

# CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 21

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

November 1st, 1947

## Advertising Has Role in Canadian Living



Swezey Gallup

Problems pertaining to advertising and affecting the continued peace and prosperity of Canada are under discussion at the 33rd annual convention of the Association of Canadian Advertisers in session this week in the Royal York Hotel, Toronto.

"Today advertising has a major role to play in combating inflation, maintaining our present democratic, Canadian way of life, and improving our standards of living. These problems all present a challenge to the intelligence, the integrity and the ability of each and every member of the advertising profession."

So stated Neil B. Powter, of Montreal, President of the Association of Canadian Advertisers.

"During our ACA program, advertising men from various parts of the United States and Canada meet to discuss and analyze methods to discharge our responsibilities," Powter continued. "It also provides our members with the opportunity to discuss special problems of advertising managers, and helps us keep abreast of changing times and the changing trends in advertising."

### ACA Awards

The presentation of awards to members of the advertising profession who have made some outstanding contribution or rendered some distinguished service in Canadian advertising will be one of the highlights of the third day of the convention.

That same day addresses will be delivered by Dr. George Gallup, of Princeton, N.J., and by Donald S. Frost, of New York. The guest speaker on Wednesday, the opening day of the convention, was H. M. Shackelard, Vice-President of the Johns-Manville Sales Corpora-

(Continued on Column 4)



## ACA NAMES MOTOR ADMAN

### Chrysler's Jackson President-Elect

Harold J. G. Jackson, advertising manager of the Chrysler Corporation of Canada Limited, was elected president of the Association of Canadian Advertisers during the 33rd annual convention of the association, now in session.

Jackson is a graduate of the University of Toronto. After receiving his degree as Bachelor of Commerce in 1933, he joined the firm which was then known as Underwood-Elliott-Fisher Limited of Toronto — now Underwood Limited.

A year later he became associated with the Chrysler Corporation of Canada Limited, and, in 1935, was promoted to the position of assistant advertising manager.

Continuing his upward climb

in his chosen profession, today he holds the responsible post of advertising manager of the same firm.

Chryslers have been a member of the ACA for over thirty years, and Jackson has sat on the board of directors for the past five years.

The appointment by the national advertisers of an automotive man to head up their association is regarded as quite important in many quarters. The automotive industry is just returning to the consumer advertising field after the war years, and a close connection is seen between this important "reconversion" and the appointment to head the ACA of one of the key advertising men in the industry.

(Continued from Column 1)  
tion, New York. During his talk he discussed plans of a joint committee set up in the United States to improve public understanding of our economic system.

### To Speak on Radio

Robert D. Swezey, Vice-President and managing director of the Mutual Broadcasting System, New York, is addressing the third day (Friday) luncheon. The subject he has chosen is "The Increasing Importance of Radio as a Force in Nation Building". In his talk the speaker is expected to discuss the power of the medium both in propounding a "cause" and in contributing to the economic progress of a country in selling merchandise.

Other speakers who are participating include Don Gill and Charles J. Felten, both of New York, Leonard E. Read, President of the Foundation for Economic Education, Dr. Claude Robinson, President, Opinion Research Corporation, Princeton, N.J., Keith B. Powlison, Lancaster, L. N. Brockway, New York, Billy Wells, Film Production Chief of the United Nations and Captain Norman Rawson of Hamilton.

The Association of Canadian Advertisers is a non-profit organization which was formed to protect and serve the advertising industry as well as to promote a better understanding and appreciation of the protection afforded the general public by the use of trade-marked and branded goods. Since its organization it has attained a status of high importance in Canadian business and has a rapidly-growing membership which has now reached a total of 146 companies. Athol McQuarrie, Toronto, is the general manager.

### Petrillo Problem

The next luncheon meeting of the Radio Executives Club of Toronto will take place in the King Edward Hotel Wednesday, November 12. The meeting will take the form of an open forum discussion on "The Effect of the Recent Petrillo Recording Ban on Radio Advertising".

# MYSTERY

## sells your product

Nearly everyone enjoys a good story of mystery or crime detection. Book sales prove it; radio is proving it too!

A transcribed All-Canada mystery show builds an audience *quickly . . . and holds* that audience for as long as you want.

The All-Canada Program Division has some top mysteries still available. They are well-written, well-produced, of *proven* pulling power . . . they pay off in ratings and SALES! Call the All-Canada program man for details.

### How about one of these for you?

#### **GREEN HORNET**

Highly rated and tremendously successful adventure stories. 156 hand-picked and specially selected half-hour episodes. Wide appeal, proven ratings!

#### **MANHUNT**

A "Crime Does Not Pay" series. Top Ziv talent, production and excellent writing. 39—15-minute thrilling stories, strong enough for once a week.

#### **WEIRD CIRCLE**

63 half-hour thrilling radio adaptations of the bests in fantasy and mystery. An NBC production starring Hollywood's finest talent.

#### **MURDER AT MIDNIGHT**

52 half-hours of Louis G. Cowan's most recent contribution to mystery lovers. Mighty fine thrillers packed full of chills and shudders.

#### **PHILO VANCE**

104 half-hour mysteries from the pages of S. S. Van Dine. A popular Ziv production that combines excitement, romance, amusement and suspense.

#### **FIVE MINUTE MYSTERIES**

260 five-minute "dramettes" in this amazing little series. Features first-rate NBC talent to give you suspense and entertainment at its best.

The All-Canada Program Division has the best library of transcribed programs *in the world*. We have an economical, trouble-free show for you. Investigate!

## ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL  
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



Welcome, delegates to the 33rd annual ACA convention! We'll be there — look us up!



I hope she's a soprano, Grigsby, because I'm awfully fond of sopranos".

**LETTERS**

**REPS**

**AGENCY DISCOUNT**

Toronto: They say that after an era or stunt is more than seven years old, it becomes new again. That is the only justification to Bill Wright's claim of a long distance record on the Toni audition reported in your issue of October 18th.

We did the same thing, in reverse, back in 1935 and even then we did not claim to be first with the idea.

The occasion was the audition of a singer named Enka (when you saw her figure you forgot her last name). This audition was held in the CBC studios on Davenport Rd., and fed by a leased line to a Montreal studio where officials of our Montreal office and the Imperial Tobacco Company heard the program.

This led to Enka being known as the "Sweet Caporal Girl" and began a long series of broadcasts featuring her from a Montreal station outlet.

Enka probably has grandchildren now. To them Bill Wright's claim of a "First" would probably be news. That is not a gauntlet he threw down, it is an "old hat".

Sorry you are wearing it.

Yours very truly,

RAY AVERY,  
Ronalds Advertising Agency Limited

**FRENCH REP**

Omer Renaud, former CBC Commercial Manager for the Province of Quebec, was in Toronto last week planning the opening of a Toronto office for his station representative business.

Since he left the CBC, Renaud has been operating in Montreal, representing a group of French Canadian stations in that city. He now plans expanding his operations to Toronto, but will continue to confine his operations to the representation of French language stations.

**B.C. REP**

John N. Hunt, whose resignation as manager of CKMO, Vancouver, was announced in our last issue as commenced business as a station representative under the name of John N. Hunt & Associates at 144 West Hastings Street, Vancouver.

According to the limited information available to date, he is lining up various stations across Canada for representation in Vancouver. He will also handle Imperial Radio Transcriptions for the province of B.C.

**CHRC**

**La Voix du Vie**  
5,000 WATTS  
CANADA: JOS. A. HARDY & Co., REPRESENTATIVES  
Quebec  
800 Kc  
USA: ADAM J. YOUNG JR. INC.

**BUSINESS IS VERY GOOD in the NIAGARA DISTRICT**

- The Niagara Peninsula — served by CKTB — is more prosperous than ever before. High Industrial output. High payrolls. Big fruit crop marketed at record prices.
- CKTB's local sales are more than 50% up over 1946 (first 9 months). More merchants use CKTB more because they get more results.
- National Advertisers too can get more sales per advertising dollar by using CKTB — the one medium selling the entire Niagara District at one low cost.

**CKTB ST. CATHARINES**

1000 Watts

1550 Kcs.

Get the Facts from

**NATIONAL BROADCAST SALES**

TORONTO: 2320 Bank of Commerce Bldg. — AD 8895

MONTREAL: 106 Medical Arts Bldg., FI. 6388

**SOLD OVER \$300,000<sup>00</sup> ★**  
worth of Real Estate in two years

★ **DICK DIESPECKER'S** "Off the Beaten Track" is evidence of how CJOR turns LISTENERS into BUYERS!!!

**CJOR** 5 kw  
600 kc  
VANCOUVER B.C.  
★ DOMINION NETWORK

REPS: H. N. STOVIN (CANADA) • ADAM YOUNG JR. (U.S.A.)



Our Guest Speaker is:
HARRISON FLINT
Manager
Radio Station CKSF, Cornwall, Ont.

'Hello everybody, let's open this guest-spot with a local story. Close to Cornwall is a rural grain store—not big, but pretty important to this community. The owner runs a 15-minute musical program each week day morning on CKSF, and no other advertising whatever. He told me the other day he had increased his sales by 125% since using radio—in spite of severe dealer rationing. Pretty good, eh?

'Listeners like us as well as our local advertisers. Elliott-Haynes last radio survey showed 74.3% of Cornwall listeners tuned to CKSF. The next highest station had 9.4%—it's a network affiliate and we're not.

'We're definitely a community station, and we're going to stay that way, because it pays dividends in goodwill as well as on the ledger—which enables us to do a real job for national as well as local advertisers.'

Harrison Flint
HARRISON FLINT.

HORACE N. STOVIN
& COMPANY
Radio Station Representatives

for these Live Radio Stations

- CJCH Halifax, CHSJ Saint John, CKCW Moncton, CJEM Edmundston, CJBR Rimouski, CKVL Verdun, CKSF Cornwall, CFJM Brockville, CJBQ Belleville, CHOV Pembroke, CHML Hamilton, CFOS Owen Sound, CFOR Orillia, CJBC Toronto, CFPL London, CKLW Windsor, CKY Winnipeg, CJRL Kenora, CKX Brandon, CFAR Flin Flon, CJNB North Battleford, CJGX Yorkton, CKLN Nelson, CFPR Prince Rupert, CJIB Vernon, CJOR Vancouver, ZBM Bermuda

\*Represented by us in Montreal only

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

C. B. C.

Extols Newspapers in Radio Talk



Davidson Dunton does not think that some private stations need any of the \$2.50 license fee which goes to the CBC from each Canadian radio home, or this is what the CBC chairman told the Young Men's Advertising and Sales Club in Toronto last week.

'I don't want to be personal, but I am a CFRB fan', said one

club member after his address. 'I don't want to be personal either', Dunton retorted, but I believe CFRB's revenues total about one-third of the entire CBC commercial revenue, and about one-sixth or one-seventh of CBC national revenue. They do all right'.

Joseph Sedgewick, K.C., added for a statement in the presence of his brother, Harry, CFRB's president, had only one comment to make. He said 'I don't want to be personal either'.

In his talk, Dunton, a former newspaper man, said that where radio was able to offer a limited consumer fare, daily newspapers were able to reach 'just about the whole of the public by having material to serve different tastes in different columns and sections of the paper'.

He told his audience that program ratings are a serious threat to the welfare of broadcasting and went on to say that it is of extreme importance 'not only how many are listening but who are listening'. He said that though radio had gained more new listeners than it had lost those who now kept their sets turned off or listened to 'come from vigorous sections of the public', quite often.

CKRM

SASKATCHEWAN'S SPORT STATION

PROOF!

THE SASKATCHEWAN WHEAT POOL

HOCKEY BROADCAST

FOR 10 CONSECUTIVE YEARS

NOW ON

★ PROVINCIAL WIDE NETWORK FROM

CKRM REGINA 'THE SASKATCHEWAN FARMER STATION'

# CANADIAN BROADCASTER

TWICE A MONTH

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

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Vol. 6, No. 21

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November 1st, 1947

## Culture is No Side Line

Now we've seen everything.

The Ministry of Transport has issued a request to the private stations run free spot announcements urging listeners to buy their receiver licenses.

This fantastic step, born obviously of the government's financial desperation as far as its broadcasting system is concerned, points up once again the need for putting the CBC on a workable financial basis or else letting it go to the whole operation.

The latter step would be regrettable, because as has been said so often by everyone concerned, the CBC came into being to render a national cultural service to the people of Canada. But time has shown that this cannot be accomplished in a satisfactory way under the existing system, where the CBC is called upon to mix oil and water by doubling its cultural and commerce.

Last December this paper pointed the way in which CBC coverage could be rendered more effective without using additional wave-lengths. It is it could accomplish by the synchronization of a number of stations on one frequency. This broad principle has been explored, and it has now been shown feasible for a CBC cultural network to be operated right across the country with the use of just one frequency in each time-zone.

Briefly the idea is this. Let the CBC establish one high-power station in each of the five time zones. In each area where reception is not satisfactory, there could be set up a satellite or booster station, operating on the same frequency as the "master station" in that area. In this manner the CBC has country-wide coverage and only has to maintain a few stations, plus the negligible item of the boosters.

By way of programs, each zone would operate on its own with national farm and citizens' forums, small musical groups and well-selected recordings, at relatively low production cost. Then, for two or three hours a day of peak listening time, the five stations would be linked together for the broadcasting of programs of national importance and the more elaborate dramatic and concert programs in which it excels in such a marked way.

Under the present system, even with the added revenue from commercials, the CBC is unable to make ends meet. Under the plan we are proposing it could either cut its cloth to fit in the license revenue; it could add subsidies from such departments of government as agriculture and education; or it could waive license fees altogether, and take an annual grant of a fixed amount on which to function.

Surely the government must realize by now that its very nature prevents it from continuing on its amphibious quasi-cultural quasi-commercial system; that the present state of affairs is breeding greater and greater discontent with listeners, with advertisers and, of course, with the private broadcasters.

If this is not clear to the government, it must be obvious to the program executives of the CBC, who find their aims to give Canada the information, the inspiration and the culture which only radio can give, frustrated by the dollars-and-cents necessity of bolstering their inadequate revenue by the rather tawdry process of selling soap.

EDITOR

## PROGRAMS

### YOUNG GETS CBS SPOT

Alan Young, who began his career as a Canadian radio comedian first on the CBC "Stag Party" and then on the "Buckingham" program has joined the "Tony Martin Show" which is a weekly variety presentation piped into Canada Sundays from CBS to the Dominion Network.

Featured until this year on his own Bristol-Myers program he made his screen debut in the musical show "Margie".

The "Tony Martin Show" stars Tony Martin, radio and film singer as emcee with music by Victor Young's orchestra and songs by Evelyn Knight.

### JUNIOR BOOK TALKS

The roving mike at CKNW, New Westminster, has moved on to the public library to find out what the country is reading — well, one segment of the population, anyway.

Production Manager Gordon Reid goes into the boys' and girls' reading room, plunks down the mike, and says, "Read any good books lately?"

The kids are asked to summarize any books they've read and the librarian discusses new books for the 4 to 14 year group.

