

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 11, No. 5.

TORONTO, ONTARIO

March 5th, 1952

### Seventh Anniversary



CELEBRATING ITS SEVENTH ANNIVERSARY late last month was station CKSF, Cornwall. The festivities, originally scheduled for its anniversary date of February 15, were postponed one week due to the funeral of the late King George VI. Seen above, eyeing the seven-candle cake, is part of the station's staff, including, left to right (seated): Carl Cogan, announcer; Mrs. Fern Moquin, traffic superintendent; Marilyn Morin, librarian; Alma Larocque, secretary; Mrs. Douglas Appleton, accountant; (standing) Fred Pemberton, manager; Carl Fisher, production director; Tony Miseferi, control operator; Bob Eadie, continuity editor; Jack Reid, chief announcer; Mahlon Clark, chief engineer; Roland Forget, French announcer; Andy Walsh, announcer; and Godfrey Tudor, Horace N. Stovin & Co., the station's representative.

### Listeners Choose Private Radio By 4 to 1 Over CBC Productions

An average of over 80% of listenership to Canadian programs favors the programs of the independent or non-government stations, it was disclosed in a survey of "Radio Audiences Tuned to Programs Produced by the Canadian Broadcasting Corporation." The survey was compiled by Elliott-Haynes Ltd. from their regular continuing semi-monthly surveys of Canadian radio audiences between November 1, 1950 and October 31, 1951. Figures do not include American-produced programs carried over the CBC networks or programs produced independently by Canadian producers such as *Don Wright Chorus* or *NHL Hockey*.

For the entire year under study, these figures show that all CBC-produced programs between 9 a.m. and 10 p.m. on weekdays and 6 p.m. and 10 p.m. on Sundays averaged 18.5% of Canadian sets in use. CBC commercials averaged 39.9%.

In their report, Elliott-Haynes point out that an analysis of the CBC's program schedules in the period indicated that 82.2% of the program time was devoted to CBC-produced programs, 72% be-

ing news and other non-commercial programs and 10.2% being Canadian commercial programs. These programs obtained 16.5% of the sets in use when they were broadcast, obtaining 11.88% of total radio listening in Canada.

It is pointed out by a CAB spokesman that the CBC now receives a government subsidy from general tax funds of \$6,250,000 per year, in addition to \$5,500,000 a year in license fees and just under \$2,500,000 a year in commercial revenue. The association emphasizes that "this subsidy of over \$14,000,000 a year is spent to attract an average of only 11.9% of Canadian listening. Thus more than 80% of Canadians benefit in no way from this subsidy since they do not care to tune in CBC programs."

The statement goes on to say that "more than 80% of Canadians voluntarily tune in the programs of the independent or non-government stations who do not share in any way either of the subsidies. In fact they exist solely from their commercial revenue as do all other forms of publication."

### WIDE INTEREST PROMISED BY CAB CONFERENCE AGENDA

Toronto. — Some 23 speakers are scheduled to tackle 12 subjects, ranging all the way from the value of a trade association to getting into the television business, with decided emphasis on radio and its problems in between, when the Canadian Association of Broadcasters holds its 27th annual conference in the Royal York Hotel here, beginning March 24.

The three-and-a-half-day conference will get under way with an address of welcome by CAB president D. Malcolm Neill and the appointment of committees. John Sheridan speaks first on "The Value of Trade Associations." Sheridan is executive secretary of the Canadian Chamber of Commerce.

"An Ideal Sales Pitch" is the subject which is to occupy the remainder of the first morning. Headed by Hugh Horler, MacLaren Advertising Company radio director, a panel of agency and advertising men will direct this discussion.

During the Monday afternoon session, "Where and How to Look for New Business" will be dealt with jointly by Adam J. Young, Jr., president of the U.S. radio station representative organization bearing his name; Murray Grabhorn, managing director of the American National Association of Radio & Television Sales Representatives; and Jack Blick, general manager, CJOB, Winnipeg.

The first day's final session will see Wallace R. Parr, Manufacturers' Life supervisor of field education and Maurice Mitchell, vice-president of Associated Program Service, New York, tackling the subject: "Making Salesmen More Effective."

The report of the Bureau of Broadcast Measurement's research and development committee is to be presented Tuesday morning. Taking part in what is expected to be a vital discussion will be committee members: chairman C. W. McQuillin, radio and TV manager of Cockfield, Brown & Co. Ltd.; vice-president H. F. Chevrier, CBC statistician; Ralph Hart, radio director, Spitzer & Mills Ltd.; James Potts, group advertising manager, Lever Brothers Ltd.; Pat Freeman, CAB director of sales and research; BBM vice-president Horace N. Stovin, president of Horace N. Stovin & Co.; and professors A. H. Shepard and K. S. Bernhardt, department of psychology, University of Toronto.

A special "Salute To Radio" luncheon of the Toronto Ad & Sales Club has been arranged to which CAB conference delegates and guests have been extended an open invitation. Arranged specifically to coincide with the conference, the Ad & Sales Club luncheon will feature Maurice Mitchell of Mitch's Pitch fame speaking on "How To Sell Blue Sky," and entertainment provided by CFRB.

"Increasing the Effectiveness of Radio Commercials" will be the subject of an address by Horace Schwerin, president of Schwerin Research Institute, New York, during the Tuesday afternoon session.

Two men whose business it is to know the hows and whys of hiring people will speak on "Personnel Selection"; Ernest de la Ossa, personnel director of NBC, and King Whitney, executive director of Personnel Laboratories, New York.

Beginning Wednesday activities, a panel discussion on "Management and Cost Control" will be led by the session's principal speaker, E. B. Chown.

Pat Freeman, CAB director of sales and research, will deliver the report of the sales advisory committee and discuss radio sales matters in general.

Wednesday afternoon will be given over to the conference's only meeting which is open to CAB members exclusively. Resolutions will be considered at this time as well as copyright, constitutional and program problems, and general matters.

Always a highlight of the conference, the CAB annual dinner will be held Wednesday evening, following a cocktail party given by Canadian National and Canadian Pacific Telegraph Companies.

The final half-day session on Thursday morning will be devoted to talks on local sales and television. Headed by Ken Soble, president of CHML, Hamilton, the discussion on "How to Increase Local Sales" will also feature an address by W. T. Cruickshank, president of CKNX, Wingham.

"Getting Into Television" will be the subject of an address by W. E. Wallbridge, manager of WWJ-TV, Detroit.

