1952 Red Cross Fund kit: four film announcements, six balloons, a special prop showing a billboard ad, dull finish lapel buttons with a red cross to be worn by performers, four pages of announcement copy, fact sheets, six flip cards and five slides.

The above recital of facts should make one thing clear: radio and TV offer the most flexibility and ease of handling when it comes to public service messages. TV kits aside, air campaigns can be initiated and changed almost on the spur of the moment (note the Red Cross flood relief campaign) and the air medium, as a result, is coming in for an increasing share of Council activity.

By and large, however, the radio-TV campaigns are usually planned on a long-range basis. This is necessary to make sure that campaign announcements are evenly distributed and that each campaign gets its proper share of messages at the proper time. The Red Cross fund drive, for example, is conducted only during March.

To assure proper distribution of messages, the Council has set up one of its most important mechanisms—the allocation plans for radio and TV. These are worked out by the Council managers and staff on the basis of the strategy decisions previously decided upon and are approved by the Council Board of Directors and its Radio and Television Committee headed by Niles Trammell, NBC board chairman. Other broadcasting people on the Council board include CBS President Frank Stanton, one of the three vice chairmen; Thomas F. O'Neil, MBS president, and Chris J. Witting, DuMont director of advertising and general manager.

Advertisers with once-a-week network programs receive their message allocation once every six weeks and network programs aired three to five times a week receive allocations every three weeks. These voluntary allocations specify one announcement of a particular campaign on a particular program at a particular time. If an advertiser feels the announcement will not fit in properly he can have it changed.

At first thought this may seem like a miserly appropriation of messages. But it must be remembered that nearly



Yes, the figures below will certainly show how the Memphis market has grown in the last 10 years.

#### Comparison of 1942-1952 Growth in the Memphis market area

			Percentage increase
Population.....	1942	3,092,108	
	1952	3,569,600	15.4%
Radio Homes.....	1942	393,518	
	1952	818,303	108%
Effective	1942	\$896,976,000	
Buying Income	1952	\$2,802,534,000	212%
Retail Sales.....	1942	\$615,917,000	
	1952	\$2,269,052,000	268%
Food Sales.....	1942	\$112,935,000	
	1952	\$511,934,000	353%
Drug Sales.....	1942	\$21,225,000	
	1952	\$63,708,000	200%

In 1952, as in 1942, the radio station that reaches and sells the great Memphis market best is

# W M C

## M E M P H I S

### NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

**WMCF** 260 KW Simultaneously Duplicating AM Schedule

**WMCT** First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

# NEWS on KMBC-KFRM is TOPS...

... because KMBC-KFRM stays on 'top' of the NEWS!



And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.



... 6th oldest CBS Affiliate ...

MACK from



recommends

## TEXAS' 5<sup>th</sup> MARKET

the rich, industrial tri-city area



KPAC serves a population of 236,100 in the rich Beaumont-Port Arthur-Orange metropolitan tri-city area.

KPAC is the No. 1 radio salesman for local sponsors in the world's No. 1 oil refining area.



MUTUAL

5000 WATTS

JOHN E. PEARSON CO.  
National Representatives

every commercial network program on the air will carry at least one announcement (and each program can carry more if it wishes). Under the 1951 Defense Bond allocation plan 337 million radio and 161 million TV home impressions were beamed. There are also an unknown number of announcements on sustaining network programs and thousands of local programs (independents and storecasting FM stations are heavy users of Council material). It might also be pointed out in

★ ★ ★ ★ ★ ★ ★ ★

"Early in 1953, new television stations will begin operations at an average rate of approximately three new transmitters per week. At the present time, there are only 108 VHF stations, and an additional 511 VHF channels will be added. Eventually, 1422 additional UHF transmitters will bring the number of television stations in the United States to a total of 2051."

E. W. GAUGHAN  
Gen. Sls. Mgr.

Crosley Div., Arco Mfg. Corp.