### HOW'S BUSINESS?

A new 15-minute series, "How's Business?", presented by the Vancouver Board of Trade over CKWX, has taken to the air at 6:15 p.m. Fridays. Topics of interest to business men are featured.

### SCHOOL BROADCASTS BACK

The B.C. School Broadcasts, directed by Philip J. Kitley over CBR, Vancouver, are back on the air from Monday to Friday. Their object is "to stimulate the youngster's imagination and increase his background knowledge".

### MONEY! MONEY! MONEY!

Stan Francis and Cy Mack appeared for a one-night stand in Winnipeg with their "Share the Wealth" program, Saturday, October 25th.

The show originated in the Civic Auditorium and was broadcast, as usual, over the national network of the CBC.



*More Hope THAN CHARITY*  
Elda Hope

I'd like to make a poll of artists and find out how many of them realize the debt they owe to the sponsors who employ them to sell their goods by radio. I'd like to find out if they appreciate what goes into the preparation of a radio campaign before a word is committed to paper. The sifting and sorting of public opinion; the research; and finally the basic idea. Then there is the choice of the artists — ten or more to a job there are usually. All this labor and expense simply to provide artists with work which the audience will appreciate! Oh yes, Canadian artists have a lot more to thank the sponsors for than just their cheques for their performance.

I haven't much time for people who always look on the dull side of things, and this goes for talent that's always weeping over the shows it doesn't get instead of laughing for the ones it does. Lately we've been hearing a lot about the people who lost out because a sponsor did not buy a live show.

Maybe this isn't going to make a column in the true sense, but I've made up a list of sponsors who do sponsor live shows on the networks, because I think my friends in the live talent field would want me to say for them, especially in this ACA issue, that they recognize the support these companies are giving to the development of Canadian talent. Of course there are hundreds of live shows on local stations which are sponsored across the country, but I'm afraid that blue pencil would really go to work if I tried to get them by our editorial ogre.

So here they are, with a "thanks a million to all of you, and many happy returns of this, your 33rd birthday".

The Borden Co. ("Canadian Cavalcade"); The Burns Co. (Burns "Chuck Wagon"); Tuckett Tobacco Co. ("Curtain Time"); Colgate-Palmolive Peet Co. Ltd. ("Happy Gang" and "Share the Wealth"); Imperial Tobacco Co. Ltd. ("Light Up and Listen"); Kelly Douglas & Co. Ltd. ("Harmony House"); Lamont Corliss & Co. ("John and Judy"); Lambert Pharmaceutical Co. ("Treasure Trail"); Lever Brothers ("Laura Limited"); Northern Electric Co. Ltd. (Northern Electric Hour); Robin Hood Flour ("They Tell Me"); Tip Top Tailors ("Music for Canadians"); Toni Company ("Sing Along"); York Knitting Mills Ltd. ("Singing Stars of Tomorrow").

1410  
**CKMO**  
*Serving*  
**B.C.**

1000 WATTS SERVING 1,000,000 PEOPLE

## TALENT

### Would Centralize Unions on National Basis

The Association of Canadian Radio Artists (ACRA), originally a local Toronto actors' and announcers' union, is considering plans of expanding into a national body.

With unions now operating in Toronto, Montreal and Halifax, current plans will, if they materialize, link these individual unions so that they will each become "locals" of one national AF of L union. Plans include the establishment of further "Locals" in Winnipeg, Vancouver and probably French Canada.

Prime concern of the members of the Toronto union, which now includes singers as well as actors and announcers, is the fact that with performing fee protection only being afforded in Toronto, Montreal and Halifax, producers are or may be inclined to move production to smaller centres where artists will work for lower fees. Expanding ACRA into a national body, centralizing artists' unions across the country under the national headquarters, minimizing performing fees could be set for each production area, so that production locales would be chosen on the merits of talent available rather than production costs.

Another target which may come under union guns is competition from U.S. transcribed productions. Consideration also been given for some time to the question of commentators and writers, and the possibility of opening the union to them. This would automatically peg minimum fees in these fields as well.

# GENERAL ELECTRIC

## TWO-STUDIO CONSOLETTA



### puts control at your fingertips

Managers, engineers, operators, here is a smart, efficient, thoroughly reliable AM or FM two-studio consolettta with two program amplifiers, that gives you split-second control of

- 2 STUDIOS**
- 1 ANNOUNCE BOOTH**
- 2 TURN TABLES**
- 8 REMOTE LINES**

Field experience has provided functional planning in this unit to give you operating simplicity, and wiring accessibility. The two-program amplifiers give you the utmost reliability and maximum station flexibility. The G-E two-studio consolettta is engineered to meet your needs, is styled to please your eye, and is priced to meet your budget. This unit is available now. For further information write to the C-G-E office nearest you.

### Hall of Fame

The lad with the velvet sils, Jack Scott of CKRC is agog with excitement over his "five-day break" that befell him recently.

Jack was summoned to York to record a fantasy-musical radio hit, written by Darby, formerly of the staff at Winnipeg. Recording was done for Metro-Goldwyn Mayer of Hollywood.

It was back in 1945, Jack first introduced the Darby fantasy series to the Canadian network audience. Now the Darby series will be made available to the public in the form of record albums. Production was in charge of the original Winnipeg director, W. Ljungh, now of Toronto.

Jack is well known for his work in this particular type of program, having appeared on his own station and the CBC many times in radio dramas. He doubles as announcer-producer at CKRC.

### EASTERN GUESTS

Bob Francis, B.C. Correspondent for the Canadian Broadcaster, and his wife, Margaret, are in the east on a few weeks trip. Both public free-lance writers, they are looking for contacts in editorial fields which may lead to assignments. They are visiting Toronto, Ottawa and Montreal.

**CANADIAN GENERAL ELECTRIC CO LTD**  
 HEAD OFFICE — TORONTO

# PEOPLE

## So Early in the Morning

Early each morning, Jack Blick, major domo of CJOB, pops out of bed and races to turn on the family radio. From 30 a.m. to 9:00 he flattens his ear against the loudspeaker. Object of all this attention is the one-and-only Chuck Cook, the "morning madcap". Blick forgot to listen to Cook the other morning and it cost him money.

Chuck sent out a call that he would give away a case of soft drinks to any listeners who presented themselves at the station and turned over a street-car ticket for any centre within a 100-mile radius of Winnipeg. By the time Cook left the air at 9 o'clock people were crowded into CJOB's foyer waving street-car tickets. Cook was frantic. His sponsor had agreed to provide one case of drinks a day.

Staunch Jack Blick rode to the rescue. He assured all ticket-holders that he would provide

the drinks. He did to the tune of some \$250.

Jack hates that early morning air. But what can he do? Cook may decide to raffle off the station some morning.

### APPOINT EASTERN DISCMAN

George E. Hillyard has been named All-Canada Program Division representative for the Maritimes and his native Newfoundland.

Hillyard was previously associated with the Meteorological Service of Canada at Gander and for five years with T. H. Estabrooks Co. Ltd. at St. John's. There he broke into radio at station VOXM, leaving to continue his studies at radio and television at the NBC Radio Institute at Northwestern University, Chicago.

Following a two-months look-see at the All-Canada Toronto office, Hillyard is now en route east. He will start work in Saint John, N.B.

### B.C. TRAFFIC

Mike Giraud, formerly with Canadian Press in Vancouver, has joined the CKWX newsroom under Sam Ross. He replaces Bill Tutte who has gone to Press News in Toronto.

Joe Chesney of CJAV, Port Alberni, has left the Vancouver Island station to join the announcing staff of CKNW.

### WINNIPEG BRIEFS

Latest CKRC addition is Mel Christie who is now doing a daily stint in the station's transcription library. Dick Shouton left the library to become an operator.

**OWNED AND OPERATED  
BY ITS LISTENERS**

# CKSB

**ST-BONIFACE, MANITOBA**

1000 Watts

1250 Kilocycles

The only way advertisers can reach the FRENCH speaking population of Manitoba effectively is by using **THEIR** station.

CKSB blankets an expansive and entirely new territory via 55,000 French speaking listeners who buy products advertised on **THEIR** station.

**WESTERN CANADA'S FIRST  
FRENCH LANGUAGE STATION**

C. W. Wright - Canada

Adam J. Young Jr. Inc. U.S.A.

## ADVERTISERS NOTE

# RESULTS

# POSITIVE!

When **YOUR** sales message is broadcast over these **ACTION STATIONS**

**CKPC**

BRANTFORD, Ontario.

**CKFI**

FORT FRANCES, Ontario.

**CHVC**

NIAGARA FALLS, Ontario.

**CKDO**

OSHAWA, Ontario.

**CJIC**

SAULT STE. MARIE, Ontario.

**CHNO**

SUDBURY, Ontario.

**CHUM**

TORONTO, Ontario.

**CKNX**

WINGHAM, Ontario.

**CHLP**

MONTREAL, Quebec.

**CJFX**

ANTIGONISH, Nova Scotia.

**CFAB**

WINDSOR, Nova Scotia.

**CJ CJ**

CALGARY, Alberta.

REPRESENTED BY

# JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building,  
100 Adelaide Street West  
Toronto, Ontario  
Telephone ADelaide 9594

Drummond Building  
1117 St. Catherine St. West  
Montreal, Quebec  
Telephone HARbour 6448

# STATIONS

## Form BCAB

Representatives of eight B.C. radio stations met October 10 to form the British Columbia Association of Broadcasters. George Chandler, manager of

CJOR, was elected president for the remainder of 1947 and all of 1948.

Object of the new group, primarily, is to take some action on what was termed the inequality of assessments on B.C. stations in regard to CAPAC musical performing right fees. It was urged at the first meeting, however, that the as-

sociation should take no action which would endanger the united front which the CAB presents on national issues on behalf of all stations in Canada.

J. W. B. Browne of CKOV, Kelowna, and CKOK, Penticton, was elected vice-president, and Jack Pilling of CHWK, Chilliwack, director.

F. H. Elphicke, manager of CKWX, Vancouver, was named to draft a constitution for the association.

Others at the first meeting were Bruce Arundel of CKMO, Vancouver; M. V. Chesnut of CJVI, Victoria; Bill Rea of CKNW, New Westminster, and Eric Aylen of CJAT, Trail.

### BOOSTS HIGH FOOTBALL

Jack Wells, sports director CKRC, Winnipeg, has been giving high school football a prominent place on his program. Since early in the season, Wells retained Allan Dryburgh as special reporter. Dryburgh gave his impressions following each contest.

As a windup feature, Wells coached the various schools selected an all-star squad. Each player was given a starting assignment on "dream team" was presented with a miniature gold football, the same as those awarded to the All-Americans in the U.S.

The all-star awards will be a yearly feature on CKRC.

### BUNDLES FOR BRITAIN

During the week of October 21 to November 2nd, CFRB is asking all those attending audience-participating shows to bring along with them as many cans of food as they can spare to aid Greater Toronto's Wedding Gift to Princess Elizabeth, which will consist of food for a people of Britain.

A postwar model Rogers Majestic Mantel Radio is being awarded to the one who brings the greatest individual number of food items on any one show during the coming week and there will be many other valuable prizes for lucky draws.

Winner will be announced by Mayor Bob Saunders on a special program at 7:50 p.m., Monday, November 3rd.

### AIR CIVIC ELECTIONS

Civic election time has come gone once again in Winnipeg as in other years, the city's radio stations, CKY, CKRC and CJOB provided listeners with "blow-blow" accounts.

Probably CJOB got closest to the fray, installing a microphone in a tabulation room at the City Hall. George Davies and George McColl handled announcing chores and were given priority to break into any program when results warranted.

Also on election night bullet service was carried by CKY and CKRC. Prior to this all three stations were flooded by eager callers who wished to air their views.

### 44 MORE SHOPPING DAYS

Orphans' Christmas fund work is getting under way already at CKNW, with Sue Speare, former west coast entertainer, doing the job.

### STATION DATA

The list of stations and their representatives, with other data, which we publish regularly twice a year will appear in our Christmas issue which goes in the mail December 3. Notice of any changes should be sent in as early as possible.

## Promotion Wins Listeners! AGAIN

# CKCK

— REGINA —

## WINS BILLBOARD

## AWARD

•  
For  
Promotion  
•

THE  
BILLBOARD  
Sept. 20,  
1947.



One of the freshest of Canadian entries was CKCK's exhibit, winner in the Single Campaign network affiliate-local channel class. The specific stunt was to "bring Santa Claus to Regina"—the first time Father Noel had been brought there "in person". Proceeds of the campaign went to the *Leader Post's* Christmas Cheer Fund. Every facet was played and Regina enterprises have already pledged themselves for the future. Constant station and newspaper ballyhoo, window displays, theatre announcements attended the event, and "shortwave interviews" with Santa at the North Pole helped build the make-believe. Naturally, much attention was paid to exploiting the event among the children—a smart way of reaching homes—and prizes were awarded for best letters to Santa. Bally included special kid shows, appearance at local hospitals by Santa, distribution of stations gifts to patients, and other showmanly devices.

The **Wright** STATIONS

**CKCL TRURO**

has sold forty-two local accounts during its first month of business

— See —

**WILLIAM WRIGHT**

TORONTO  
AD. 8481  
Victory Building

MONTREAL  
Empire Life Bldg.  
H.A. 7240

**526,059**  
PEOPLE LIVE WITHIN  
**15 MILES** of  
**OUR TOWER**

Reach This Rich Market  
through **CKNW**  
NEW WESTMINSTER, B.C.

# To whom are you

# SELLING?

**Radio-program** advertising differs from publication, billboard or transportation advertising in one very important respect. In radio-program advertising, the advertiser builds his own audience.

An advertisement in a newspaper or magazine seeks readership from people who have bought the publication to read news, stories or articles selected by an editor. A radio commercial is addressed to people who have tuned in a *program* designed specifically for one advertiser.

That is why *selection* of program material—as well as time—*must* come after your agency has answered the basic question: "to whom are we selling."

In other words, to do a job—a radio program must be custom-built to meet the requirements of the particular sales problem. Only after the selling and advertising plan is complete can you possibly know whether you need radio at all!

The J. Walter Thompson Company is an acknowledged pioneer in the field of consumer as well as radio research. That we are successful in matching programs to problems is shown by the accompanying list of programs sponsored by our clients:

LUX RADIO THEATRE

JOHN AND JUDY

CHARLIE McCARTHY

LAURA LIMITED

KRAFT MUSIC HALL

CEUX QU'ON AIME

FRED ALLEN

FRANCINE LOUVAIN

BREAKFAST CLUB

MADELEINE ET PIERRE

SUPERMAN

COURRIER CONFIDENCES

CAFÉ CONCERT

## The J. Walter Thompson Company Limited

MONTREAL • TORONTO • LONDON • SYDNEY • MELBOURNE • BOMBAY • NEW DELHI  
 CALCUTTA • NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • SEATTLE • LOS ANGELES  
 HOLLYWOOD • BUENOS AIRES • RIO DE JANEIRO • SÃO PAULO • MEXICO CITY.