**NOW IN OUR ELEVENTH YEAR OF SERVICE TO RADIO AND ITS CLIENTS**



A MEETING PLACE  
 for  
 BROADCASTERS — AGENCIES — SPONSORS  
 for the exchange of ideas and means of  
 improving the medium from all points of  
 view.

This is your invitation to attend  
 The 27th Annual Conference  
 of the  
 CANADIAN ASSOCIATION of BROADCASTERS  
 at the  
 Royal York Hotel, Toronto  
 March 24 — 27, 1952

REGISTRATION FEES  
 for non-delegates

Reduced advance fee . . . . . \$17.50  
 Fee if paid at Toronto . . . . . 22.50

*(Advertising & Sales Club of Toronto Luncheon, March 25 — \$1.75)*

**The CANADIAN ASSOCIATION of BROADCASTERS**

Representing 106 Broadcasting Stations whose voices are  
 invited into over 3,000,000 Canadian homes every day.

**T. J. ALLARD**  
 General Manager  
 108 Sparks St.  
 Ottawa

**PAT FREEMAN**  
 Director of Sales & Research  
 37 Bloor St. West  
 Toronto



I came back from my recent visit to England with a personal and holy war on my hands and managed to fire the first shot, with the kind connivance of the British Columbia Association of Broadcasters, who sat and suffered yet another Lewis speech. This one was called "Home Thoughts of a Mad Dog" and it dealt with the way in which Canada in general and Canadian advertising in particular can do this country a good turn from an economics standpoint, and, at the same time, help the United Kingdom out of the state of economic doldrums into which she fell while she held the fort until the rest of the world could gear itself for World War II.

The personal war I am referring to is summed up in the slogan "Not just bundles for Britain, but bucks for Britain in return for British merchandise." Or, alternatively, "Bucks for Britain means bucks for us."

Tenor of my campaign, and I am handing on the information in case others may be with me, is that Britain cannot let loose her sterling in the dollar areas for lack of dollars. Therefore, she is no longer our best customer, as she once was. Furthermore, this same situation has called a halt to the happy state of affairs under which Canada has developed on a happy blend of American and British capital. Now, at the height of Canadian growth, Britain is excluded, while our friends to the south are pouring in their money, to a point approaching economic absorption.

If we have to be absorbed, I can think of no one nicer to be absorbed by. But then I am unable to feel that absorption is

necessary by anyone.

The point is that if we could get Britain back in the dollar area, this danger would be averted because the capital we need to continue our phenomenal developments would be coming not from only one source but two, because Britain would once again have the dollars to invest in Canadian enterprise. Obviously this would be a healthy state of affairs. And the only way to get Britain back into this position would be for us to buy more and more British goods.

That's my holy war of the moment. Thoughts of our readers on the subject would be most appreciated, especially if they contain constructive suggestions as to how the project can be furthered.

The idea seems to have caught on in the west, because on the way back from the coast most of the stations I visited let me (and my laryngitis) loose at their microphones to do interviews on the subject.

My first appearance was over CFRN on their *Britain Calling* show, sponsored by Burrows Motors.

Murray Stevens, studio engineer, who doubles as producer and interviewer on this Monday evening broadcast, put me through my paces with pertinent questions about my recent trip.

Format of this half-hour stanza is first (and also finally) a musical theme, written by Murray and his wife. Each program is dedicated to a county or district of the British Isles. Topographical music is selected to fit in with the area. Murray writes a script in which he and announcer Dave Cruickshank discuss points of interest and news and views culled from the British papers. Interviews are used when interviewees are available who fall in Murray's category of "Britishers-with-a-story." Besides your humble servant (humble because of the compliment) he has looked over the mike at such characters as the captain of the Fulham soccer team. The program is now in its twelfth week and the contract has been renewed by the sponsor indefinitely.

Next stop was Calgary and, blimey, it happened again. Actually I got crossed up by

the elements. When I left Vancouver, my first stop was to have been Calgary, but something or other called, I believe, a chinook, elected that we should go on to Edmonton, where I decided to remain for a couple of days.

When I got off the plane, I walked right into CFRN's Dick Rice. It was nice of him to meet me, seeing neither he nor I knew I would be there. I guess he meets all the planes—just in case.

To return to our interviews, in Calgary it was Dora Dibney of CFCN who regales that station's lady listeners with her daily column of the air called *Chatting With Dora Dibney*. We chatted dully, and I think I let Dora get in quite a bit. I intended to, anyhow.

While I was there, the engineers were holding their second annual gabfest at the Palisser Hotel under the chairmanship of George Chandler, whose slide rule really had a good workout. An entertaining report of this function, handled by CFAC's newschief, Larry Heywood, will be found in our next issue.

During the evening, the engineers conducted some interesting experiments in radio liquification on which no story appears to have been written.

Next stop was Saskatoon, where CFQC newschief Godfrey Hudson did the interview routine all over again. If people don't soon start buying British goods, it won't be my fault—or Murray's—or Dora's

(Continued on page 4)



FOR THESE ARTISTS

- ARKLESS, John
- DAVIES, Joy
- CRUCHET, Jean
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILLER, Maxine
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- OULD, Lois
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

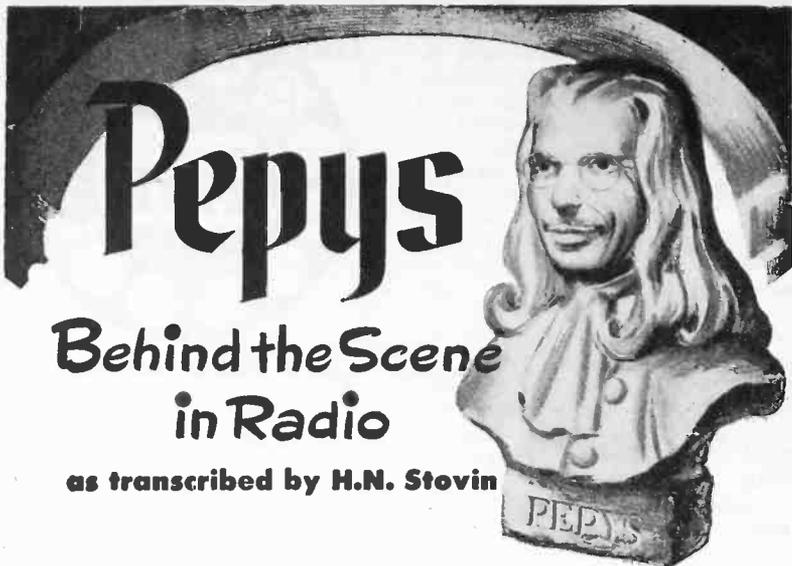


**CKCW**  
MONCTON NEW BRUNSWICK  
The Hub of the Maritimes  
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

Sell the rich  
Niagara Peninsula  
at one low cost  
with

Your Niagara District Station  
**CKTB**  
ST. CATHARINES  
Now 620 ON YOUR DIAL

REPRESENTATIVES  
TORONTO: Paul Mulvihill  
MONTREAL: Radio Time Sales



"Did myself mightily enjoy the story of the young couple racing the stork in a taxicab — the race being won by the stork. When the young father found a \$10.00 charge on the hospital bill for 'delivery room' he did protest, since the baby had made his arrival on the front lawn. Being fair-minded, the hospital sent a revised bill, reading, 'Greens fee..... \$10.00'