★ ★ ★ ★ ★ ★ ★ ★

this connection that Council people feel that there is such a thing as too many public service announcements.

The allocation plans are not the whole story of the Council's efforts for the allocation machinery is put into gear primarily for the major campaigns. There are a host of subsidiary fund-raising and other drives which advertisers and stations may support if they have a mind to—and many of them have.

As guidance to proper timing of supporting announcements for these "minor" campaigns a *Radio Bulletin* (soon to be changed to radio-TV) is sent to about 1,000 stations, agencies and advertisers. The July-August *Bulletin*, for example, gives information on two campaigns—National Farm Safety Week and the National Garden program. While only two campaigns were covered in this *Bulletin*, most of them carry material on about a dozen.

Advertisers and networks have found the *Bulletin* useful in warding off the constant pressure of various types of welfare groups for air support. It also gives them the comfort of knowing that the campaigns mentioned in the *Bulletin* are those most deserving of support and those, which in the opinion of the Advertising Council, best lend themselves to radio and TV plugs.

Stations also receive a monthly sheet

published by the Council at the suggestion of the Broadcast Advisory Council and NARTB. It is primarily an information service for stations and gives an over-all view of Council campaigns.

One of the current Council campaigns—"Register and Vote"—which is sponsored by the American Heritage Foundation is being given an extra push by the NARTB. Thirteen of the nation's 38 state broadcasters' associations have formed Register and Vote Committees under the auspices of the NARTB. Goal of the project is to make the 1952 elections a record one in the number of votes cast.

Many of the current Council campaigns (blood donors, Defense Bonds, civil defense, nurse recruitment) have a familiar ring for they are repetitions of the problems the Council was thrown into shortly after it was formed. Seed for the Council was planted in the summer of 1941 and it germinated into a going concern on 4 March 1942, just in time for advertising to flex its muscles on the World War II home front.

When the idea for what led to the Advertising Council was first broached, the intention was to defend advertising (and counterattack as well) against the criticisms aimed at it during the New Deal heyday of the '30's. It started when the AAAA accepted the suggestion of the ANA to hold a joint meeting with the media groups.



### 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of  
"WHO'S WHO ON WEVD"

HENRY GREENFIELD  
Managing Director

WEVD 117-119 West 46th St.,  
New York 19



The feeling at the time was expressed in memo dated 28 August 1941, as set forth by Paul West, ANA president:

"Grave concern about advertising and what may happen to the business which is largely dependent upon it is manifesting itself daily in many quarters. . . . There is good reason for this concern. The talk by high officials in government of curbing advertising as a means of controlling inflation and restricting it as a means of controlling production . . . the thinly veiled attacks on trademarks and brands, the push for mandatory standardization and government grade labeling of all consumer goods, the continued charges that advertising is a waste, that it fosters monopoly, that it is simply an added cost to the consumer — all these and more are causing growing alarm. . . ."

After Pearl Harbor there were more basic things to worry about. The proposed council was quickly enrolled in the war effort (it was called the War Advertising Council) and it did a crackerjack job. When the war was over, the question of whether the council should continue was brought up.

There seemed to be little question about the answer. Wartime experience, the Council felt, had produced final proof that (1) advertising can sell ideas as well as merchandise, (2) advertising techniques are invaluable in spreading information and obtaining mass action on non-controversial public problems and (3) sponsorship of public service advertising is good public relations both for business as a whole and for individual advertisers.

Much of the defensive attitude toward advertising was gone and in its place was a more positive approach based on what business and advertising can contribute to the national welfare. Advertisers have not been able (and have not tried) to set up a rating of the effectiveness of public service advertising but they are generally agreed that it helps them and are certainly agreed that it doesn't hurt them. They can also point with pride to the gratitude of the Government and such groups as the Red Cross, National Safety Council, National Citizens Commission for the Public Schools, National Fire Protective Association and the American Heritage Foundation.