# Special

Inland Broadcasting Service announces with pleasure their appointment as Exclusive Canadian Sales Agent for the outstanding radio "Quiz" program—

## "PUBLIC OPINION"

- \* Stage Presentation
- \* Audience Participation
- \* Copyrighted Feature
- \* Available in All Markets in Canada, Subject to Previous Sale

Write or Wire  
**I N L A N D**  
**Broadcasting**  
**S E R V I C E**

171 McDermot Ave., Winnipeg

COMPLETE RECORDING FACILITIES

- Air Checks • Delayeds • Actualities

## GOVERNMENT

### Control Apathetic Business by Tax- ation by Incidence

Even broadcasting came under review at the preliminary very extensive exploratory talks between representatives of Canada and Newfoundland, according to the voluminous official summary issued. Representatives of the senior Dominion were assured that services of the Canadian Broadcasting Corporation would be available to them should their nation ever decide to cast in its lot with Canada; and that the facilities of the Newfoundland Broadcasting Corporation could be absorbed without disturbance or loss of service.

#### CBC Public Announcements

CBC's Board of Governors is now issuing "Public Announcements" from time to time, these detailing highlights of policy and regulatory matters coming under review. Latest issue shows completed technical applications received from the Department of Transport between September 19 and October 10.

These include: First applications for broadcast pickup licenses from CHSJ, Saint John; CJKL, Kirkland Lake; CKGB, Timmins; CFCH, North Bay; CJFP, Rivière du Loup. Second, emergency transmitter license applications from CFJM, Brockville; and CFJC, Kamloops, British Columbia. Third, frequency modulation applications from CJIC, Sault Ste. Marie; CFPA, Port Arthur; CFRN, Edmonton, and CJOB, Winnipeg.

#### Retail Trade

Latest DBS figures showing slight slump in some sections of retail trade, probably reflect buyers' resistance to individual groups of items, rather than general lowering of purchasing power. Reports from all parts of North America indicate quite pronounced buyers' resistance in the clothing field particularly — a movement most marked in relation to women's clothes. This is a specialized problem for the industries concerned.

#### Employment Level High

Employment and general income figures remain high, and to the extent that these are a guidepost, would militate against fears of a general buying slump. It is not without significance,

however, that refunding of wartime compulsory savings begins in the late winter or early spring. These savings were intended largely as a device to drain off surplus purchasing power during wartime and thereby reduce inflationary pressures. They were, in part also, intended to become refundable at a time when they might give support to an economic structure "levelling-off" from reconstruction peaks.

#### Dollar Shortage

Most likely cause of any such "levelling-off" would be, of course, the so-called "American-dollar" shortage; which is simply a case of selling on credit in Europe and buying for cash from the United States. In this case, it is not only a case of buying directly — that is, purchase of American-made commodities — but in part of paying for goods and services which enter into Canadian production.

This is probably the most serious single economic problem of the moment. The new trade agreements, details of which will be announced soon, may do something toward correcting the situation. But other measures will unquestionably be necessary. Canada's position is complicated by the fact that this nation is a partner to Commonwealth trade agreements; but the only member of that group which is in the "dollar bloc".

Even a marked "levelling-off" would not indicate necessarily what has come to be termed a "recession". Business could recede from present peaks without any damage at all being done to the country's economy apart from the fact that the levelling process might cause panic which itself would result in hasty but foolish moves. Just how large a part sheer panic and the resultant thoughtless impulsive moves played in the 1929 debacle, has never been fully or properly assessed.

#### Indirect Government Control

Government moves as such will play a much larger part in the economic picture hereafter than was ever the base before the war. Public expenditures have become so large that they alone could be used to exert tremendous weight on the economic structure; and this fact was the basis for the "cyclical budget" theory. In fact, it is not hard to see how a determined Cabinet could actually channel business into or away from certain avenues, or create upward or downward trends, simply by the weight of taxation, by in-

# Alberta's

*most listened to*

## Radio Station

(LATEST B.B.M.)

# CFCN

*The Voice of the Prairies Ltd.*  
CALGARY, ALBERTA

### 10,000 WATTS

Ask  
RADIO REPRESENTATIVES LTD.  
TORONTO — MONTREAL

crease or decrease of certain payments (unemployment insurance, family allowance, etc.) and most especially, by the incidence and weight of taxation.

**Taxation by Incidence**

There is already precedent for taxation by incidence in the Canadian scheme — represented in the surtax on investment income. This does not exist, for instance, in the United States, where rates of Federal taxation make no distinction between "investment" and "earned" income. The weight of the Federal budget, and the accumulated general holdings of government bonds, also make it possible for the government to virtually set interest rates at will — a power which could be used directly to channel capital into plant ex-

pansion, or attract it away; or by means again of "incidence" to divert it into specific avenues of expansion or retrenchment.

**Business Is Apathetic**

October 6 meeting of the Ottawa Junior Board of Trade did not get anywhere near the attention it deserved. Guest speaker was Malcolm Robb, lawyer and Junior Chamber of Commerce member in Belleville, Ont. Mr. Robb spoke up very frankly to blast the "neutral" attitude of businessmen in general and service clubs in particular, and their apathy to politics and public affairs.

His words for the average businessman were "apathetic, shortsighted, bigoted, selfish". When an atom bomb falls on the businessman, said Mr. Robb, it will find its target sitting in a service club luncheon meeting, discussing something that was chosen because it couldn't possibly be controversial. Even by then, declared Mr. Robb, the average businessman will be afraid to make any outcry about the way his representatives in Parliament are using their power, because this might be "controversial".

Dale Carnegie's philosophy took a beating at the hands of the Belleville lawyer. Mr. Robb said that businessmen would carry more weight and value in their communities if they stood for what they knew was right; instead of never picking a quarrel with anyone on a matter which might be "controversial" because that's no way to win friends and influence people.

In doing nothing to improve conditions, said Lawyer Robb, the businessman is paving the way for organized activity by groups he doesn't like. Said the Junior Chamber speaker, "You'd think businessmen would try and get cheaper milk for their workmen's children. Instead, they stand silent, and drive their workers into a Communist-front organization which is campaigning for cheaper milk".

Malcolm Robb had a word or two about inconsistency: Too many businessmen, he said, protest against government interference in private enterprise, yet ask for tariffs and subsidies, want free enterprise in the other man's business, but try to stifle it in their own.

Later he said: "The average senior businessman is a complete failure as a democratic citizen; I hope the junior Canadian businessman will not be".

# EQUATION for Sales

## X + Y = Z

X = Your Sales Message

Y = CKAC Coverage

Z = Your Share of Quebec's Million-Dollar Retail Market

OVER \$1,000,000,000.00 — that's the figure reached by retail sales in Quebec in 1946. This year, retail sales are expected to increase by 10%.

Your share of French Canada's billion-dollar retail market awaits you *IF you can reach those who buy.*

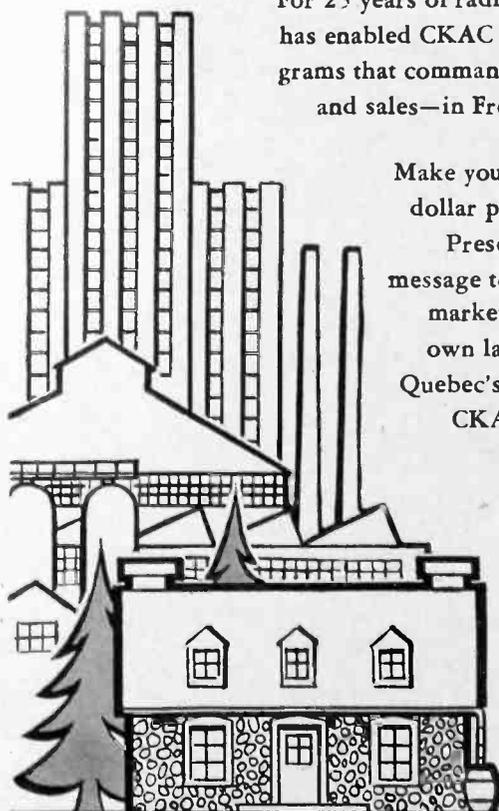
CKAC does reach them — efficiently, economically — 285,000 of them, in areas where over 85% of Quebec's retail sales are made.

For 25 years of radio pioneering has enabled CKAC to build programs that command attention — and sales — in French Canada.

Make your advertising dollar pay dividends. Present your sales message to the Quebec market in Quebec's own language, over Quebec's own station, CKAC, Montreal.

Representatives:  
Canada  
C. W. Wright,  
Toronto

United States  
Adam J. Young, Jr.  
Inc., U.S.A.



**CKAC** La Presse MONTREAL  
CBS Affiliate  
1st French Commercial station in the World

1922  
1947

**Newscasters!**

You shouldn't miss

**"NEWS ON THE AIR"**

by Paul White

\$4.00

Book Department  
CANADIAN BROADCASTER  
371 Bay Street Toronto

*Starring*

**DAVID STREET**

and

**LUCILLE NORMAN**

*in the year's best*  
Transcribed  
Musical

*The*

**DAVID STREET SONG SHOP**

(104 quarter-hours)

with

**Jean Plummer's Orchestra**

and the

**Mello - Larks**

Write or wire today

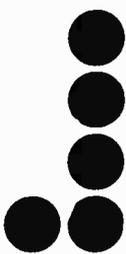
*Exclusive*

**Radio Features**

225 Mutual St., Toronto

IT ONLY TOOK

5 spots



... but People in NORTHERN NEW BRUNSWICK Listened To and Heeded the Call to Action of

CJEM, EDMUNDSTON

250 WATTS

YOU DON'T NEED BIG, EXPENSIVE CAMPAIGNS TO GET RESULTS IN CJEM's FRENCH-LANGUAGE COVERAGE AREA,

That's what one National Advertiser\* found when he tested CJEM . . . . His 5 Spot Announcements drew

MAIL FROM ONE IN EVERY FORTY RADIO HOMES IN THE CJEM COVERAGE AREA

\*Ask Horace N. Stovin & Company

UNIONS

AFM's "Pay-or-Else" May Tarfu CBC's FM

CBC plans to have an FM station operating in Ottawa within a matter of weeks will go haywire unless the musicians' union in Canada reverses its US policy and permits musicians to play for simultaneous transmission on AM and FM stations.

Such is the gist of a statement given to The Canadian Press recently by Dr. A. Frigon, CBC general manager, who stated that in the United States the AF of M would not permit the same broadcast to be carried over a FM station and a regular station at the same time, or to play for more than one station at a time on a network.

If the Canadian branch of the union levies the same demands, we'll have to shut down all FM service", Dr. Frigon said.

Ready To Go

The CBC chief pointed out that the Corporation already has the FM transmitter in the Chateau Laurier Hotel, and that all that was needed was erection of a special aerial and installation of equipment.

The Ottawa FM station would duplicate CBO, Ottawa, the Doctor said, and it would be operating on the Trans-Canada network "within a matter of weeks".

More Stations—More Dough

Contacted by CP in Chicago the following day, Walter Murdock, Canadian head of the musicians' union, said he had no idea why CBC would be forced to abandon plans for frequency modulation broadcasting because of musicians' union regulations.

He did not know what the additional fee would be, he stated, "because we have not negotiated it yet".

"If the CBC proposes to broadcast over more than one channel, it will have to pay for it", Murdock said. "We do not propose to allow broadcasts on more than one channel without an increase in the fee charged"

Vancouver Unions

Rap Opinion Show

The CKWX show "Public Opinion", sponsored by the Davie Spencer department store of Vancouver, came in for some criticism from labor spokesmen on the west coast recently.

Without naming a particular program or specific questions under discussion to which they objected, the United Steelworkers' Council of Vancouver (CIO), and the Vancouver Trades and Labor Council (AF of L), had some complimentary remarks to offer.

The steelworkers protested to Spencers against "loading" of questions, while the Trades and Labor Council protested that the questions on the program did not reflect public opinion and were prejudicial.

Pat Tirrell, chairman of the area council of the Trades and Labor Council, said that "questions on controversial topics are completely angled against labor. Even simple questions on relatively non-controversial matter are so worded as to lead one to believe that what the poll wants is confirmation of the management's prejudices."

Questions used on the program are made up by a committee of four from the station and the department store.

The sponsor's instructions to the station mention "care in wording to avoid ambiguity or prejudice. Keep this 'Public Opinion', with no attempt to salt or influence the expression of public opinion."

*In the Spotlight*

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

TRANS-CANADA NETWORK  
Finest and most popular programs

**CKY**  
WINNIPEG  
15000 WATTS

DOMINION NETWORK  
1000 WATTS  
**CKX**  
BRANDON

Exclusive Sales Representative:  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL

Covers  
**THE RICH FRUIT BELT**  
of  
**BRITISH COLUMBIA**  
CBC BASIC ★ 1000 WATTS

**CKOV**

KELOWNA ★ Okanagan BROADCASTERS LTD.

# BUSINESS

## Two-Week Test For Brand Names

buying. The Greenfield public library is also co-operating with special displays and an art exhibit. The Foundation's special material for these purposes have been made available.

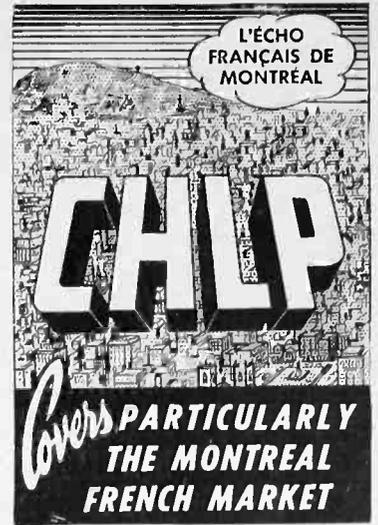
There is a variety of contests to heighten interest in the project, with prizes for the best window displays, best locally-sponsored radio program and retail advertisements. Several brand names contests have also been organized for children.

### Results Will Be Publicized

Brand Names Foundation has joined in sponsoring this project, supplying all of its educational material and the full facilities of its informational services, with a view to utilizing this all-out effort at the local level as a basis for a manual,

or guide book, which will be offered gratis to Chambers of Commerce, radio stations, newspapers or business clubs in other cities that may want to sponsor similar promotions. In the course of documenting results the Foundation is making a complete photographic and statistical record of the project.

Throughout the test period comparative records are being kept by representative stores, showing the sales of branded, private label and unbranded merchandise. These will serve as a yardstick to judge results. Fact Finders Associates, Inc., has been engaged by the Foundation to make "before" and "after" surveys of the public's knowledge of and attitude toward brand name products.



Representatives:  
Canada: James L. Alexander  
U.S.A.: Joseph Hershey  
McGillivra Inc.

# A RADIO REPERTORY

*of*  
**Distinguished Transcriptions**

TOWERS OF LONDON (CANADA) LIMITED  
*presents*

**Clive Brook**  
in  
"SECRETS  
of  
SCOTLAND  
YARD"

The internationally famous cinema actor narrates these thrilling dramatizations of authentic cases, written by the famous crime expert and reporter, Percy Hoskins.