● ● ● Am chuckling, too, over a pretty piece of wit received from Sid Boyling, Manager of CHAB, being a special letter to note the 319th birthday of Pepys himself, and reading, 'Unless I had rechecked my information, I would never have realized you were 319 this Saturday. It's amazing, isn't it, how time flies. It seems only yesterday that Columbus discovered us. Incidentally, I hear there are rumblings in the colonies down south. I wouldn't be a bit surprised if no good comes of that chap and his cherry tree.' Truly a merry and a clever conceit

● ● ● Am looking forward pleurably to the Annual Meeting of the Canadian Association of Broadcasters, and also to greeting in person those lively and aggressive station managers of our proven Stovin stations, at our annual Stovin Sales Clinic; where problems will be discussed and, I am fully assured, also resolved—for the improvement of sales, service and programs for sponsors and listeners alike ● ● ● A doff of my Sunday beaver to All-Canada Radio Facilities and Quality Records Ltd. for distributing free to all stations in this realm a recording of the Don Wright Chorus rendering 'God Save the Queen.' The same was made within hours of the announcement of the passing of His late Majesty King George the Sixth, and was a timely and truly fine gesture to Canada's loyal welcome to our new Sovereign."

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for these live Radio Stations*

CJOR Vancouver	CFAR Fila Fion	CFJR Brockville
CFPR Prince Rupert	CKY Winnipeg	CKSF Cornwall
CKLN Nelson	CJRL Kenora	CJBR Rimouski
CJGX Yorkton	CJBC Toronto	CJEM Edmundston
CHAB Moose Jaw	CFOR Orillia	CKCW Moncton
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland
	CJBQ Belleville	

### OVER THE DESK

(Continued)

—or Godfrey's.

This Hudson character operates a news department—he insists it is a news "service" — to reckon with. We did a long piece on him and it in our CAB issue last year, in which we went into some detail about how he covers the area with his staff of six newsmen. Since that time, the department ('scuse, please—"news service") has acquired a Jeep station wagon to speed things up. It has also instituted the idea of using taped interviews in local newscasts, so that the subject of a story is quoted in his own voice. One other thing that occurred to me as being interesting is a 30-minute newscast at noon—10 minutes of national and international, 10 minutes of local and 10 minutes of sports.

But there is something perhaps more important than a well-manned and equipped department. And that is that rare quality of willingness to work which stems from "the old man" (he's going on 32) and seems to infect his entire staff.

■ ■ ■

Back in Ontario, I think a



Marathon Dave Wright

record has been broken for hockey broadcasts by Barrie's sport-minded CKBB and Dave Wright, the station's sportscaster.

Last week the Barrie 250 watter sent Wright motoring over 350 miles to broadcast no less than five different hockey games within 24 hours. And just to make the young sportscaster's schedule a little tighter, he also handled his regular announce shift which gets under way at 6.45 a.m.

The marathon started Friday night, February 22, when Wright handled the Barrie Flyer-Windsor Spitfire game from the Barrie Arena for Seven-Up Ontario Ltd. That took him up till 11 p.m. Then it was up at six in the morning for his *Musical Clock*. Thence, to the Barrie Arena for a broadcast of a minor hockey game which got under way at 10.30 a.m. for Cotty's Cleaners, a local sponsor. Then off in the CKBB station wagon to Owen Sound, some 80 miles away, for a three-hour broadcast of the Bantam and Midget OMHA playoff games between Barrie and Owen Sound. This hitch lasted till 5.20 p.m. and there was still another game to go. This one originated from Waterloo, 100-odd miles beyond Owen Sound, so it was a case of no dinner, but steady driving. Wright arrived in Waterloo 15 minutes before air time, and although the game between Barrie and Waterloo was under way, he got on the air for International Harvester without a hitch, a total of five hours of play-by-play covering four hockey games in a span of 12 hours, or five games with six and a half hours of air time in 24 hours.



THE station with more potential customers\* in the greater Oshawa area than all other radio stations combined.

\*E-H Report.

"IN THE HEART OF CANADA'S RICHEST MARKET"

# CANADIAN BROADCASTER AND TELESCREEN

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

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## Improving The Radio Product

It is a comforting thought that this year the CAB Conference will progress towards the solution to the rating problem when the BBM Research and Development Committee comes out with its report. But while the results of this committee's deliberations cannot fail, whatever those results may be, to contribute materially to the long-sought solution, there is another factor of paramount if not even greater importance.

The main problem confronting the broadcasting industry is its own approach to the ratings and that of the agency time buyers.

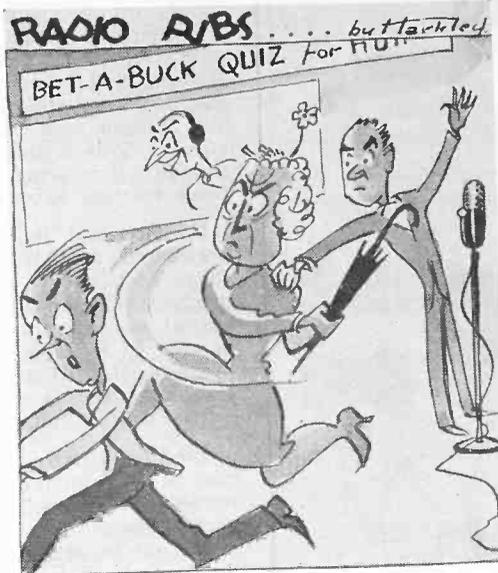
As in any sampling operation, program ratings are subject to certain statistical variations, depending on the size of sample used to obtain these ratings and the size of the calculated rating. For example, in a national report where a total of 2,000 calls are used to obtain the rating of each national show, a program with a rating of 30 can, we are informed, expect a maximum statistical variation of 1.9% each way. In other words, it may rate anywhere between 28.1 and 31.9.