While an accurate rating of effectiveness is as elusive as mercury, some specific idea of how clients feel about

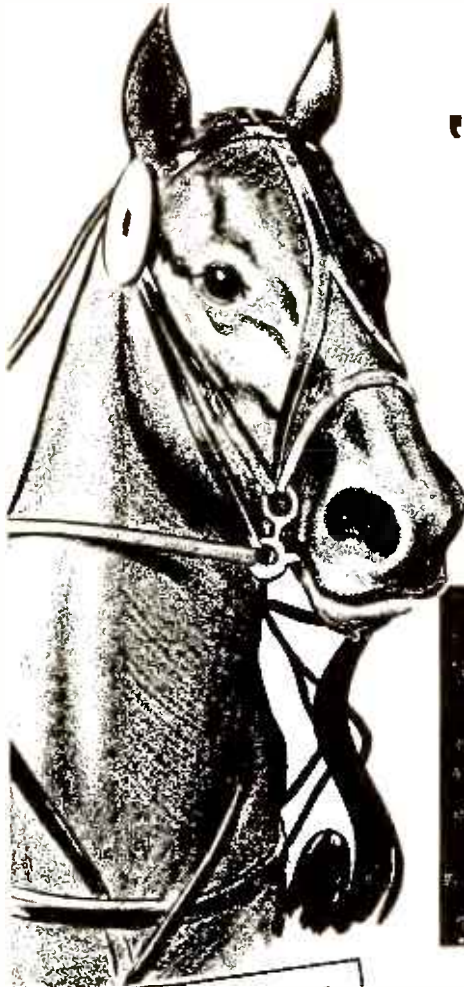
Council aid can be gotten from this NCCPS statement to SPONSOR:

"The whole question about the effectiveness of the Advertising Council's 'Better Schools' campaign is pretty intangible. However, there are some things that can be guessed fairly accurately.

"The Commission feels that the school advertisements arranged by the Advertising Council are its chief link between its own program and that large segment of the public which has

never been directly associated with school activities. Of some 60 to 70 thousand letters the Commission has received since the announcement of its formation in May, 1949, approximately one out of 10 could be traced to the Advertising Council campaign. By answering these letters in terms of the methods other groups are finding effective, the Commission is often able to bring new strength to citizens' committees, Parent-Teacher Associations and the schools in general."

No. 37 OF A SERIES



## "GOLDSMITH MAID"

In Harness Purses,\* —

# WHEC

## In Rochester Radio!

**LONG TIME  
RECORD FOR  
LEADERSHIP!**

\* In the twelve year span, 1865-1877, the sleek trotter "Goldsmith Maid" won \$206,462.50 in purses aside from \$100,000 for exhibitions. This harness horse record has never been topped since!

In 1943 Rochester's first audience rating report showed the decided listener preference for WHEC. This station's rating leadership has never been topped since!

IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	216	159	20	0	0	0
TIES.....	35	35	0	0	0	0

Station on  
\*11 contest only

WHEC carries ALL of the "top ten" daytime shows!  
WHEC carries SIX of the "top ten" evening shows

PULSE BI-MONTHLY REPORT—MARCH-APRIL, 1952  
LATEST BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING: —



# WHEC



*of Rochester*

NEW YORK  
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

WILLA  
MONROE  
One of  
WDIA's  
many famous  
personalities



## JELLO Joins the Parade To WDIA, Memphis

Yes, JELLO is another of the great General Foods products now using WDIA to sell the large Negro segment of the Memphis trade area (439,266 Negroes) in WDIA BMB counties. This continuing swing to WDIA is further proof of WDIA's complete dominance in selling this big ready-to-buy, highly brand conscious market. Increased sales will prove the same for your product just as they have for Stag Beer, Taystee Bread, Tide, Colgate Dental Cream and many others. Get the full facts today.