— 5 1/2 half-hours —

**Noel Coward**  
in  
"THE  
NOEL COWARD  
SHOW"

For the first time in radio, songs by Noel Coward — music by Noel Coward — narration by Noel Coward. A Cavalcade of twenty-five years in show business.

— 13 half-hours —

**Gracie Fields**  
in  
"THE  
GRACIE FIELDS  
SHOW"

The lovable, inimitable Lancashire lass, in her own unique chatter and song (including aspidochelons). A joint offering with "Noel Coward" as a "Celebrity Series".

— 13 half-hours —

**HEAR COMING** "London Playhouse" (Canadian Oil Companies Ltd.).  
"The Abbey Theatre", starring Barry Fitzgerald.  
"Music Time", Queen's Hall Light Orchestra directed by Sidney Trout.

VARIOUS AVAILABILITIES  
NATIONAL — REGIONAL — LOCAL

**TOWERS OF LONDON (CANADA) Ltd.**  
67 Yonge Street      ELgin 9296      Toronto

Planned to bolster the cause of competitive business and to demonstrate to consumers and retailers the advantages of buying and selling well-known brands of merchandise, a two-week educational and sales test for established brand-name products is in full swing in Greenfield, Mass.

Prior to the opening of the campaign, Greenfield merchants swept, dusted, polished and painted up their stores for the occasion, so that visitors in the shopping district would find it a veritable "spotless town". Ablaze with gold and blue posters, more than 90 windows and street banners stretching from curb to curb constantly reminded shoppers that "Greenfield sponsors Brand Names", and urged them "To Buy the Known Brands".

Joining also in the effort are more than 350 national manufacturers who have filled retailers' windows, shelves and show-cases with the finest merchandise they have to offer. In addition they have routed into the city all manner of spectacular displays, demonstrations, fashion shows and other educational and merchandising devices.

From the opening, which ushered in sales instruction classes for retail salesmen, until the project ends on November 5 with an impressive official dinner, there is a continuous program of entertainment and educational events, all tied in with the brand names theme.

The sales classes explain how the billion-dollar power of brand name advertising is funneled down to the retail level, and how the retail salesman can best take advantage of this tremendous impetus applied to the goods they sell.

### Consumers Learn Too

In addition to the salesmanship classes, there are four days of consumer classes in a local theatre devoted to style shows, various product demonstrations, and lectures on home decoration, meal planning, good buying practices and other topics.

Greenfield's home economics and social science teachers are conducting special brand names classes, while various women's clubs in the area present programs on economics of today's

# CHML

MEANS BUSINESS

with

**MORE POWER  
MORE COVERAGE  
MORE LISTENERS**

in

**CENTRAL  
ONTARIO**

5000 Watts - 900 on Your Dial

Representatives:

METROPOLITAN BROADCASTING SERVICE, Toronto  
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg  
ADAM J. YOUNG, Jr., Inc., U.S.A.

## RESEARCH

### BBM and BMB In Dual Alliance

The Bureau of Broadcast Measurement, and its American counterpart the Broadcast Measurement Bureau, will co-operate in making the third nation-wide survey of Canadian station audiences, with new refinements, in March, 1948. This decision was reached October 10 when BBM officials had a joint meeting with the BMB executive in New York.

A presentation was made during the meeting to Adrian Head, former BBM director, now living in New York. The presentation, which took the form of an office clock, was made by BBM president, Lou Phenner, in appreciation of his years of work on BBM, on behalf of the CAB, the ACA, the CAAA and BMB.

#### U.S. Followed Canada

BBM's first study of Canadian station audiences was made in 1944. Its second study coincided with the American BMB's Interim Station Audience Measurement in March, 1948.

John Churchill, BMB Director of Research, will work closely with Lou Phenner, Charles Follett, Horace Stovin and other BBM officials in the preparation of the ballots, determination of mailing procedures and the tabulation of replies. Plans are being made for BMB to supervise and give counsel in producing Canadian reports along with its own.

The co-ordination of BBM study number three, and the BMB Interim Measurement is thought to be advantageous not only to the two Bureaus but also to advertisers and agencies on both sides of the border.

Those who attended the New York meeting are: For BBM—L. E. Phenner (Canadian Cellulose Products Co. Ltd.), president; Horace N. Stovin, (H.N.S. & Co.) chairman of the technical committee; Frank Mills (Spitzer & Mills Ltd.), new BBM director; Adrian Head, formerly of J. Walter Thompson Co. Ltd., now in New York, who served in an advisory capacity, having been active in BBM affairs when in Toronto.

BMB Executive Committee members present were: J. Harold Ryan, board chairman; Roger Clipp, treasurer; Hugh

Feltis, president. John Churchill director of research; Philip Frank, executive secretary; and Kenneth Baker, NAB Director of Research, and BMB's technical committee's chairman also attended.

### Canada Outlistens United States

A program rating of 2 or 3 in New York City is something to crow about, and right across the board U.S. advertisers vie for their 5, 10 or 15 points while in Canada the same programs turn in their 20, 30 or even 40.

Competition from two stand points is the reason for this, according to Myles Leckie, Elliott Haynes statistician, who points out that counter attractions in the form of other kinds of entertainment are not as abundant in Canada as they are south of the border. He also draws attention to the fact that competition from other stations is fiercer, so that, while potential are greater, the U.S. audience are split up between so many more stations that the percentages show up relatively poorly.

Another contributing factor is the family question. In Canada including both French and English speaking areas, radio home average around 4½ listeners. In the United States the figure is considerably less. The result of this is that there is one more chance of the radio being switched on for every additional member of the family.

Finally, climate. In the United States the high listening trend of the winter months never reaches the peaks it attains in Canada, because part of the country, notably California and Florida, enjoys almost tropical weather even in January and February. With their outdoor polo matches, swimming and other "winter" sports, the southern states tend to keep the national radio listening average at a lower level than in Canada where zero winters keep us home when we aren't working.

### Books for Christmas

Just Send Us  
the Titles

Book Department  
Canadian Broadcaster  
371 BAY ST. TORONTO

**RADIO COVERAGE**  
**FROM COAST TO COAST**

**SALES REPRESENTATIVES FOR  
A DISTINGUISHED GROUP OF  
CANADIAN RADIO STATIONS**

*Radio Representatives Limited*

**MONTREAL**      **TORONTO**      **WINNIPEG**

# ADVERTISERS

## ACA Open House at 33rd Annual Meet

It's "Open House" for the second two days of the ACA convention, in session at the Royal York Hotel, Toronto, on Wednesday, Thursday and Friday of this week.

Thursday morning the agenda starts off at 9:30 with a Forum "Practical Aspects of Advertising".

The Forum will be under the chairmanship of M. M. Schneckenburger, of the House of Seagram. The first speaker, whose subject is "Ideas and Copy", is Don Gill of the Duane Jones company, New York. Following him, Charles E. Felton, layout consultant for the typographic firm of Kurt Volk, will speak on the "Physical Appearance of Advertising".

### Public Relations

The afternoon forum is under the chairmanship of D. O. Duran, Goodyear Tire & Rubber Co. of Canada Ltd., and deals with Public Relations. Speakers are Dr. Claude Robinson, Opinion Research Corporation, Princeton, N.J., who is speaking on "Public Opinion Index for Industry"; Keith B. Powlinson, Armstrong Cork Co., Lancaster, Pa., whose subject is "Explaining the Facts to Employees"; and L. N. Brockway, Young & Rubicam, New York, whose title is "Selling Free Enterprise Externally at Community and National Levels".

### Market Research

Friday morning's forum delves to Market Research. Co-chairmen for the session are H. T. Penning, Shirriff's Ltd., and George E. Cross, Moffats Ltd.

Dr. George Gallup, founder of the Gallup Poll and president of Audience Research Inc., Princeton, N.J., is speaking on "The Scope of Market Research", followed by Donald S. Frost, Bristol-Myers, New York, on "Consumer Research as a Tool for Management".

### Advertising Production

The first of two forums, scheduled for Friday afternoon, is entitled "Technical Problems Involved in Advertising Production", with A. P. Darcel, Crane, Ltd., in the chair. First half of the session is devoted to a quiz-style discussion with L. G. Janes, vice-president, Toronto Graphic Arts Association and general manager of Bridgens Ltd. named "question leader".

### Film Producers

The second part of the afternoon session has been turned over to the Film Producers' Association. A panel of experts, representing the film industry of Canada, United States and Great Britain, will disclose "New Developments in the Production and Utilization of Commercial Motion Pictures".

### Luncheon and Dinner Speakers

An address on "The Increasing Importance of Radio as a Force in National Building", will be given at the Friday luncheon by Robert D. Swezey, vice-president and general manager, Mutual Broadcasting System, New York.

Other Thursday and Friday speakers are: Leonard E. Read, president of the Foundation for Economic Education, whose subject at the Thursday luncheon is "On Behalf of Liberty". Thursday dinner: William H. Wells, Film and TV Production Chief for the United Nations. Friday, Annual Dinner, Captain Norman Rawson, "Keep Your Eye on the Target".

# Are you getting "ONE-MAN" Agency Service?

It isn't the size of an advertising agency that determines whether you are getting "one-man" service. It's how the agency operates inside.

There are no prima donnas or glamour boys in our operation. This agency's recommendations to advertisers are based on the collective thinking of a seasoned creative group.

The contact man acts as liaison between the agency team and the clients' sales and advertising executives.

May we have the opportunity of showing you how our "group plan" of agency operation can function for you?

## Albert Jarvis Limited

ADVERTISING • MERCHANDISING

73 Adelaide Street W. Toronto 1, Ont.

TELEPHONES: AD. 2438-9



## Three Heads Better Than One!

When the Big Three of Advertising—client, agency, and media — get together at the ACA convention, they'll pool years of knowledge and experience in devising effective methods of sales promotion. Single enterprise campaigns are a thing of the past.

IN "LIONELIZING" accounts CKCW follows a like pattern. Department heads pool ideas to effect successful presentation of a client's Sales Message. With every favourable angle profitable advertising.

P.S.—Lionel Will Be His Normal Self Next Issue.

**CKCW**  
 MONCTON NEW BRUNSWICK  
*The Hub of the Maritimes*  
 Representatives Stovin & Co., Toronto - Montreal..

Boost Your Sales  
in Southern B.C.  
by using

**CJAT**

The Voice of the Kootenays

**TRAIL**  
BRITISH COLUMBIA

**FLASH & SRT**  
get Results



**Advertising and Marketing  
Research Services . . . . .  
TO HELP SOLVE YOUR  
BUSINESS PROBLEMS**

- ★ Continuous Radio Audience Measurements in 35 Canadian cities, coast-to-coast, since September, 1940.
- ★ Continuous National Advertising Linage Audits of Canadian publication media—news-papers, magazines, week-end papers and farm papers.
- ★ Continuing Study of Public Attitudes Toward Canadian Business and Industry
- ★ Public Opinion Polls      ★ Consumer & Dealer Surveys
- ★ Copy Testing                ★ Readership Analysis
- ★ Product Acceptance      ★ Package Testing
- ★ Charting & Graphics      ★ Traffic Counts
- ★ Agency Checking Service



*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GErrard 1144

**COMMANDING  
ATTENTION . . .  
EARNING RESULTS**

**FIRST IN AUDIENCES**  
(Elliott-Haynes)

**FIRST IN COVERAGE**  
(Bureau of Broadcast Measurement)

**FIRST IN RESULTS**  
(Canadian Facts Dealer Preference Survey)

Consult All-Canada or Weed & Company

*Vancouver's* **CKWX** 5000 WATTS

*The Station with PROMOTION YARDSTICK*

**EDUCATION**

**Junior League Bank-rolls "Kindergarten of the Air"**

"Kindergarten of the Air", a joint project of the CBC and the Junior League of Toronto, is running throughout the current school year to May, 1948. It is hoped that the program will be continued as a regular part or the provision of educational broadcasting in Canada.

**Aims**

Aim of the programs is to give children in isolated rural areas, too young or living too far from a school or kindergarten, creative stimulus which will help them to develop constructive play, observation and self-help. It is also hoped that they will serve as a pattern and guide for mothers in playing with and teaching their own children.

**Program Content**

Programs stress hygiene, encouraging cleaning teeth and such health habits, physical exercises, language exercises. There are songs, stories and handiwork; also a suggestion on each program for an outdoor or an indoor activity. Music and folk-lore are an integral part of each broadcast.

During broadcasts parent co-operation is sought. Parents are asked to clear a space at home for the child in front of the radio, so that there is room to march, dance and play. There are also asked to provide a work box containing blunt scissors, paper, crayons and other play-things.

A CBC release points out that the success of "Kindergarten of the Air" will depend to a large extent on attracting the interest and support of the mothers in pre-school education. In this task Home and School Associations and Women's Institutes are actively co-operating with the Junior League.

**Background**

For some time past the desirability of a pre-school radio program has been brought to the attention of the Junior League by its radio chairman, Mrs. D. H. Pollitt, and to the CBC by the Ontario Federation of Home and School. The success of a similar type of broadcast in Australia indicated that such a program would probably succeed in Canada. Accordingly, in 1946, the Junior League proposed to the C.B.C. school broadcast department that a joint experiment be conducted for one

year, the cost of the program to be met by the Junior League and the CBC to provide the technical facilities. Consultation took place with the Institute of Child Study, the Federation of Home and School and Women's Institutes. The project was also discussed and approved by the National Advisory Council on School Broadcasting, which represents departments of education and organizations concerned with education in Canada.

**Patterned on Australia**

Advice on preliminaries was sought and obtained from Miss Christine M. Heinig, Ph.D. M.A., a specialist in pre-school education and child development and a former member of the staff of Columbia University.

Miss Heinig was lent by Columbia to the Australian government in 1938, and during her eight years there she assisted in the establishment of an Australian Kindergarten Department. The success of the Australian project indicated that such an undertaking had a good chance of success in Canada.



*Jos. Hardy Talks*

**ON QUEBEC MARKET NO. 2**

"Happy to be in your office again — to remind you of the 1½ million prospects in Quebec Market No. 2.

"I am writing this in the city of Trois Rivières, whose industrial workers are highest paid in the Province of Quebec. Their average pay is \$35.87 per week, as compared with \$30.47 a year ago.

"Business here is good. Pulp and Paper is our big industry, and it is busy. It looks like being a record season in shipping, as well — did you know Trois-Rivières was a port, too? Public Works and Highway Construction are both active. It's a profitable market for you — you can talk to j' by using Radio Station CHLN"

For any information on Quebec Market No. 2 Telephone, Wire or Write to

**JOS. A. HARDY & CO. LTD.**  
MONTREAL    QUEBEC    TORONTO

<b>CHRC</b>	REPRESENTING	5000
<b>CHNC</b>	QUEBEC	WATTS
<b>CHLN</b>	NEW CARLISLE	5000
<b>CHLT</b>	TROIS RIVIÈRES	WATTS
<b>CKRS</b>	SHERBROOKE	1000
	JONQUIÈRE	WATTS
		250
		WATTS

**ACCENTUATE  
the NEGATIVE**

This Paper's Employment Department started two years ago an attempt to help with the rehabilitation of returning service men, has become a permanent part of the paper.