Stations, agencies and sponsors who reach avidly for the ratings as soon as they are delivered, and find that their last month's 30 has risen to 31.5 or shrunk to 28.5 have not necessarily gone through the change of audience that is indicated by the ratings, because of this margin of variation. Furthermore, it also has to be remembered that the so-called "popularity" ratings do not measure listeners' preferences. Rather they simply designate which of available programs each listener polled chose to tune.

A development in radio research which is long overdue is a measurement not so much of what they tuned but rather the degree of impact it made on them. Better still, one day some bright individual is going to come up with a means of measuring this impact in terms of money in the cash register.

The main task present research techniques can perform is to indicate where a program may be slipping. When the ratings indicate a situation such as this, it calls for a meeting of the program department with the producers to try and determine what can be changed to remedy it. Unfortunately there are too many people who react like the man whose bathroom scales indicated that he was overweight, and went out and bought himself another set of scales.

Another tendency is to trot out the plea that other media have holes in their consumer-impact measurements too. This is



"Madam, I think I mentioned that the judges' decision is final."

undoubtedly true, but the fact is not as important to radio as it is for the spoken medium to concentrate on developing better research of its own, without concerning itself overly on the shortcomings of the competition.

Radio's problem at this juncture is not so much to sell itself as a potent medium. It has proved its point in this respect long since. It is rather to improve and to supplement the vast store of information it is already pouring into its clients' laps.

## Bringing Parliament To Mr. Citizen

In defeating a motion which called for the replacement of a printed record of proceedings by broadcasts, the Manitoba Legislature seems to have overlooked the possibility of using both, as well as the desirability. The value of Hansard as a permanent record for easy reference of all the millions of words that are spoken during the average session can hardly be denied. But how many ordinary citizens read it?

Of at least equal or greater importance is carrying the story of what goes on behind the imposing and hallowed walls of our many seats of government to that curious fellow who is usually termed the man in the street. Unfortunately, he is not so curious that he will go to any lengths to find out what keeps his province and country ticking on the higher levels. He has to be met better than half way.

Radio can and does do this, along with newspapers. The great distinction is, however, that, unlike Hansard, radio brings the printed words to life while it is actually happening. We question whether it has

to be as momentous as a Kefauver investigation to make Mr. Citizen sit up and take notice.

Undoubtedly, the broadcasting of Parliamentary proceedings in Manitoba would revive the public's interest in the problems of that province. For the reason that this new interest is bound to be shown in the number of letters being sent by the people to their representatives, it is difficult to understand why they turned down the broadcasts if they are truly interested in discovering the tenor of public opinion.

Another vital point is that broadcasts, more than anything, tend to not only improve attendance at government sittings but to keep all the representatives on their toes. Through radio, a politician is kept on a continual election campaign; he can't help but feel that dire will be the results if most of his utterances do not make sense to his electorate.

Cost was one of the main reasons the Manitoba Legislature decided to do without broadcasts; decorum was another. We venture to suggest that if the government would contact the Manitoba radio stations they would find that their co-operation would clear most of the cost obstacle, although it is difficult to imagine a price too high for the benefits to be derived from such broadcasts.

"That the main function of the Legislature would be defeated by turning it into a broadcasting studio" — an argument advanced by Labor Minister C. E. Greenlay — has little substance in fact. Indeed, as we have pointed out, it would be a good thing to make representatives audience-conscious and to encourage them to execute government business on a carefully-timed, pre-planned basis.

Mr. Greenlay also said it would be unfair to the public if the entire proceedings were not broadcast. Newspapers do not carry a complete verbatim report of Legislature events and they have yet to be criticised for not doing so. The same should apply to radio.

Most of the problems connected with such broadcasts appear to have been overcome by the Saskatchewan Government which sponsors a daily 75-minute broadcast of its activities over a network of four stations and this has been going on for some time. Over a year ago, a move to discontinue these broadcasts was defeated by a large majority. At that time, Premier T. C. Douglas said he felt broadcasts are an excellent medium for keeping isolated communities posted on governmental proceedings.

# NORTHERN ONTARIO'S

## Greatest

## ADVERTISING

## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

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

# BCAB

## Defence Frustration

Vancouver.—Local civil defence officials are being frustrated by senior governments which have failed to give firm decisions on important aspects of planning, Alderman J. D. Cornett, chairman of the Greater Vancouver Civil Defence Council, told the BCAB conference which met here last month.

Cornett addressed the meeting with Air Vice-Marshal F. V. Heakes, civil defence co-ordinator for the area, and Squadron Leader Ted Duncan, area communications officer. This is the third successive BCAB meeting at which defence matters have come up.

Cornett said that while planners at the local level were doing their best to set up workable machinery for an emergency, provincial and federal authorities had not helped by laying down policy which would give them a specific framework within which to work. The defence council chairman

pointed out that the rural population of the province was vitally concerned with civil defence, and with radio's part in it. They might not be attacked directly in the hinterland, he said, but they might find themselves suddenly having to billet homeless city dwellers.

Radio, Cornett emphasized, was the fastest, and might be the only way, to keep rural people informed.

Cornett complimented George C. Chandler of CJOR for his work on civil defence communications planning. Chandler and M. V. Chesnut of CJVI, Victoria, have been the BCAB's civil defence committee.

"We look to you to support us," Cornett told the radio men. "We thank God we have a type of people such as yourselves to help us in our task. There is no other way to get essential information to people as fast as through your medium."

Air Vice-Marshal Heakes said radio was essential in an emergency, so that people could be instructed what to do—whether to stay in shelters or to go out

## Correction

In a news story on the hearings of the Copyright Appeal Board which appeared in Canadian Broadcaster & Telescreen, February 6, it was erroneously stated:

"Peter Wright, legal counsel for the CBC, told the Board that this proposal\* would not be contested by the Corporation, since an agreement had been reached between the two parties, and that there remained only the Board's approval to make it operative."

The CBC's counsel did not say that an agreement had been reached or that there remained only the Board's approval to make it operative.

In stating the CBC's position at that time, Wright said, in part: "The attitude of the CBC has been made perfectly clear at all the hearings, and in the briefs, namely, that CAPAC has advanced a tariff and we have looked at it and we are advancing no objection. The CBC is not advocating the present tariff and is not objecting to it. It is not advocating the Sedgwick plan and it is not objecting to it."

\*The tariff, proposed by the Composers, Authors and Publishers Association of Canada, and payable by the CBC to CAPAC if approved by the Board.

and fight fires, depending upon circumstances.

He said that radio should also be a part of a continuing program of education to make the public aware of how to act in an emergency.