HOOPER RADIO AUDIENCE INDEX									
City: Memphis, Tenn.		Months: May-June '52							
Time	Sets	WDIA	B	C	D	E	F	G	
T.R.T.P.	11.8	22.6	26.7	15.7	12.0	10.4	9.4	5.7	
(Note: WDIA's share Saturdays: 25.0; Sundays: 28.1)									

MEMPHIS **WDIA** TENN.  
John E. Pearson Co., Representative

# KWJJ

## Provides LOCAL Sales Appeal for NATIONAL Advertisers

KWJJ, Portland's strongest Independent Station, because of outstanding local program appeal—has a plus value to the advertiser of a nationally distributed product. You get a good audience—good local timing—and a valuable local merchandising tie-up. Try your national spots on this three point selling plan.

## KWJJ Portland's Family Station

Studio & Offices  
1011 S.W. 6th Avenue  
Portland 4, Oregon  
Nat'l Representatives  
WEED & COMPANY  
New York • Chicago  
Detroit • Atlanta  
Hollywood  
San Francisco



The statement pointed out that in addition to this "direct" advantage there is also a broader one. This broader effect is the favorable climate of opinion toward public schools that is established. "The effect of this is obviously impossible to measure," the Commission said, "but it is nonetheless real.

"Although no commercial firm could even obtain such an advertising program, it is estimated that the facilities for the "Better Schools" campaign if applied to a commercial product would be valued at several million dollars. This is a deliberately modest estimate since a real tabulation of the campaign would have to take into consideration radio time and talent, etc. These factors would make the campaign worth \$6 or \$7 million at least."

Advertisers, too, sense the effectiveness of public service advertising, though they can't always put their finger on specific evidence. An ANA spokesman said:

"The Council's campaigns are of great value to advertising and to an advertiser's public relations. They give an advertiser the chance to demonstrate his own citizenship and Council campaigns become doubly important since advertising is industry's show window. There is no question but that advertisers feel that these campaigns are doing them and the country some good. If advertising and industry hadn't done something along the lines of the present Council campaigns, it is quite possible that socialism would have been more strongly entrenched in the U.S."

Probably the most important upcoming Council effort is the "Register and Vote" campaign. Heavy time and space advertising is scheduled by the Council for September and October, but additional ad pressure is being applied by many segments of business. The NARTB state-by-state offensive has already been mentioned. Individual advertisers are rolling up their sleeves, too.

Examples: Bemis Bag Co., St. Louis, will supply, at cost, three pre-tested comic books on registering and voting and will distribute 10,000 to its own employees. Pitney Bowes, Inc., Stamford, Conn., has nine postage meter postmarks available for customers.

Elections are the heart of U.S. democracy. Business wants to make sure that heart keeps beating. ★ ★ ★

## 510 MADISON

(Continued from page 13)

the wide difference between your figures and those of *Broadcasting Telecasting*.

We are enjoying SPONSOR very much and find it a very useful publication for our purposes.

E. RUDOLF GEGENSCHATZ  
Public Relations and  
Business Development  
Miami

● SPONSOR's information was based on NBC estimates. As of 1 July the estimate for the Miami area was increased to 90,000.

## STEEL AND RADIO

At the recent annual meeting of the Kansas Association of Radio Broadcasters members were most vehement in their protests at the recent discrimination of the radio industry by the steel companies.

The steel industry bought full-page advertisements in virtually every daily paper in the entire United States, and I am certain in my own mind that full card rate was paid for each and every one of these advertisements.

Contrariwise, the radio industry, thru the press services as well as by public relations operators for the steel industry, was bombarded with news stories in behalf of the steel industry.

You will recall that the major networks were most generous in allotting time to both sides in the steel controversy—management as well as labor.

I was instructed, as President of the Kansas Association of Radio Broadcasters, at our annual meeting in Wichita, Kansas to write to you, with copies to the four major broadcasting networks as well as copies to all of the radio and trade magazines.