No longer restricting this activity to service men, we are trying to act as a clearing house for radio and advertising men seeking new places of employment. We are also endeavoring to sift the large number of aspirants for beginner's work in the broadcasting field, so that those who have the right kind of ambition and background may be given their first chance.

With the co-operation of employers, we have been able to act as "go-between" for over a hundred such beginners, most of whom are making the grade. In fact we can say that as far as we can determine, only three have fallen by the wayside.

We sincerely believe that the majority of these boys, representing the new generation of radio men who go right from school (or the forces) into the business, are going to perpetuate the work the present pioneer crop of broadcasters have started, and perpetuate it well. All that is required is for more stations (and other businesses) to open their doors to the newcomers, in order that they may get their first chance.

**Employment or Socialism**

One of the problems that faces business today is its battle for survival as a system, in its relationship with the "outside". One very vulnerable spot is business' ability to take up employment slack, and this is a question which has barely entered into the picture so far since the war. It is well to bear in mind though that those who embrace socialistic ideologies do so because they remember the bleak days of depression.

Completely frustrated in all its aims and ambitions, it is natural for a man to turn anywhere where something different is offered, because nothing could be worse. This is one of the gravest dangers which looms ahead, as business slows down from the rollicking gallop at which it has been travelling, to a slower and healthier centre. Setting up reserves against a rainy day is not going to save the stem when as and if the rain begins to fall. In fact depression can be avoided entirely in the years to come, if facts are faced

squarely today. And one fact that has to be faced is that if our manpower cannot find employment in a competitive economy, it will build itself a new economy, where it may turn to government instead of business for its means of subsistence.

Many concerns, in radio, in advertising and in all lines of business, have set up regular apprentice plans under which youngsters are enabled to earn their living expenses while learning the business or craft of their choice. Those who are not doing this are missing the boat in two ways. First: they are crippling their own future prosperity, because the day will come when they are going to be fresh out of new executives to succeed the present crop; second, they are failing to be useful components of our economic system.

- the POWER of a mountain river
- the APPEAL of a ripening grain field
- the COLOR of an autumn ravine.

These are the factors which place CFRN in top position as a western advertising medium. Power: 5,000 watts, blanketing the prairie listening audience; appeal — the best in radio entertainment, assuring a volume of constant listeners; color — new talent, New programs finding new friends daily.

**In the west**

*with men who advertise the most, it's*

**CFRN**

**THE FRIENDLY STATION**

Gentlemen  
of the  
A.C.A.

You know the ingredients of your product and we know ours.

We deal in words — words which are understood and acted upon by the Western Ontario ruralites who make up the large and loyal audience of Western Ontario's Farm Station.

CKNX

To Serve!

**RADIO HOMES:**

36,400 DAY TIME  
30,740 NIGHT TIME  
*(1947 BBM Reports)*

**IN 5 COUNTIES**

Bruce — Grey — Huron  
Wellington — Perth

•

For further information on this station contact

**JAMES L. ALEXANDER**

Toronto Montreal

C K N X

*The Ontario Farm Station*

Offices and Studio      Field's Building      Wingham, Ontario

# Thank You . . .

Buckingham Cigarettes, Household Finance, Ford Motor Co., Imperial Tobacco (Sweet Caps), Gillette Safety Razor Co., and Mother Parker's Tea for adding your Dominion and Supplementary Network programmes over our facilities.

We are equally thankful to Courtaulds (Canada) Ltd., Canada Starch Co., Dr. Chase Medicines, Cities Service Oil Co., Household Finance, Canadian Marconi, Imperial Tobacco (Players Cigarettes), Liggett's, Oxo, Purity Flour and others for recently including us in placing 1947 and '48 syndicated features.

These, plus many local features help us maintain 74.3% of the listeners in our vicinity.

Ask your nearest Horace N. Stovin man about our many outstanding activities.

# CKSF

CORNWALL, ONTARIO

Owned and operated by the Standard-Freeholder, Ltd.  
Cornwall's daily newspaper

## A SALUTE TO THE ACA CONVENTION and the "MEN WHO PAY THE BILLS"

From

# CJCY

CHARLOTTETOWN

THE PRIVATE STATION WITH THE  
LARGEST BBM CIRCULATION  
EAST OF MONTREAL . . .

5000 WATTS      630 KILOCYCLES

Representatives:

CANADA: ALL-CANADA RADIO FACILITIES  
U.S.A.: WEED & CO., NEW YORK

## PROMOTION

### Auguring Co-operation

One of the biggest promotions in the history of radio took place at the Canadian National Exhi-



15,000 a day saw the radio demonstration at the C.N.E.

biton in Toronto this fall, when the Canadian Radio Manufacturers Association attracted an estimated 15,000 people a day to their demonstration in front of the band-shell.

Designed primarily to centre attention on new sets now coming off the production lines, the use of name radio artists made the project also a listener promotion, which it is felt may augur a greater degree of co-operation between radio manufacturers and broadcasters in the future.

#### Radio in Every Room

Background of the campaign was an effort to bolster listener-ship, thereby encouraging the personal ownership of a radio. "A radio in every room" was adopted as a sort of campaign slogan.

The project was launched this year as an experiment, and was operated in Toronto only. It was opened on Press and Radio day. But radio was found to be such a drawing card at this first post-war exhibition that it is planned to name one day for the radio industry instead of sharing it with the press next year. This it is felt will give radio promotions that much more impetus. It is also hoped to expand the project next year into a National Radio Campaign, patterned probably along the lines of National Radio Week in the United States.

#### One Million Contestants

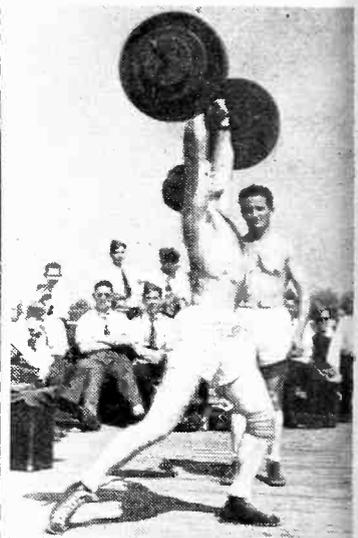
In this year's promotion, a contest was staged offering to the first prize winner "a radio in every room" to the tune of \$1,200,000.

Originally an order was plac-

ed for 300,000 ballots to be used in connection with the contest. These were completely used up in two days. Altogether in its one week duration over a million ballots were used, occupying a space of one hundred cubic feet.

The contest took the form of a celebrity hunt. Five radio personalities were in the crowd

## POWER!



It's human nature to think of "Power" in terms of mechanical or human strength. Yet in radio the word has a much wider meaning. Mechanically speaking CJCA's power is now 5000 watts. Latest BBM survey indicates that 113,130 radio homes in Alberta, West Saskatchewan and East British Columbia are within earshot of CJCA . . . and that 94,820 of these tune regularly to CJCA.

But there's more power to CJCA than its impressive coverage. It possesses tremendous selling power — the powers of entertaining, informing, persuading, convincing.

Our files have scores of letters of appreciation and stories of successful sales campaigns through exclusive use of CJCA's power.

# CJCA

(Northern Alberta's most powerful sales medium)

and contestants were asked to bring them up to the platform, where emcee Stan Francis acted as adjudicator. Radio people the public was asked to identify were Gordon Sinclair, Horace App, Lorne Green, Cy Mack and Foster Hewitt. Peggi Loder, *Radio World's* "Miss Radio 1947", assisted Stan Francis with the job of emceeing. Besides the thousands of people who saw each show, the whole thing was televised regularly by CA Victor and seen by thousands more in Television Hall. In active charge of the whole project was Stu Brownlee, executive secretary of the Radio Manufacturers' Association, one of whose main objectives is making the public more radio conscious. One interesting project of his is to induce advertisers and publishers to get radios into photographs and drawings in advertisements and story illustrations.

Studies in Magnetophones and Tapes"), can be obtained from the Office of Technical Services, Dept. of Commerce, Washington 25, D.C., for \$3.50, and should be accompanied by check or money order payable to U.S. Treasurer.

**HEADS WOMEN'S CLUB**

At the annual dinner of the Vancouver Branch, Canadian Women's Press Club, held in Vancouver recently, CKWX Publicity Director, Moira Wallace, was elected president for the coming year.

This is the first time a member of a radio station has been named president of the Vancouver Branch of the Club.

Other officers include: Past President, Helen Effinger; Honorary President, Lily Laverock; Vice-presidents, Dorothy Taylor and Frances Taylor and Frances Steinhoff Sanders; Secretary, Winnifred Lee; Treasurer, Marion Angus; Membership Chairman, Pat Wallace; Newpacket, Evelyn Caldwell; and Executive Committee: Rita Myers, Doris Milligan, Nina Anthony, Pat Prowd, Gene McNichol, Lillooett Davidson, Marie Moreau Davidson and Myrtle Gregory.

**WHAT'S IN A NAME?**

The weirdest radio circuit in Canada has been building for more than 30 years in a shack occupied by two old bachelor brothers near New Westminster, B.C.

Alec and Jim Ewenson can't explain just what kind of a circuit they have employed in their home-made radio, because they just never bothered to make a diagram of it.

It started out as an old-fashioned crystal set in the days when even they were a rarity.

Ever since, its been growing, until today the tubes and condensers and wires fill their living room until it looks like a mad scientist's nightmare.

"I just add pieces here and there when I get an idea", Alec explained. "I never studied radio. I just experiment and leave the parts where they seem to do the most good".

The set operates by batteries, and when they put a loud speaker outside the door the neighbors can hear the racket three miles away. The brothers figure it's satisfactory.

**ROUND UP**

**MAGNETOPHONE TAPE RECORDERS**

Functional improvements in the German magnetophone system of tape recording have just been reported by the Office of Technical Services, Department of Commerce America. This system will record up to frequencies of 10,000 cycles and is being used in Germany to replace disc equipment.

Some of the improvements made during the past year, according to

Ranger, OTS investigator, are tape indicators consisting of rotary pointers moving clockwise through 90 degrees to indicate usage of the 600 meter spool divisions; a standard device which moves the tape away from the pickup and recording heads, resulting in a great saving wear on the heads; brushless motors, smooth reversible rewinders.

The report (PB-79558, "Further

**OUR IDEA OF SERVICE**

To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to anticipate requirements; to develop resources; to recognize no impediment; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

**R.C. SMITH and SON Ltd.**

**Advertising Agency**  
80 King St. West  
TORONTO

**IT'S A FACT**

You buy more than **TIME** on CJOC... you get overwhelming listener preference in the prosperous Lethbridge market area. Sample: "Phil Vance" program rating 28.3. (See latest E-H ratings).

**5000 WATTS SELLING**  
*Power*  
**IN SOUTHERN ALBERTA**

**CJOC**

**NOW 5000 WATTS**  
Lethbridge, Alberta - All-Canada Station

**CHNS**

**Now On the Air**  
*with* **5000 Watts**  
*First in Halifax!*

**CKNB** CAMPBELLTON N.B.

October 29, 1947

Dear Canadian Advertisers:

It's darn white of Dick to find room in this issue for us, because we're normally in the SECOND monthly issue only; and if Dick HADN'T let us in, we'd be unable to greet you in all the good company we find ourselves; and if we were unable to offer our good wishes as you go into Convention we'd feel very much left out of things; and YOU'VE never left us out in the cold, so why should Dick Lewis?

Yours very truly,

*Stau Chapman*

GSC/GD

STATION MANAGER

AN ALL-CANADA STATION

# RESIGNATION

## Wells Ritchie Joins Mayfair



Wells Ritchie, CBC Supervisor of Press and Information, has resigned to become editor of Mayfair Magazine.

A constant and co-operative source of information to those seeking CBC news, Wells won one of this paper's first Beaver Awards. He started with the CBC in 1940 as news editor, became P & I representative in 1942 and assumed his present post in 1944.



### CORRECTION PLEASE

"Dick Lewis, of Broadcasters fame, still pursuing his three pet loves: horses, baiting the CBC and slurring CKEY".

—Doug Raynor in "Flash"

You're wrong, Doug. We've hardly been near the races this season, and currently we are practically loving the CBC.

\* \* \*

### SUCCESS STORY

The Ministry of Transport's request to private stations to run free spots urging listeners to help the CBC by buying their receiver licenses, indicates the Transport realizes how best to reach the Canadian public by radio.

\* \* \*

### UNITY IS STRENGTH

Mr. Petrillo is currently showing radio what impossible feat can be achieved by the simple expedient of pulling together.

\* \* \*

### PU DEPARTMENT

There's an unsavory familiar ring to WAB's proposal that the radio industry "take over" Elliott-Haynes' "Radiotime".

\* \* \*

### OLDIE

CKNX digs up an old bone which went: "Due to circumstances beyond our control, the following program will not be heard".

\* \* \*

### BORN AGAIN

A CFRB press release proclaims that their new announcer, Toronto-born Loy Owens, was born in High Bluff, Manitoba.

\* \* \*

### PAN MAIL

Sir: In your October 18 issue you report CBC Vancouver Bill Herbert as saying that two out of five hundred announcers make the grade, but you omit to mention the name of the other.

—Regular Reader

\* \* \*

### AIN'T IT THE TRUTH

"No national radio system can operate in Canada on an worthwhile scale on the revenues obtained from receiving licenses . . ."

—John L. Watson in "Saturday Night"

We know at least one which can't.

THANKS AGAIN TO ALL OUR SPONSORS AND THEIR AGENCIES FOR AGAIN RENEWING

WE, AS CANADA'S LEADING PRODUCERS OF RADIO HITS WILL CONTINUE TO CONCENTRATE ON RESULTS!

No medicines, please!

DICKSON & EDINGTON LTD.

30 BLOOR W., TORONTO RANDOLPH 1488 • 2694

**IT'S A FACT!**

**ONLY CKRC WINNIPEG**

**CAN REACH EVERY RADIO HOME IN MANITOBA**

**IT'S CANADA'S BEST RADIO BUY**

**COMPARE RATES AND COVERAGE**

REPRESENTATIVES  
ALL-CANADA RADIO FACILITIES  
U.S.A. - WEED & CO

# Retro-View

Reprints of Eight Articles from Canadian Broadcaster - Issues of 1942-3

## Not How' GOOD But HOW Good

When Mr. Pettigrew, a business man, is asked if he wants to hire a book-keeper, the obvious answer is "No. I have one — a good one."

But supposing the book-keeper were married, together with his accounting services, a tried and proven method of collecting old accounts. Then Mr. Pettigrew would probably prick up his ears with interest, because he had always looked after collecting himself and not very successfully at that.

Running a house is just as much a business to Mrs. Pettigrew, as is the business proper to her husband. Through the medium of her loud speaker she incessantly being offered the services, not of book-keepers, but of soap flakes, cleaning compounds, tooth-pastes, pills, tonics, laxatives, — all the articles that are "standard equipment" in every household.