Civil defence has many aspects, he said, but none was more important than communication between defence authorities and the people they were defending.

S/L. Duncan discussed the problem of getting emergency transmitters into action in the event broadcasting stations or the power supply were knocked out, and described how the R.C.A.F. aided in this problem during the Winnipeg floods.

## SASKATCHEWAN IS SOLD ON CFQC

a sponsor is convinced when 2 spot announcements bring him — in one week — up to \$2,000.00 business in excess of previous weeks!

Feb. 15th, 1952.

Mr. W. Friest,  
Sales Dept.,  
Radio Station CFQC,  
SASKATOON, Sask.

Dear Bill:

Just a note to express my satisfaction in regard to our business connection re: advertising over CFQC.

We are very pleased with the sales your station broadcast has brought. During one week our sales increased between one and two thousand dollars over previous weeks . . .

. . . Thanking you,

Yours very truly,

C. E. Fines, Mgr.,  
Singer Sewing Machine Co.,  
SASKATOON, Sask.



THE RADIO HUB OF SASKATCHEWAN

See RADIO REPS!

## AN AGGRESSIVE STATION IN A PROGRESSIVE MARKET 1929 - 1952

23 Successive Years of Service

# CKCR

KITCHENER, ONT.

1490 KCS. — AM-FM — 97.6 MGS.

GET THE FACTS — ASK OMER RENAUD

# AGENCIES

By Art Benson

## E. W. REYNOLDS

**Toronto.**—T. S. Simms Company has scheduled a series of five-minute three a week participating and local shows over 15 stations coast to coast for a 12-week run. Same sponsor also has an introductory spot campaign going to CFRB, CKEY, CHUM and CHML, end of March, advertising its Twist O'Wrist Mop.

**R. M. Hollingshead & Company** starts a 10-week campaign of transcribed spots March 24 over 18 stations coast to coast advertising Whiz Motor Rhythm and Venus Car Polish.

**Mutual Benefit Health & Accident Association** has taken a 15-minute five a week segment of the *Wendy Paige Show* over CHUM, Toronto.

**Staffords Ltd.** starts March 10 the 15-minute three a week *Staffords Barndance Gang* over CKNX, Wingham, advertising Stafford's jams and jellies.

## F. H. HAYHURST

**Toronto.** — Canadian Cannery Ltd. has taken a 10-minute five a week segment of *Fiesta* with Gordie Tapp over CHML, Hamilton, advertising Aylmer Soups.

**Templeton's Limited** has scheduled three five-minute newscasts daily over CJAD, Montreal, to run through the summer, advertising cold tablets.

**Albo "50" New-Lac** has a spot announcement series under way over 42 stations coast to coast advertising its floor lacquer.

**MacFeeter's Creamery** has a three-month test campaign of transcribed and live spot announcements going to CKCR, Kitchener, advertising Golden Bar Cheese.

**Montreal.** — Davis & Lawrence Ltd. has started a 22-week campaign of transcribed spot announcements over 13 Quebec and Maritime stations advertising Yeast Phos tonic. In addition, quarter-hour programs of western and folk music are going to CJON, St. Johns and four stations of the CBC Newfoundland network on a three a week basis.

## SPITZER & MILLS

**Toronto.**—Wm. E. Coutts Co. Ltd. (greeting cards) is piping in the *Hallmark Playhouse* from CBS to CFRB, Toronto (Sundays) and CJAD, Montreal (Tuesdays), featuring novelist James Hilton.

**Gillette Safety Razor Company** of Canada starts an eight-week series of spot announcements end of March over 18 English and four French stations advertising its new Prom Home Permanent.

## JAMES LOVICK

**Toronto.**—British American Oil Co. Ltd. has a two-week transcribed spot announcement campaign going to 50-odd stations coast to coast commencing end of March advertising its "Spring Change-over."

**Associated Salmon Cannery of B.C.** has extended the five-minute five a week transcribed *Clare Wallace's Notebook* over 15 stations coast to coast for another 13 weeks.

## COCKFIELD BROWN

**Toronto.** — Pepsodent Company of Canada has started an introductory spot announcement campaign over 20 stations coast to coast advertising the new Shadow Wave Home Permanent. Business was placed in conjunction with McCann-Erickson Inc., New York.

**Savage Shoe Company** has an eight-week spot announcement series going to 20 stations coast to coast advertising children's shoes.

## R. C. SMITH

**Toronto.**—Radio College of Canada has scheduled a series of 10-minute three a week transcribed talks over six Southern Ontario stations and plan going coast to coast on a regional basis at a later date.

## GETS CAB FRANCHISE

The advertising agency, Robert Otto & Company, has had its application for recognition by the Canadian Association of Broadcasters approved by the CAB's board of directors. The agency is located in Toronto at 225 Mutual Street.

## KENYON & ECKHARDT

**New York.**—The Kellogg Company of Canada has scheduled a series of daily spot announcements over a wide list of stations coast to coast until the end of July advertising Kellogg Corn Pops.

**Toronto.**—Richard Hudnut Ltd. has a spot announcement campaign under way until October over 13 French and 22 English stations advertising Richard Hudnut Home Permanents, Children's Home Permanents and Egg Cream Shampoo.

## J. WALTER THOMPSON

**Toronto.**—Credit Union National Association has started the 15-minute once a week transcribed *Lorne Greene's Notebook* over 20-stations coast to coast. The series features Lorne Greene in human interest stories and is designed to acquaint listeners with this national credit organization.

# DID YOU KNOW?

CKCL has done it again!!! We received donations of over \$3,200.00 for the March of Dimes on a single live talent broadcast on January 23rd. The loyal audience that contributed this amount, is available for your message.

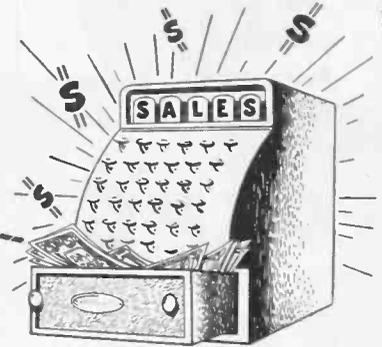
# CKCL

TRURO, NOVA SCOTIA

J. A. MANNING  
Manager

OMER RENAUD & CO., Representative  
Toronto & Montreal

# SELLING POWER!



## PROVEN

In a test conducted over a period of last six months direct response through CFEN was 10 to 2 in comparison with other stations airing program on the same day at the same time.

The client's advertising agency supplied this information.