This then is a formal protest of the Kansas Association of Radio Broad-

900,000  
OF YOUR CUSTOMERS IN  
ALABAMA • FLORIDA • GEORGIA  
Hear **OOF's**  
5,000 Watts on 560!!



casters to the discriminate action of the steel industry in behalf of newspapers as a media over radio.

BEN LUDY  
President  
Kansas Assn. of Radio Broadcasters

#### TV MAP REQUEST

Your July 14 issue's "TV Map for Sponsors: Fall 1952" is excellent, and the footnote indicates copies are available to subscribers.

May I have a copy, please.

GEORGE H. SANDEFER  
Radio/TV Director  
Chamber of Commerce of the U.S.  
Washington, D. C.

• Extra map available free to SPONSOR subscribers. Low cost for additional copies.

#### CORRECTION

On page 42 of your 2 June issue you have referred to some Wilson & Co. Hickory Smoked Mor Television spots as having been prepared under the supervision of Davis and Company Advertising Agency, Los Angeles.

These spots were developed by this Company and John Sutherland Productions, Inc.

A. J. ENGELHARDT  
Ewell & Thurber Associates  
Chicago

Oh, those proofreader's blues! Particularly when the misprint changes the entire meaning.

In "Mr. Sponsor asks . . . Why is it worthwhile for an national advertiser to plan a special radio campaign geared to the Negro market," I said:

"We have found that it is possible to produce an amazingly high volume of sales at a dramatically low advertising cost. But only by applying special effort along special lines."

For "possible," you substituted "impossible." Please, Mr. Sponsor, requote me correctly.

Incidentally, how about a reprint of your Negro market findings? We could use 25 copies in this office alone.

MADELEINE ALLISON, Media Dir.  
Herschel Z. Deutsch & Co.  
New York

# ARE *You* A MR. *Why Buy?*

*Why Buy*

## SPOT RADIO?

Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

*Why Buy*

## SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

*Why Buy*

## WDBJ?

WDBJ is a 28-year-old pioneer in this rich market—a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! Ask Free & Peters!

**WDBJ** Established 1924 • CBS Since 1929  
AM • 5000 WATTS • 960 KC  
FM • 41,000 WATTS • 94.9 MC  
ROANOKE, VA.  
Owned and Operated by the TIMES-WORLD CORPORATION  
FREE & PETERS, INC., National Representatives



Sponsors wanting to reach women listeners want Fern Sharp. "Fern's Faithful" are a large part of Central Ohio's Billion-Dollar market. They help their favorite by using the products she plugs. Proof? Her '52 annual needlework contest drew entries from all over WBNS' 24-county area. In fact, twice as many as last year . . . each one with a hand-sewn garment! Stick with WBNS for sales.

ASK JOHN BLAIR

**WBNS RADIO**

POWER  
WBNS — 5,000  
WELD-FM — 53,000  
COLUMBUS, OHIO

CBS RADIO OUTLET

CENTRAL OHIO'S ONLY



### Canadian radio booms

Big things are happening in the country to our north and the story is related with an overwhelming storehouse of facts, figures and charts in SPONSOR's *second annual Canadian section* (starting page 61). The tremendous pace at which Canadian industry has been moving is emphatically reflected by the way American advertisers have taken to Canadian radio, if only in the past year. That doesn't mean that the Canadian medium has felt anywhere near the full impact of the American manufacturer. There are hosts of U.S. advertisers who have yet to find out what a job radio can do for them among Canadian consumers.

Canada is a market where the superiority of radio over newspapers and other black-and-white media is incredibly great in penetration, saturation and cost-per-1,000. Like the

U.S.A. virtually every Canadian family has a radio set; but with this marked difference: There are vast areas in Canada where the people, especially in winter, depend solely on radio for their immediate contact with the outside. Acquiring from this circumstance is an intensity of habit that a sponsor can readily appreciate.