Because soap-flakes are as essential to Mrs. Pettigrew's business as are the services of a book-keeper to her husband, she has a box on the kitchen sink, and probably a second box, tucked away somewhere in reserve. And these boxes contain, not just any old soap flakes, but the particular variety Mrs. Pettigrew has convinced herself are the best.

Now perhaps Mrs. P. is an ardent follower of the daytime soap serials. Perhaps her radio is "open" all day long, and she shrills as the surgery calls Dr. Hysan to attend Ma Perkins who has broken her collarbone. She endeavored to save Big Sister from death or the Happy Gang.

If she does, she necessarily hears the commercials which are read in conjunction with the programs. But just because she hears someone say that *Sudso* is good soap does not undermine her convictions that her own brand is the best. *She must have a reason before she will make a switch.*

Advertising agencies, knowing this, develop bona fide reasons

why consumers should swerve to their clients' products. Among such "reasons" are "Dated Coffee", "Milk from Contented Cows", "Music on a Beam of Light", "Natural Laxative Cereal", "Two Thousand Mile Motor Oil", "Soap that banishes Tattle-tale Gray", "Soap that eliminates Body Odor", "Soap that won't shrink Woolens", "The Toothpaste that contains Irium", "Toothpaste that stops Pink Toothbrush", "More Insurance for Your Money", "Two-layer Underwear", "Shrink-proof Shirts", and so forth.

For many years a well-known brand of American cigarettes kept their product in smokers' minds (and tonsils) by the use of a slogan which said in effect: "Our tobacco is toasted to remove its harshness". At the same time a competing brand told the smoking public that their "weed" was made into cigarettes from tobacco in its mild natural state just as it grew out of the ground.

But whether tobacco should be toasted or not is unimportant. What does seem to merit consideration is the fact that both these cigarettes, using sales arguments which are diametrically opposed, succeeded in reaching the top of the heap in consumer acceptance of one of the most highly competitive commodities there is.

Members of the Law Society of London, England, drink a toast at their banquets to the man who draws his own will, because the "mess" he so often leaves behind him creates profitable work for the legal profession. Unconvincing advertising — whether spoken or printed — does nobody any good, for it wastes money for the advertiser, and reflects discredit on the medium — discredit which is not really justified, because had the advertising been professionally prepared, the sales message would undoubtedly have been presented with good effect.

—January 1942.

## "Pensez-Vous En Français?"

**CHANCES ARE** you don't, even though you know what it means.

Here at Whitehall Broadcasting we do think in French, and we think in English, as well.

Some of us are French, some are English, all are long-time broadcasters.

That's why some pretty careful advertisers put their eggs in our baskets — that plural gives real assurance — and it means extra safety and results.

**WHITEHALL  
BROADCASTING LIMITED  
923 Dominion Square Building  
Montreal**

**AS BILINGUAL AS CANADA**

# We Want A Job in your SALES DEPARTMENT

**D**URING our seventeen years in broadcasting, we've piled up a continuous success story in one thing — SALESMANSHIP VIA RADIO.

If you gauge the success of your advertising by increased sales, we'd like an opportunity to talk it over with you.

Our experience in satisfying leading national and retail advertisers year after year has taught us how to produce COPY and ANNOUNCING that SELLS a mass audience as effectively as you expect your best salesman to sell a new prospect.

ENQUIRIES FROM AGENCIES INVITED

## ASSOCIATED BROADCASTING C O M P A N Y L I M I T E D

Established 1930

Dominion Sq. Bldg.  
MONTREAL

199 Bay Street  
TORONTO

# JOHN PUBLIC IS A WOMAN

When a girl says: "I love you, darling", with the right amount of ecstasy, etc., you've got something. When she clenches her pretty teeth, stamps her pretty little foot and cries: "You beast! Hate you!" you may not be as far off the beam as you think you are. But when she replies to your ardent and soul-inspiring embraces with a disinterested smirk, and says as you hold her in your arms: "Hurry, George, we'll be late for the movie", say then you might as well reach for the phone book, old man, because she just doesn't care a damn.

Courting John Public via the radio waves works in much the same way, because as far as advertising is concerned, John Public has all the mental vicissitudes of a woman.

The radio program designed to win "her" over is, in this case, the equivalent of soft words spoken on her loving room chaise longue, and her response to your advances will be governed by much the same factors.

If she likes the show, she will probably tune it in again next week. If she's really worked up about it, she will tell her friends and even force her long-suffering boy friend to listen to it. If commercials are properly coordinated, she will know what program sells, and eventually statistics show that it is altogether likely she will become a customer.

Of course it will have to be remembered that if it can inspire ardently in one breast this program of yours — someone else will find its human interest so much corn, or its sophistication utterly phoney. And this second listener will sally forth to her office or her Red Cross Tea, and blather as enthusiastically against the program as does her sister in *its* favor. But this is no cause for alarm. Like people, programs which have no enemies have no friends. And anyhow, most people who think and emphatically state that The Such-and-such show is the bunk . . . are ignorant to their intelligence . . . designed for morons . . . and the rest of it . . . these people are invariably more familiar with what goes on in the show than those who would rather sit down a poker game than watch it. Perhaps they tune it in from week to week just to see what is going to smell any stronger than it did last time.

All of which goes to prove — to this scribe's satisfaction at least — that when instead of loving you, she hates you, in actual fact she probably loves you all the more. Illogical? Not a bit of it. Just feminine, and, as I think we mentioned, John Public is a woman.

Then there's that other program.

You're sitting in your favorite arm chair, puffing at your pipe. Your mind is wandering off to the spot where you caught that five-pound bass last summer. And in the corner of the room,

the radio is exuding a mournful dirge, perpetrated by an unhappy tenor, who keeps telling you that a dove took his love up above or something.

You're conscious of a distant and not too pleasant sound. You even wish it would stop. But is it worth while hoisting yourself from the depths of that chair to switch it off? No, it isn't worth the trouble.

So there it is. We have radio shows — good ones, bad ones and indifferent ones. The indifferent ones are like love gone cold — just wasted effort. And worse, they do much to discredit a medium, which, properly handled, can provoke anything but indifference.

But the ones they love and the ones they hate — the ones in fact that *inspire some definite feeling inside the listener*, these are the shows that make the sponsor proudly tell his friends how *he* finally picked a winner; these are shows that makes the guy at the agency glow with pleasure, or whatever it is agency men do when they are pleased; these are the shows that make the script writer, the announcer and every individual actor and musician on the program more convinced than ever that its success is due to him and to him alone; these are the shows that make the sponsor's cash register ring like an alarm clock; in fact — these are the shows.

—April 1942.

## CALGARY'S **CFAC** IS PROUD OF ITS

### SHARE - OF - AUDIENCE Reported in Elliott-Haynes' Survey . . January to June, 1947

 <i>Morning</i>	<b>CFAC</b>	
	61.6	STATION #2
	20.8	STATION #3
		15.1
 <i>Afternoon</i>	<b>CFAC</b>	
	46.7	STATION #2
	29.3	STATION #3
		20.2
 <i>Evening</i>	<b>CFAC</b>	
	41.6	STATION #2
	31	STATION #3
		21.4

★ *CFAC is the ALL-CANADA Station . . . . the TRANS-CANADA Station . . . and is now 5,000 Watts!*

## YES WE HAVE NO COMEDIANS

In the good old days when a commercial traveller called on a prospective customer, he rammed a fat cigar in his victim's kisser, told him a couple of funny stories, and then, when he was quite sure he had done everything in his power to amuse him, trotted out his samples and order book and business was transacted.

"Old fashioned?" you say.

Sure! As old fashioned as the horse and buggy and the high buttoned boots . . . as antiquated as kissing your mother . . . as dated as Santa Claus, but it still is, always has been and ever will be a fact that *folks like to laugh*. And whether you're selling goods through the old fashioned method of a drummer of the gay nineties or via the airwaves of the less exuberant forties, a smile will go a long way further than a scowl.

In these frantic days, the popularity of what are termed 'escape' features makes comedy even more important. But comedy is unquestionably — if paradoxically — the most serious problem in Canadian radio. Though it has proved itself to be far and away the most popular and commercially successful form of radio entertainment south of the border, successful comedy is practically unheard of on the Canadian airways, except for the shows which come in on the American networks and the very few of actual Canadian origin.

At this juncture I shall lose half my readers because they will heave the paper across the office with the words: "How can we have comedy without comedians?"

And they'll be all wet.

Why?

Because there is a comedian in every town, on every street, in fact in every family.

By this I do not mean that little Edgar should be paraded

down to the radio station to drool his cute sayings into the microphone. Nor that Uncle Gordon should be permitted to tell the one about the farmer's daughter and the commercial traveller. What I am trying to say is that men, women and children are the funniest people I know, and if instead of trying to build an actor into a sort of super-acrobat, performing the same kind of incredible antics with his tongue that a trapeze artist does with his legs and

arms, if instead of this, writers and actors would combine their talents to recreate the genuinely funny things that are part and parcel of everyday Canadian life into playable dialogue, it could no longer be said with any truth that we have no comedians.

The funniest story I know is about a father who told his twelve year old son that he had become the brother of a new baby sister, and the son replied: "Does Mother know?" I think that is very funny. But I'm prejudiced, because, you see, I was the son!

A news commentator recently transposed the first vowels

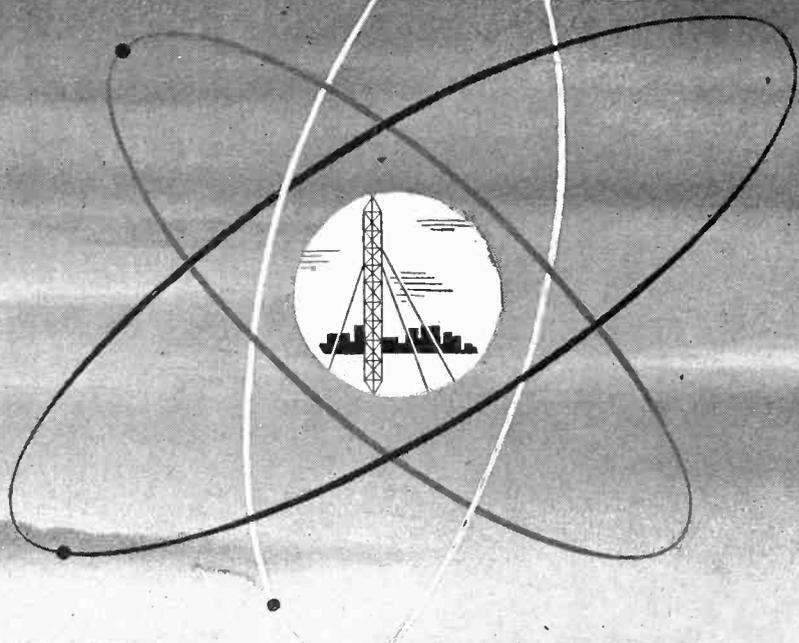
in the two names of Sir Stafford Cripps.

A friend's sixteen year old son had his heart broken by the lady of his dreams. He called around to try and patch things up, and returned home convinced he was "engaged" to her sister.

A boy actor told me he could not cry on my radio program any more, because: "Mother says it's bad for my heart unless I get more money."

Take a night off and go to the movies. Go and see one of the top-ranking attractions of the Andy Hardy series. A little far-fetched in spots y

## BROADCASTING...



*Everything  
for your  
Broadcasting  
Station...*

Consult Northern Electric  
for all your requirements  
from microphone to antenna.

**Northern Electric**  
COMPANY LIMITED

25 BRANCHES ACROSS CANADA



## PAPER

is a little easier.

We can now accept those extra subscriptions from your office or studio.

Circulation Dept.

CANADIAN BROADCASTER  
371 Bay Street Toronto

A N A T I O N A L E L E C T R I C A L S E R V I C E

may say — corny perhaps if you're a sophisticate. But you will laugh, I promise you that, and so will everyone around you. And if you are honest you will admit that generally speaking Andy's adventures are the sort of thing you used to do as a boy. But who cares what you do as a boy. But who cares what you think? The fact is that thousands of people — hundreds of thousands — pour in to see each successive episode. They laugh till their sides split, and when the next ones comes to town they're lined up in their thousands waiting for the doors to open.

The movie folks don't make a series out of a one-shot just for fun, or because their mother-in-law likes the theme song. The radio office is their yard-stick and we understand that for the year 1940, the 1,232 Canadian movie houses grossed \$37,600,000, or about \$3.35 for every Canadian man, woman and child, or, if you want it another way, 1.4% of all retail purchases. Whatever way you look at it, *it ain't hay*, and it might be a sound idea for Canadian radio to pay more attention to Canadian movie trends.

When we think of radio comedians, our minds turn to Allen. Benny, Bergen, Brice, Hope and their like. Perhaps we are inclined to think of them as individuals who only have to open their traps to make people laugh at them.

Malarkey!  
Great radio comedians characterize human beings with human peculiarities; and whether you know it or not, every one of them conjures in your mind, as a listener, someone you know with similar traits. They are not wise-cracking clowns. Wise cracks, if used at all, are definitely incidental to the situation. The situation is *never* subordi-

nated to the wise crack. The comedians are human beings doing in an exaggerated way the stupid things you and I do. And that is why we love listening to them.

Let's vivisect a few.  
Allen is the radio prototype of the sarcastic fellow who lives across the street: Benny plays a likeable country lummock with a bigshot complex and a zipper on his purse; Bergen's Charley McCarthy and Brice's Baby Snooks are youngsters each with their own amusing kind of precocity which we admire so much (in other people's children); Bob Hope is the wise guy who knows all the answers but can't fit them to the right questions; Fibber McGee is first, last and always, a husband.

In Canadian advertising we seem to be terribly afraid of making fools of ourselves. Some kind of cowardly reserve seems to hold us back when we think of a marvellous gag which would tie in wonderfully with a product, in case its use might lead people to believe that the product is a gag too. But taking it all round it is a foolish complex, because after all the results of the use of humor in broadcast advertising are obvious.

We cannot or at least we do not seem to realize that while Eyewash is a vitally serious matter to its makers, it is just so much eyewash to John Q. Public.

When we can bring ourselves to let in a little sparkle . . . brighten up our programs and their accompanying commercials . . . assure the world that our hot beef sandwiches are made from cows that died with a smile on their face . . . then we'll be adding a bit of cheer to a momentarily bleak world, and what is more, we'll be drawing more shekels into our sponsor's cash registers.  
—May 1942.

# International Surveys LIMITED

743 Mountain Street  
Montreal

announces

the opening of a Toronto Office

at

93 Church Street

under the management of

Marjorie Stepan



The Consumer Panel of Canada  
A Continuing Attitude Poll  
General Consumer & Opinion Surveys  
Radio Research

## YORKTON LEADS AGAIN!

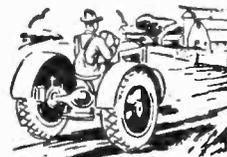
### Has Biggest Crop in Saskatchewan.