You Cover More . . . You Sell More Over

# CFEN CALGARY

## ASK RADIO REPS

Toronto, Montreal  
Winnipeg, Vancouver

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



CANADA'S FIRST STATION



# MONTREAL

# A GROWING MARKET

13,873 cars of lumber estimated at \$29,000,000 were hauled out of the Prince George Forest District in 1951 — an increase of 26% over 1950.

Reach this growing market over its own station.

## CKPG

PRINCE GEORGE, B.C.  
250 Watts on 550 Kc.  
Serving Central B.C.

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

## RESEARCH

### Researchers Respond To BCAB Resolution

Toronto. — The two radio research firms most vitally concerned said here last week that they were completely behind any move which would help clear up the confusion which has resulted from the disparity of program rating figures. Both Elliott-Haynes Limited and Penn McLeod & Associates Limited stated again that they welcomed investigations of radio research methods, following the resolution, passed at the recent B.C. Association of Broadcasters' convention, calling for an inquiry (see C.B.&T. Feb. 20).

But spokesmen for both firms considered the BCAB action of demanding access to work sheets premature since the entire field of radio and program research is under study by the Bureau of Broadcast Measurement's research and development committee. (Its report is scheduled to be announced at the Tuesday morning session of the Canadian Association of Broadcasters conference in the Royal York Hotel here, which begins March 24.)

Speaking for Elliott-Haynes Ltd., vice-president Myles Leckie said his company "has no objection and would even encourage an independent audit of its operation" but this "would have to be conducted by an independent firm of chartered accountants, who

have no direct or indirect interest in the problem as such." This is the position adopted some months ago and submitted to CARF, Leckie said.

The audit should be complete, both externally and internally, he continued. "The external audit would cover all 40 markets under survey and would include supervision by a regional auditor appointed by the supervising audit firm," while "the internal audit would be conducted concurrent with tabulation and would verify sample size, sample selection and tabulation results."

The cost, Leckie felt, should be distributed throughout the industry on a basis arranged by the Bureau of Broadcast Measurement. "Upon the satisfactory conclusion of the audit," Leckie said in quoting his company's view, "the Elliott-Haynes Radio Ratings Service should be accorded the official approval of the Canadian Association of Broadcasters, the CBC, the Association of Canadian Advertisers, and the Canadian Association of Advertising Agencies."

On hearing of the BCAB resolution, Penn McLeod said he informed the association that his firm "will be glad to co-operate in any way possible."

He also said that two years ago he recommended that the Canadian Advertising Research Foundation examine "the complete modus operandi of conducting radio research with the view in mind of establishing standardized procedures which would be acceptable to both the buyer and seller of radio time."

McLeod cited the recent case where representatives of three Calgary radio stations were allowed to examine his company's "call sheets" as they came from the interviewers, but before they were sent to the head office for processing. At that time only one of these stations was a paying subscriber, he said.

On the other hand, Leckie said that while his company welcomed an investigation of radio research, it could only approve of an audit of its methods by qualified and impartial auditors, and not by a branch or segment of the industry.

This view was in contrast with the BCAB resolution which seeks a thorough disclosure to the CAB and its members of the methods of gathering and compiling data by these research firms.

## Your Products

### In An Expanding Canada

Montreal.—Four speakers, dealing with statistics, television and selling to women, will be featured during the annual half-day conference of the Advertising & Sales Club of Montreal, to be held here March 19 in the Mount Royal Hotel.

Under the theme, "How To Market Your Products In An Expanding Canada," three facets of Canada's new marketing picture will be considered, headed by a discussion of the recent census figures.

A report on new population, housing and distribution statistics from the census will be made by Herbert Marshall, Dominion Statistician and former chairman of the UN statistical commission.

Interpreting the statistical trends as they will affect the immediate marketing plans for advertisers and sales organizations will be Marion Harper, Jr., president of McCann Erickson Inc., New York, under the title, "Gearing Ad and Sales Campaigns to 1951 Census Trends."

Probing the problem, "How To Use TV Advertising Effectively," Pat Weaver will outline what Canadian advertisers can expect to meet in using the new medium. He is vice-president in charge of TV for NBC.

Nancy Sasser will speak to conference delegates on selling to women in the changing Canadian market. She is owner of the widely-published merchandise column, "Buy Lines by Nancy Sasser."

On the lighter-food-for-thought side, a puppet show, dramatizing many of the pitfalls of the advertising and sales fields, is scheduled for presentation at the conference, directed by the Canadian puppetmaster, Sol Litman.

### BBM Edits 5th Study

Toronto.—Most of the ballots for the Bureau of Broadcast Measurement's fifth study of radio audiences are now being edited and tabulated, it was announced here last week in a progress report by executive secretary Charles Follett.

Since ballot returns from about 400 different areas have gone over BBM requirements, Follett expects that station reports should be complete and available "when fall business is being considered."



**{ RECIPE }**

CJOB is a favourite media dish with food advertisers simply because its blended appeals reach food interested women with healthy marketing budgets — i.e. Winnipeg's best home-makers!

**CJOB**

See our reps... ←

Radio Representatives Limited  
Toronto, Montreal  
Winnipeg & Vancouver

Adam J. Young, Jr., Inc.  
New York, U.S.A.

WINNER OF  
John J. Giffen Jr. Award  
G.E. On the Air Award  
Billboard Award

Miss Beautiful Barbie Says —



PENN McLEOD reports that 70% of the listeners tune in CKBB between 7.00 and 8.00 p.m. Monday through Friday. The p.m. rating is 33.7, which is a good reason why CKBB is constantly increasing its list of national advertisers.

**CKBB** Serving Simcoe County

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

# DRAMA

## Calgary Station Launches Complete Drama Department

**Calgary.**—A drama department, under a full-time director, Clarence Mack, has been organized by radio station CFAC here. Highlighted by a series of weekly half-hour dramas which began late in January, Mack and station manager Bert Cairns have drawn up a schedule of productions which also includes a semi-dramatized news review, *This Week*, and a children's radio theatre, it was announced.

For the past three years, the station said, it has provided facilities and personnel to foster interest and development in radio drama and the members of three local theatre groups have been encouraged to take part in the many plays produced. The new plan, however, puts the CFAC drama productions on a regular basis and is expected to develop the amateur players into a semi-professional group through frequent appearances, it was pointed out.

Initial productions in this series will feature actors and actresses who have established themselves as a result of previous broadcasts and their work with such groups as Civic Theatre, Workshop 14 and Arts & Letters Club. Readings for newcomers will be held as the series advances and those who offer possibilities will be included later.