Two segments of the Canadian section that American advertisers should find particularly informative are those that (1) document the local custom and thinking characteristics which an American advertiser should bear in mind as to both program and commercial content and (2) tell how many an American sponsor has used Canadian radio with substantial returns. In scope and surfeit of factual material SPONSOR's *second annual Canadian section* could merit the accolade of topping all projects of the kind. However, we leave the verdict to the American sponsor and his agency.

SPONSOR's Canadian section was researched and written by Rap Lapica, who joined SPONSOR 15 June in a management capacity, after 12 years as editor of Facts-on-File, Inc. Previously he had extensive newspaper experience. Lapica visited major Canadian markets and key advertiser, agency and broadcasting executives.

### General Foods goes grass-roots

New and advanced techniques are being shaped to bring sponsors closer to their air advertising.

Among those worth watching is the all-out effort currently under way by

General Foods (Jell-O) to bring the local personalities selected by Jell-O the nation over in tune with their objectives.

For the first time Jell-O has embarked on a huge spot campaign (including over 100 markets, often with multiple stations in a single market) of one-minute participations in key personality shows. Markets in all 48 states are included; the stations were picked by Young & Rubicam's time-buying department in New York.

Following selection of the stations General Foods, through Y&R, went into high gear. Commercial specialists were dispatched to every part of the country to give pep talks to the local personalities handling the programs and entice them on Jell-O.

Y&R's commercial specialists bowled over the management and personalities with their grass-roots approach. But the real surprise came when they said that there would be no commercials in the accepted sense. Instead, outlines guided station personalities. Except for focusing on key salespoints listed in the outline, the air personality was boss. No personality was wanted on the Jell-O schedule, it was stressed, who preferred to read a prepared commercial.

As a follow-up, samples of Jell-O and other pepper-uppers are going forward to each station. General Foods has gone to the stations with its new campaign and according to station people they've hit the bull's eye.

## Applause

### Purina builds merchandising

In several respects, the Chow Division of Ralston Purina is the savviest advertiser in the farm radio field—and probably all radio.

During the past month Gordon Philpott, vice president in charge of advertising of Ralston Purina; Maury Mahin, advertising manager of the Chow Division; and Bill Brown, partner in the advertising agency (Brown Bros.) handling the Chow Division, have conducted a series of nationwide merchandising clinics to which were

invited the over 500 radio stations now on the Purina schedule.

Besides being farm radio sponsor number one (Purina's 1952 time bill is about one and one-half million dollars), the merchandising stimulus and enthusiasm for radio generally engendered by Purina officials at these meetings has top radio executives talking from Seattle to Florida.

Mr. Philpott estimates that over 400 stations attended the clinics and contributed scores of valuable ideas which will be incorporated in future dealer and station promotions. Purina asks

stations to participate in merchandising only along economical and proper practice lines; it doesn't want anything that the station isn't prepared to give any other advertiser. Sales officials accompanying the caravan brought station men face to face with sales problems and showed how dealers and salesmen can be indoctrinated into the Purina campaign. Purina salesmen themselves have learned so much about air advertising at these meetings that Mr. Philpott intends to urge all salesmen to attend the next circuit, probably in 1953.



# Operation

# Sunburst

## They're shouting!

It's the great \$50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

## And you'll shout, too...

When you see what Operation Sunburst can do for those crawling summer sales. Operation Sunburst low cost packages include a smashing barrage of promotion and merchandising that's sure to pay off! Remember... it's not the heat, it's the timidity. Call your WLW-Television sales office today!



**WLW**

Television

**WLW-T**  
CINCINNATI

**WLW-D**  
DAYTON

**WLW-C**  
COLUMBUS

Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, and HOLLYWOOD

NEW YORK

CHICAGO

BOSTON

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

**weed**  
*and company*

**RADIO**

**STATION**

**REPRESENTATIVES**