In Saskatchewan all eyes are turned to Yorkton. Wheat Pool reports show that this district has the biggest crop in the province. Building permits are setting a new record. Agriculture is booming. And the people will have money to spend.

To reach this concentrated buying power, route your sales message through C J G X — the first-choice station on thousands of prosperous farms — located in the centre of the richest agricultural district in the West.

Write us, or call the nearest office of our representatives.

# C J G X YORKTON



WESTERN CANADA'S FARM STATION

Dominion Network

Representatives:

HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg  
ADAM J. YOUNG, Jr., Inc., U.S.A.

# CKCL

## TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL  
1400 KILOCYCLES

Manager:  
J. A. MANNING

Representative:  
WM. WRIGHT



**FOR THESE ARTISTS**

- Abbott, Laurence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- Gerow, Russ
- Kelly, Barbara
- Lockerbie, Beth
- Mahon, Irene
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Stout, Joanne
- Vanstone, Dorothy
- Willis, Austin
- Wood, Barry

Day and Night Service  
at

**RADIO ARTISTS  
TELEPHONE EXCHANGE**

# DANTE DIDN'T HAVE TO GO

Before the war, Great Britain's attempt to assail the Canadian domestic markets were not, in the main, successful, and this fact seems to have its equivalent in the Canadian manufacturer's problem of selling his own market.

The British exporter would pack up a quantity of his goods, chuck in a few counter displays and advertising pieces, ship them across the Atlantic, and then sit back and wait for the profits to roll in; and often they didn't, and he would be sore as the very devil and go around saying: "You know that confectionery line I sell so much of in England. Well, they don't like it in the colonies. The Canadian market isn't worth a damn."

The trouble was he was so wrapped up in the excellence of his product that he lost sight of an important factor — language. That we were equally as wrong in that we never took time out to sell him the idea that we are not colonials and that Canada has a national entity, is true too, but irrelevant to this article, except that any wrong is best brought out into the light in order that it may be righted.

What John Bull Ltd. failed to realize was that his trousers are called pants in Canada, though his pants are trunks or drawers to us. The vests we wear are waistcoats to him, and in our lingo his vest is an undershirt.

Somehow or other we never seemed to get this knowledge across to him, and while there is no finer merchandise made than merchandise from the British Isles, its high quality is completely eclipsed when the story on the package is written in a language to which we are unaccustomed.

John Bull's retort is "If you don't speak English in Canada, what do you speak?" And that is a tough one, which we shall leave to the eloquent sales records of wide-awake salesmen from south of the border, who invade the Canadian markets with such phenomenal success.

This "language" question has a very definite parallel in the means Canadian domestic business employs to acquaint potential customers for its products with their qualities of excellence.

Radio offers a means of telling a selling story not to millions of listeners, but personally and separately to each one of these millions, as though it were being addressed to each listener alone.

The language of the politician as he addresses the House is vastly different from the words he uses at his own fireside. President Roosevelt's "Fireside Chats" show the use of radio at its best, and the name he has chosen is an accurate description. Yet some announcements are delivered as though they were being addressed to a huge gathering of people somewhere down the street, from a political platform constructed inside our loud speaker. The intimacy of the Roosevelt technique is completely lost, and we have instead the absurd effect of a politician talking to his family from the top of the grand piano. Perhaps the two extremes can be illustrated by Roosevelt's quiet opening words "My friends", as opposed the politician's "Fellow citizens and brother constituents".

This abuse of the broadcasting medium, this disregard for the "language" question, seems to show a lack of knowledge on the part of the sponsor, or perhaps more often a need for experienced counsel.

\* \* \*

How you say you what want to say is of at least equal im-

portance to what you say, but obviously the type of message used bears examination too.

A poorly dressed woman entered a print shop and asked "How much would fifty wedding announcements cost?"

It took only one look at her to know that a five dollar job would meet with less resistance than ten. But the printer didn't see it that way.

He reached for his sample books, opened them before her and proceeded to bewilder the poor girl with a diatribe on the rag content of the paper, the basic origin of the type design and the amount of lacquer or something in the ink.

The result was inevitable. The first chance she got, she splattered something about an appointment with the dentist, and left with a promise (unfulfilled I am sure) to let him know.

That printer lost his sale because he let his ardor run away with his sense of proportion. She wanted wedding invitations. Fine. Her poor-but-honest appearance suggested that the five dollar variety would fit the circumstances, and that is all there would have been to it. But no — he had to talk about the lacquer in the ink when they could have been printed with lamp black for all she knew or cared. In his efforts to impress her with his knowledge of his craft, he succeeded only in making a five dollar job sound so tough that it scared her right out of his shop to the printer across the street.

Advertisers might well realize that the farmer doesn't give a rap what goes into his fertilizer as long as it makes his crop grow, neither does little Audrey care two hoots about the chemical content of her perfume as long as it gets her an airman.

Yet thousands of advertising dollars are spent every year in Canadian business, on the radio and in the papers too, spreading information which is just as useless as John Bull Ltd. trying to sell Brother Canuck cricket bats to play baseball with.

Heads of firms shake their heads when they are offered professional advertising service. "Ours is a highly specialized business", they claim. "You have to be a chemist to sell our perfume — our fertilizer."

And the answer . . . "I know, Mister. We don't know a thing about perfume except that it smells good, and fertilizer makes the grass grow. But who cares? Dante didn't have to go to Hell to write his 'Inferno'."

—June 1942.



## It's in the bag!

### ... A "Baby" That Goes Everywhere He Goes

He's a writer — always on the move — always putting ideas to paper — and he carries his stenographer in his briefcase! A Hermes Baby Typewriter. The lightest, most compact machine ever made. Weighs only 8½ lbs. with metal cover. Only eleven inches square and 2¾" deep. Standard keyboard. Over 10,000 in use in Canada. Swiss precision-built. Fully guaranteed for a year.

Include a "Baby" in your personal kit and do like thousands — don't write it — type it!



\$65.00

**National Distributor**  
**M. P. HOFSTETTER LIMITED**  
**77 ADELAIDE ST. W., TORONTO**

# WE MUST BE REFINED

Most people admit that radio is an intimate medium. Most people who have given the matter any thought realize that it is radio's intimacy that has brought about its success, and that, commercially speaking, the printed word cannot hold a candle to the broadcast announcement for feeling and sincerity.

Yet it is equally true that, somewhere between the continuity man's typewriter and the microphone, there may creep in some sort of "refinement" which robs the announcer of all the individuality and personality which earned him his job.

Printed advertisements, rightly or wrongly, use a vocabulary of their own. The words they contain are written solely to be read. And this is just as well, because the kind of language they use (I almost said employ) would be way off the beam in normal conversation.

Can you imagine telling your wife that "Minnipaga Beach is the happy hunting ground of holiday makers", or telling the boys at the club that Flor de Cabbagios are "the cream of the crop — made from costlier tobaccos?" Of course you can't. As far as conversation is concerned, the beach is a swell place for a holiday, and Flor de Cabbagios are a damn good smoke.

Selling the public on spending their holidays at a certain beach is done, by radio, in exactly the same way as putting the idea over with the little woman. And that seems to be the one advantage the printed media cannot win from the spoken one — the ability to talk to people in their own language.

In order that the radio medium may be used to the greatest advantage, we would do well to study the big-time shows and see how their commercials are spiced with this quality of naturalness; see how, as with Jack Benny and Fibber McGee and Molly, to quote two standouts, the "plug" can be made just as interesting and entertaining as the show itself.

Those who express anger and annoyance at the daytime serial, and think that it should be replaced with more elevating programs, lose sight of the fact that the characters in those serials think the same thoughts and dream the same dreams as the women who listen to them. If we replace them with symphony, there will be the inevitable dia-

tribes on the construction of each each movement, which will be tuned out faster than the crudest commercial. Mind you though, if they transferred Effie Grey's affections from the Ice-man to the Oboe-player; if they made Effie sit and suffer through the symphonies, waiting with throbbing heart for the Oboe-player to smile at her as he passed by her after the concert, they would probably do a lot towards bringing Effie's fans to a realization that maybe classical music isn't so bad after all.

But we were talking about commercials.

What it all seems to boil down to is, we suggest, some sort of inferiority at work, that makes the man at the typewriter or the fellow at the mike feel in some way impelled to strut his stuff — "show these punks I ain't so dumb as I look" — and all that sort of thing. Those affected broad a's that sound as real as a dime store diamond; the four syllable words when two would do. We all do it and I can think of no excuse, unless it is that we think we have to make an impression.

When Churchill speaks, he leaves us every time with an epigram that will probably live as long as the memory of the war. He said: "Give us the tools, and we will finish the job"; he said "I have nothing to offer but blood, toil, tears and sweat"; he said "Never in the field of human conflict was so much owed by so many to so few"; he said "We shall not flag nor fail — we shall go on to the end"; he said "The top of the ridge is in sight"; he said "Some chicken, some neck!"

Isn't it amazing when you come to look at these so selling sentences that they contain not one single word over two syllables, and far and away the most of them are one syllable.

A study of great speeches — and Churchill does not stand alone, because the same thing applies to almost any great speaker — shows that the words these men use are almost without exception to be found in any First Reader; and it is this fact — the fact that they speak in everyday conversational language — that might well be taken by you and by me as a basis on which to model the words we write and the words we speak in the pursuit of this business called advertising.

—August 1942.

## We have the Tools to finish the Job.

### Complete Coverage for Western Advertisers

CJOB  
WINNIPEG

CFQC  
SASKATOON

CFRN  
EDMONTON

CKMO  
VANCOUVER

CFCN  
CALGARY

#### THE BEST IN TRANSCRIBED PROGRAMS

CKNW  
NEW WESTMINSTER

CJAV  
PORT ALBERNI

CFPA  
PORT ARTHUR

CKFI  
FORT FRANCES

Teleways Radio Productions  
Unusual Features Syndicate  
Transradio Productions  
Hamilton-Whitley Productions

A. J. "Tony" MESSNER

Representative for Western Canada  
LINDSAY BUILDING -- WINNIPEG, MAN.

**CKCH**  
250 W. 1940 K. C.

*The* FRENCH VOICE  
OF THE OTTAWA VALLEY

**211.246**  
FRENCH PEOPLE  
IN  
CKCH COVERAGE AREA

TORONTO  
4 ALBERT ST.

MONTREAL  
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.  
UNITED STATES. HOWARD N. WILSON

COOPERATING WITH "LE DROIT"

*Stretch*  
YOUR PUBLICITY  
BUDGET WHERE  
A DOLLAR  
REACHES  
MORE  
PEOPLE



**B.U.P.'s 14 Daily  
Radio Features  
Offer Sponsors  
A Wide Selection**

**Many  
Radio Stations  
Use These On A  
Sponsored Basis**

**Radio  
Sportscasters  
Use B.U.P.  
Extensively**

**Sponsors Prefer  
B.U.P. News  
Because It Has  
Proved Itself**

**The World's  
Best Coverage  
of the World's  
Biggest News**

**HEAD OFFICE:  
231 St. James Street  
MONTREAL**

# YOU CAN PLEASE SOME OF THE PEOPLE

Feminity comes in three grades — blondes, brunettes and red-heads, to suit the respective taste of the three grades of men, who prefer either blondes, brunettes or red-heads.

If suddenly the brunettes and the reds went blonde, those of us whose inclinations are towards the fairer of the fair would have a whale of a time, but the remaining two-thirds would be out on the well-known limb.

However, as things are and seem likely to remain, the supply of each seems to measure up reasonably well with the demand. So most Jacks find their Jill, court, get married, and then proceed to live happily ever after, or as happily as circumstances will allow.

The national magazine publisher runs his business on rather the same theory. He knows that if Tom can find his blonde, he won't worry because all the seekers of brunettes and red-heads are taken care of too. He'll be satisfied. And the same thing goes for Dick and Harry. He (the publisher) feels that it would be awfully tough on the rest of the world if a third of it found the contents of the paper he puts out to their liking, because as with the blondes, etc., the remaining two-thirds would have no fun at all. So friend publisher surveys his potential readership. He divides it into imaginary groups, like athletes, bookworms, family folk, socialites, and so forth. Then he proceeds to gather together material for each issue of his magazine so that everyone will like one article or story or feature in every issue, and — and this is equally important — so that nobody will like it at all.

It seems sort of silly in a way, but when you come to think, if you are a magazine fan at all, you probably buy three or four different ones each week or month, and it is safe to bet that you get "A" Magazine for the cartoons, "B" usually gives you the movie reviews, "C" usually has a good detective story, "D" gives you a good resume of the war news, and so forth. The fact that each of these journals contains a great deal more reading matter, all tops in its class is so unimportant to you that for the life of you you couldn't say what it consists of. But let

one of them arrive just one day late, and you wonder what has happened, and quite indignantly, too.

All right. Now let's apply the same idea to broadcasting.

Which would you rather receive by way of fan mail in connection with your radio program?

(1) A letter which says in effect: "I wouldn't miss your show for the world, because I enjoy every moment of it", or

(2) A letter which says: "I do enjoy your vocalist, but why don't you drown the oboe-player?"

The first is obviously a very comforting letter to receive, but, assuming that each of these letters is referring to the same program, the first indicates that its writer represents the group which likes vocalists and oboe-players, too. That means that this fan's class will have its opposing group, which will like *neither* the vocalist *nor* the oboe player. Consequently it will want no part of the program. The second on the other hand will have its opposite effect too, and the opposite in this case will consist of those who dislike the vocalist and appreciate the oboe, and both groups will be listeners.

To get away from music a moment, it is inconceivable to us that anyone's sense of humor could appreciate both Charlie McCarthy and Abbott and Costello. Perhaps Mr. Chase is a McCarthyite while Mr. Sanborne is a Costellonian. Perhaps as these two wise gentlemen sat by their radio of a Sunday night, Mr. Sanborne writhing at the Abbott and Costello antics, and Mr. Chase doing likewise during the McCarthy performance, each could afford to swallow the insult, because between them they had found a neat way of selling their coffee in both camps.

Abbott and Costello are off the show now, having been replaced by Don Ameche, who is doubtless there for the same purpose.

We know a man who literally writhes at Jack Benny, but suffers him cheerfully in order that for a matter of about ninety seconds of the half hour he may gurgle with glee at Rochester. He, too, must have his counterpart, who fills his ears with cotton batten as soon as the dusky

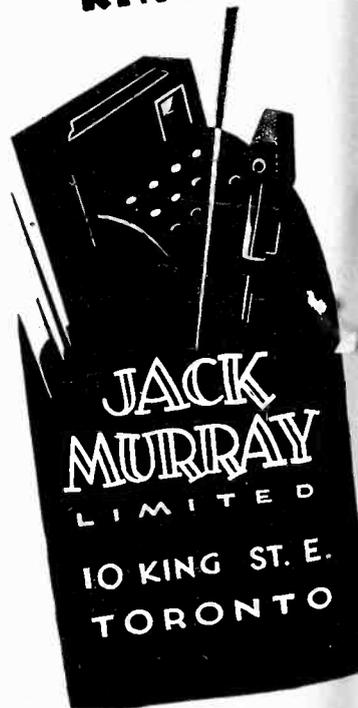
comedian approaches the mike, and revels in the Benny banter.