According to present plans, CFAC said, the current series will continue until late this spring and is to be resumed in the fall. The works of Canadian writers will figure largely in the productions, Mack reported.

*This Week*, the news review, is a weekly 15-minute documentary employing two voices and here again, Mack said, local talent is given an opportunity to gain greater radio experience. Written by CFAC news director Larry Heywood, and produced by Mack, the week's top news items are dramatized by local artists.

Children's programs, with talented children taking part, are also part of Mack's plans. On

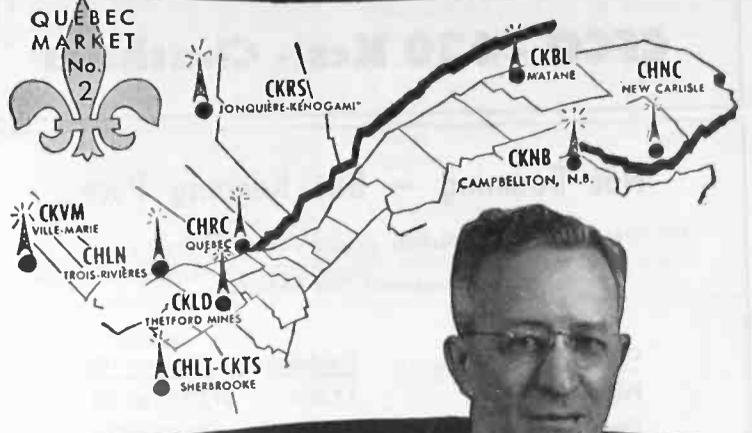
Saturday mornings, beginning in the near future, the quarter-hour *Children's Theatre of the Air* will be turned out alternately by one of two local junior theatre groups: Mount Royal College's children's theatre, supervised by Mrs. Leona Fleagle Patterson and Jack Medhurst; and a privately-operated school, directed by Allan Kerr.

A discussion panel program, *State Your Case*, is also to be part of CFAC's increased schedule of locally-produced shows. Four Calgary citizens, drawn from the ranks of various professions, are expected to face the station's microphones each week to discuss problems posed by listeners. But, indirectly, the experts on the panel will be donating their services to one of Calgary's charitable organizations since the station, on behalf of panel members, will send \$25 to a welfare service each week.

The success of CFAC's local productions must, of necessity, depend on the people who wish to take part in them, Mack said. To date, those taking part in radio drama have considered it to be secondary to their stage activities, he pointed out. But with the realization that radio offers more shows for them in which to work, a wider audience and more scope for experience, it is expected that this plan will become a starting point on this station for drama of a high calibre, he felt.

*Flash!*  
**CKDA**  
**FIRST**  
**IN VICTORIA!**  
(SEE PENN McLEOD & ELLIOTT - HAYNES)

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



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

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

REPRESENTING  
These leading Regional Stations

CHRC	QUÉBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS-RIVIÈRES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquière-Kénoigami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	Thetford Mines	250 WATTS
CKNB	CAMPBELLTON	1000 WATTS

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

"The 1951 Census figures are proving the amazing growth and development of Quebec Market No. 2. Provincial population has increased 20% in the past decade to over 4 millions. Gross values of manufacturing has risen from \$1,045 millions to \$4,500 millions. Mining production has risen from \$69 millions to \$250 millions. Agriculture output has nearly quadrupled in value.

"The growth of buying power in this large and rapidly expanding market makes these leading radio stations of even more importance in your planning, for — in Quebec Market No. 2 — Radio is the most economical and the most productive means of penetrating it."

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

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

**JOS. A. HARDY & CO. LTD.**

1015 DOMINION Sq. Bldg. MONTREAL UN 6-8915	39 ST. JOHN St. QUEBEC 2-8178	11 JORDON St. TORONTO Waverley 2438
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*We get a bouquet*

Yes, we entered a nation-wide radio station promotion contest, organized by Colgate-Palmolive, and came in second with honourable mention. We also won a cash prize, but the important fact, so far as our clients are concerned, is that here once again is proof that CHNS has the staff and the ability to come out in front when it comes to promotion and selling. It goes to show that in Halifax you can't beat

Contact the  
**ALL-CANADA MAN**  
in Canada  
or Weed & Co.  
in the U.S.A.

**CHNS** *The Voice of Halifax*

## CFCO again goes over the top

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

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

## CFCO - 630 Kcs - Chatham

## Not Booming — But Keeping Pace

Using Building Permits as a Measure of Progress,  
The Financial Post Reports:

City	Population	Permits (6 Mos.) 1951
Prince Albert .....	17,067	\$1,075,767.00
Owen Sound .....	17,500	\$ 455,800.00
Woodstock .....	15,600	\$ 516,255.00
Fort William .....	40,000	\$ 960,670.00
Niagara Falls .....	23,500	\$ 918,947.00
Kingston .....	33,120	\$1,091,764.00
Galt .....	22,000	\$1,041,000.00
Peterborough .....	39,000	\$1,942,382.00
Guelph .....	33,000	\$1,788,988.00

Progress is steady in the Prince Albert market. The bank clearings were up \$9,210,208.00 in 1951 over 1950. Just another small indication of Western progress. Start your 1952 campaign in this expanding market NOW.

# CKBI

PRINCE ALBERT, SASKATCHEWAN  
5000 WATTS

## WRITING

### Commercials Should Persuade

*The radio audience is made up of individuals. Radio writing should, then, be addressed to individuals, in an easy, friendly and conversational way. The object of all advertising is to persuade—here are suggestions for doing it.*

Fifth in a series of articles on radio writing by G. Alec Phare.

Latterly I have been listening to radio commercials very carefully, and it has not been any too pleasant a task! Having been connected with radio since the days of cat-whiskers, I have come to think of our system of radio advertising as being as unalterable as the Ten Commandments or the Double Standard. But some of the actual "plugs"—to use an ugly word—which may be heard every day suggest that our system is being, at least, strained at the seams; and that those people who write to newspapers complaining of wearisome, blatant, irritating commercials really do have something on their side.

Such commercials, and you've heard them too, were written by somebody. Some graceless script-writer sat down to a typewriter and committed them to paper. He probably got paid for doing so, too, or at all events expected to be. Then we are faced with the hard fact that such writers have simply forgotten the first principle of advertising—if they ever knew it at all. Advertising, from its Latin root, means "to persuade." Not to push, drive, overwhelm, weary or irritate—but to persuade. So let's dispose of that time-worn old argument that listeners, out of sheer gratitude for the radio entertainment, ought to listen attentively to any kind of commercial we want to inflict on them. People will neither listen, nor buy goods, out of gratitude. But they will stay away in droves if your commer-

cials annoy them.