Daytime serials have come in for a lot of criticism of late. The reason is not that the tales they tell are so lurid, as their attackers would have us believe (because that is what they believe themselves). The fact is — in our humble opinion — that some of them concentrate so incessantly on the theme of thwarting emotions, forgetting the other side of life — the ridiculous, the melodramatic and so forth — that even their most ardent fans weary of them. They seem to be built on an "emotion-or-nothing" basis, so that there is no "opposite" for an opposing faction to like, with the result that they have their day, and eventually play themselves out from sheer want of variety.

—September, 1942.

**Murray  
Built  
Shows**

**KEEP  
THE  
CASH  
REGISTERS  
RINGING**



## YOU'RE A NICE GUY . . .

"I know whom you are, said Eric, for he had been to night school."

Just where this 'precious' remark came from, we are unable to say, and while we are not going to accuse anyone of being guilty of such a crime of phoney dandyism, there are those heard daily on the Canadian air whose efforts to display some sort of over-ability in handling the language, put them in the same almost the same class.

Fowler, in his 'Modern English Usage', which we shall never be of quoting, says under the heading 'me': "Me is technically wrong in 'it wasn't me', etc., but the phrase being of its very nature colloquial, such a lapse is of no importance, and this, perhaps, is the only temptation to use 'me' instead of 'I'. There is more danger of using 'I' for 'me', especially when 'and me' is required after a noun or pronoun."

Saying 'whom' for 'who' or 'for' for 'me' are not cited here as specific examples of errors made on the air or elsewhere. What we are trying to illustrate is a tendency in some quarters to be so damn superior that the result is sometimes only an obvious sort of pedantry, and sometimes completely wrong, — part of a studious Pygmalionism, and you will have to admit that Pygmalion is very funny.

The same lexicographer, who combines his profound knowledge of the language with such an incomparable sense of humor, writing on pronunciation says: "The ambition to do better than your neighbors is in many departments of life a virtue; in pronunciation it is a vice; there the only right ambition is to do as well as your neighbors."

"While we are entitled to display a certain fastidious precision in our saying of words that only the educated use, we de-

serve not praise but censure if we decline to accept the popular pronunciation of popular words. The broad principles are: 'Pronounce as your neighbors do; for words in general use, your neighbor is the general public.'

This Fowlerian theory needs no amplification, but there is a new kind of mis-pronouncing, or let us say over-pronouncing, born of war-time radio — in the newscasts. When we listen to a newscaster or a commentator glibly pronouncing the names of Russian cities that sound like someone sneezing through a mouthful of soda biscuits, we are duly amazed, but this amazement is nothing compared with our feelings when the same voice gives a perfectly anglicized version of Paris or Berlin. If it is necessary to get as far away from English sounds when he is talking about Trondheim, why by the same token does he not say 'Mexico' or whatever it is?

It should not need repeating that radio's strength lies in its intimacy, yet it is a fact which cannot be repeated enough, for there are those who, in mistaken ardor, in over zealotry to improve their radio speech, are gently undermining its effectiveness, and they receive no encouragement to do otherwise, seemingly because the 'be yourself theory' is forgotten by the classroom element which is at present ruling the destinies of broadcasting.

Perhaps we should recall the story of the small boy whose unkempt hair, dirty face and generally interesting appearance suggested he would make a good subject for a painting, so the artist arranged with the child to appear at his studio the next day. He did — immaculately, even to a clean face and a hair cut. Result — no painting.

—January 1943.

## CFCO - Chatham

Now Covers "Southwestern" Ontario Like a Blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,  
Manager-Owner.

## We Don't Sell Radio... WE SELL SUDBURY

- **SUDBURY** the metropolis of the North is the sixth city in Ontario, and has a population of 39,781.
- **SUDBURY** is the centre of a prosperous circle (25 miles radius) of a mining, smelting and agricultural area with a total local assessment population of 71,282 (1941 census—60,129).
- **SUDBURY** payroll is more than 40 million dollars a year with a total 21,907 persons employed at a monthly wage of \$3,406,028.
- **SUDBURY** has the largest number of licensed Radio Homes of any Northern Ontario Area. 1947-1948 figures 6,013 in city of Sudbury alone.
- **SUDBURY** listens to the radio. Based on percentages in the 1941 census, 87.7% of the Sudbury families own radios.
- **SUDBURY** listens only to CKSO's schedules of network and local programs and news. (Ask anyone).

5000 WATTS DAY AND NIGHT

Basic  
Trans-  
Canada

# CKSO

790  
Kilo-  
cycles

S U D B U R Y

All-Canada in Canada — Weed & Co. in the U.S.A.

# Business Is Talking To Itself

the socialists and their satellite golden opportunities of depicting private enterprise trying frantically and vainly to white-wash the sepulchre.

For every disgruntled workman, everyone knows there is at least one contented individual. Where is he then? Why is he not encouraged to hold forth at least as loudly as his disgruntled colleague? Oh no! Private business is much too busy dodging the slings and arrows that are being cast at it to take time to engineer an occasional realistic toot on its own trumpet.

It is true that the banks are making an effort to acquaint the public with the very vital service they render to business and individuals, but they are overselling themselves — a stroke of business, but it cannot be allowed to stop there. Obviously, if business in general were compelled to fold, the bars would automatically curl up and die, for want of customers, and all the good they have done themselves would be so much bath-water down the drain.

The die is being cast right now. Private enterprise is going to sink or swim. That is obvious. But what does not seem so clear is that private enterprise sinks or swims as one ship.

Nobody questions the efficacy of broadcasting. Only their enemies, with an axe to grind, decry the usefulness of the private broadcasting stations. Advertisers are hunting for ideas with which to assail their markets. Business — every business — has a story to tell — no story of better mousetraps, but the story of the success of a system — a succession of stories which, added together, make the sum total of the success of the country, which has risen to a high place in the roll of nations on the pioneering of public spirited sons of private enterprise.

Telling these stories is a simple matter. Too much of story material, whether printed or broadcast, falls under the category of "publicity" rather than "news story". It should not be necessary to say how good they are. Goodness should be clearly evidenced by plain recital of fact. If such recital does not imply what is intended, it is only use rewriting the script. This simply means we are suffering from a plain case of not having anything worth reciting.

—December 1944

Throughout the unending barrage of invective that is being hurled at private business by the forces of socialism, there resound heart-rending stories of ruthless employers, grinding their millions from the toil of humble workers, who exist on meagre pittance, afraid to look out of the window, lest the Simon Legrees they work for cast them out in the cold, cold snow.

Hitting as they do from all directions, we seem to take it for granted that these accusations are generally speaking true, and that we might as well prolong our evil lives as long as possible, and then surrender to death, the CCF, or whatever kind of horrible punishment destiny holds in store.

Unbelievable though it may be, there are, working for private enterprise, in factories and offices, at benches and desks, thousands of men and women who have been laboring for the same unprincipled managements for anything from ten to thirty-five years, and not only are they inordinately happy in their work, but they are also terribly alarmed at the spectre of socialism rears its head to deprive them of the jobs they have chosen.

I wish you could have been with me the other day when I was talking to — let's call him Bill McIntosh.

Bill made the profound remark which inspired this article. He said:

"I've often thought that it would be a good idea if the bosses would get together and have someone write up stories about people like me, who like their jobs, and get them put on the radio."

Bill has worked at the same factory for almost thirty years; his position — shipper. Five years ago he was presented with a gold watch, duly inscribed, commemorating his 25 years of service. He also received a month's pay and a month off in which to spend it. During this month he was able to take a trip — his third — to his native Scotland; and all because of a soulless corporation to whom he had given a lifetime of service and devotion, who wanted to take this tangible means of saying: "Thanks, Bill."

In another two years, Bill celebrates his sixtieth birthday. Then he commences his period

of retirement, made possible by the same exploiting employer's pension scheme, under which his own small contributions have been doubled by his heartless firm, and then profitably invested. On his sixtieth birthday, Bill starts drawing \$85 a month for the rest of his life. "I've got the house paid for," he said. "Young Albert will be through for a Doctor by then. What more could a man want?"

\* \* \*

According to Bill, by far the majority of the people in the factory where he works are there because they like it. "The trouble-makers", he explained, "aren't the steady workers. They're a few of the temporary help who, because of the war, have been made to work; and now, finding themselves with three times as much money as they ever had before, they are feeling their oats. The rest of us know our trades, and — well — I guess we don't bother our heads much with politics. We just seem to let these few agitators talk us into their ways of thinking, and that's where the trouble begins."

"You know", he continued, "when you're sitting at home of an evening, just you and the Missus, you turn on the radio, and somehow the music they play, and the things they say seem to reach right down inside you. I don't know how much the folks on the Hill listen, but 'round where I live, everyone owns a radio. Our votes count just as much as the big shots'. But if the big boys don't get busy and give little guys like me their side of the story, the CCF is going to win the next election, the boss is going to lose his business and we're going to lose our jobs."

\* \* \*

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**CFPL**  
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### IN LISTENERS . . .

In Western Ontario they have the CFPL listening habit. CFPL programs are tops in audience preference.

### IN COVERAGE . . .

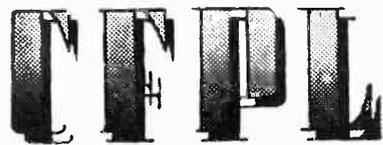
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### IN AUDIENCE BUYING POWER . . .

Western Ontario industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend. Reach them through



**WESTERN ONTARIO'S MOST PROGRESSIVE STATION**



**5000 WATTS DAY AND NIGHT**

For availabilities, rates and full information . . .

**TORONTO**—Contact Station Direct, Dial 110 ask for Zenith 58000 (no toll charge).

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- ✓ Tuckett Tobacco Co. Ltd. ✓ Henry K. Wampole & Co Ltd.

# Business Is Talking To Itself

the socialists and their satellite golden opportunities of depicting private enterprise trying frantically and vainly to white-wash the sepulchre.

For every disgruntled workman, everyone knows there is at least one contented individual. Where is he then? Why is he not encouraged to hold forth at least as loudly as his disgruntled colleague? Oh no! Private business is much too busy dodging the slings and arrows that are being cast at it to take time to engineer an occasional realistic toot on its own trumpet.

It is true that the banks are making an effort to acquaint the public with the very vital service they render to business individuals, but they are overselling themselves — a stroke of business, but it cannot be allowed to stop there. Obviously, if business in general were compelled to fold, the banks would automatically curl up and die, for want of customers, and all the good they have done themselves would be so much bath-water down the drain.

The die is being cast right now. Private enterprise is going to sink or swim. That is obvious. But what does not seem so clear is that private enterprise sinks or swims as one ship.

Nobody questions the efficacy of broadcasting. Only the enemies, with an axe to grind, decry the usefulness of the private broadcasting stations. Advertisers are hunting for ideas with which to assail their markets. Business — every business — has a story to tell — not a story of better mousetraps, but the story of the success of a system — a succession of stories which, added together, make the sum total of the success of the country, which has risen to a high place in the roll of nations on the pioneering of public spirited sons of private enterprise.

Telling these stories is a simple matter. Too much of such material, whether printed or broadcast, falls under the category of "publicity" rather than "news story". It should not be necessary to say how good it is. Goodness should be clearly evidenced by plain recital of fact. If such recital does not imply what is intended, it is not use rewriting the script. It simply means we are suffering from a plain case of not having anything worth reciting.

—December 1944

Throughout the unending barrage of invective that is being hurled at private business by the forces of socialism, there resound heart-rending stories of ruthless employers, grinding their millions from the toil of humble workers, who exist on meagre pittance, afraid to look out of the window, lest the Simon Legrees they work for cast them out in the cold, cold snow.

Hitting as they do from all directions, we seem to take it for granted that these accusations are generally speaking true, and that we might as well prolong our evil lives as long as possible, and then surrender to death, the CCF, or whatever kind of horrible punishment destiny holds in store.

Unbelievable though it may be, there are, working for private enterprise, in factories and offices, at benches and desks, thousands of men and women who have been laboring for the same unprincipled managements for anything from ten to thirty-five years, and not only are they inordinately happy in their work, but they are also terribly alarmed as the spectre of socialism rears its head to deprive them of the jobs they have chosen.

I wish you could have been with me the other day when I was talking to — let's call him Bill McIntosh.

Bill made the profound remark which inspired this article. He said:

"I've often thought that it would be a good idea if the bosses would get together and have someone write up stories about people like me, who like their jobs, and get them put on the radio."

Bill has worked at the same factory for almost thirty years; his position — shipper. Five years ago he was presented with a gold watch, duly inscribed, commemorating his 25 years of service. He also received a month's pay and a month off in which to spend it. During this month he was able to take a trip — his third — to his native Scotland; and all because of a soulless corporation to whom he had given a lifetime of service and devotion, who wanted to take this tangible means of saying: "Thanks, Bill."

In another two years, Bill celebrates his sixtieth birthday. Then he commences his period

of retirement, made possible by the same exploiting employer's pension scheme, under which his own small contributions have been doubled by his heartless firm, and then profitably invested. On his sixtieth birthday, Bill starts drawing \$85 a month for the rest of his life. "I've got the house paid for," he said. "Young Albert will be through for a Doctor by then. What more could a man want?"

\* \* \*

According to Bill, by far the majority of the people in the factory where he works are there because they like it. "The trouble-makers", he explained, "aren't the steady workers. They're a few of the temporary help who, because of the war, have been made to work; and now, finding themselves with three times as much money as they ever had before, they are feeling their oats. The rest of us know our trades, and — well — I guess we don't bother our heads much with politics. We just seem to let these few agitators talk us into their ways of thinking, and that's where the trouble begins."

"You know", he continued, "when you're sitting at home of an evening, just you and the Missus, you turn on the radio, and somehow the music they play, and the things they say seem to reach right down inside you. I don't know how much the folks on the Hill listen, but 'round where I live, everyone owns a radio. Our votes count just as much as the big shots'. But if the big boys don't get busy and give little guys like me their side of the story, the CCF is going to win the next election, the boss is going to lose his business and we're going to lose our jobs."

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**On CFRB**

*More Listeners per Dollar*

**THAN ON ANY OTHER TORONTO STATION!**

***And that's what you want, isn't it?***

Of course, that's what every advertiser wants — full value and good results from each advertising dollar he spends!

That's why so many sponsors stay with CFRB year after year — they have learned from experience that dollar for dollar they reach MORE listeners on CFRB! Just take a look at these facts.

**CFRB offers . . .**

2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times . . .

for every advertising dollar!

Good value! And good results too — because those radio homes represent a BUYING audience in a BUYING market!

**CFRB**  
**TORONTO**

**REPRESENTATIVES:**

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

**LOOKING FORWARD TO THE NEXT TWENTY YEARS!**