How do we "persuade" a radio audience? Don't look now, but for you there is no such thing as a radio audience, and you must never try to write to a radio audience. Leave audiences to the research boys, it's their business. Most radios are in somebody's living room, in the kitchen, in an automobile, or beside the bed. Only rarely does the sound of anyone's voice come over the air and reach very many people in one place—it reaches individuals by themselves. Usually you are talking to one, two or three people who have the radio turned on for relaxation. Maybe we can "persuade" individuals and small groups like these by imagining, as we write, that we are walking into the living room and talking to them as naturally as we would try to do in real life. But how does your last spot announcement measure up by that yardstick?

Suppose, for instance, that it's near Christmastime and you have the seasonable and parental impulse to do something for the youngsters. You lower your newspaper and say to your wife in a conversational tone of voice, "How about taking the kids down to Toyland on Saturday morning—let them pick out one toy apiece, eh?" That, of course, is exactly what the store wants you to do, and probably your kindly impulse was prompted by their advertisement in the newspaper you were reading. When you responded, you did so in a perfectly natural and unstilted way. Now suppose the big store decides to add radio spots to its schedules, and the job of writing their copy comes to you. Do you picture any such homey scene, and try for the same warmth and naturalness in your scripts? Maybe you do, but here's what the mill-run writer turns out, judging by what we hear any day of the week:

**"Bring the children down to Blank's Toyland TODAY. Blank's Department Store has a wonderful display of toys of every kind, so don't delay, bring the whole family down to Blank's Toyland TODAY. Come early and avoid the rush."**

You've heard hundreds of spots written on that same banal formula—"Impress the name on 'em, and go after fast action. We gotta show old man Blank some real results the first morning." That spot, and all others like it, are examples of talking to a "radio audience"; instead of getting inside the home and talking to an individual.

Of course, there is the writer who tries to make a reputation by writing spots that trail clouds of glory behind them as they go. "Fine" writing, as such, written for the sake of creating rich, lush prose, has a definite place—it belongs in the waste-basket. Here is a specimen of the kind of thing I mean, and I've written this sort of thing myself, although I did not write this one. It is an actual spot which was broadcast over a large Western station not too long ago:

**"FOR CHILDREN, AND THOSE WHO LOVE CHILDREN, for those who know the**

## Drawing Power

CFNB HAS six steady sponsors in St. Stephen, N.B. and Calais, Maine, which are towns approximately 90 miles south-west of Fredericton. At Woodstock, N.B., some 65 miles north of here, seven sponsors beam their sales messages regularly to CFNB listeners.

UP IN PLASTER ROCK, N.B., 135 miles north-east, a sponsor is well into his second year with a Sunday morning newscast.

STEADY USE of CFNB by sponsors in points as distant as these prove conclusively that New Brunswick is covered pretty thoroughly by CFNB. In fact, these advertisers regard CFNB as a local station.

IF YOU WANT New Brunswick coverage you must use CFNB.

New Brunswick's  
Most Listened-To  
Station



See

The All-Canada Man  
and Weed in the U.S.A.

tender, magic thrill of gladdening childish hearts, **BLANK'S DEPARTMENT STORE** have glorious toys that will make little birds sing in baby hearts and win you a priceless treasury of golden memories."

The writer who committed this piece of literary swill—and I repeat, this spot was actually broadcast—has a real feeling for words, and undoubtedly is well able to turn out good copy. But this specimen was written strictly in an "admiration - for - sound - of-own-words" mood, certainly not after picturing a typical home scene in the audience to which he was trying to appeal, and then dropping a suggestion into the minds of the small group there, in a friendly, conversational and persuasive way.

■ ■ ■

Now let's sum up, with a few tangible do's and don'ts, just what to have in mind when we try to keep radio copy in the intimate and conversational mood, so as to be persuasive to the individuals who make up the thing called "audience."

(1) No listener likes to have his living room turned into a public meeting, and be addressed as if he were a small part of a crowd. What you say needs to be said in an intimate fashion, as if talking directly to one person. At the same time, never be presumptuous—it is quite possible to swing too far the other way, and have our message resented for its familiarity. It is valuable, though not easy, to establish the right and proper intimacy between the

speaker and the listener. Be informal . . . personal.

(2) Unless you are going to deliver your spots personally over the air, which is not usual, study the style of the man who actually will voice what you have written. What may sound natural when you say it may not be his natural style at all. Learn the trick of writing the kind of material that reflects his natural personality. This is something that is seldom even thought of in the writing of radio material, but it is a good trick to hear your words as you write them, and preferably in some one selected and particular voice.

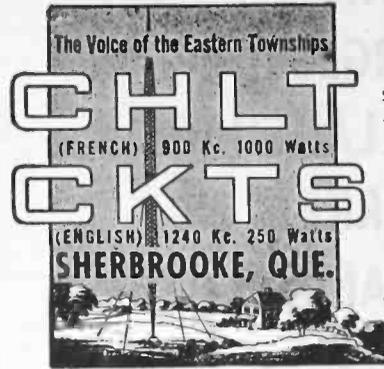
(3) Always "say it the easy way"—not only easy for your man to deliver it, but also equally easy for your listener to hear it and grasp your thought. Say it simply, and then leave it to your announcer to say it well. Never preach or talk down. The mentality of the listener is probably in no way inferior to your own!

(4) Be sincere. At all events, try to sound as if you were. If your words are not sincere on the paper, they can never sound sincere when they come off it. What is worse, your listeners will know it. And the best way I know of to achieve sincerity is to make an honest effort to know both your product and your audience. Know what you have to sell, know who you are selling it to, and then put yourself into their shoes. You've heard that said before, haven't you? — it's stale stuff. Then here it is again in different words, maybe you'll

remember them when next you sit down to write! "Write every piece of radio copy to some large and forthright individual who, if he follows your advice and does

not like the results, will seek you out and punch you in the nose."

(Part Six in this series will appear next issue.)



### SHERBROOKE, QUE.

Sherbrooke is proud of an expansion within the last four years totalling close to \$20 millions of new construction, and is still adding many new industries. Reach this wealthy and growing market through CHLT (French) and CKTS (English).

Representatives

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

### TRY THIS SERVICE

When we had to put the *Sold Right Out* sign on our TO THE WOMEN script service, we added a new one called LISTEN, LADIES. It is available only to radio stations, for use by their women commentators. We'll gladly mail you a sample issue so your commentator can give it an on-the-air tryout. She will then pester you to subscribe regularly; because she will experience an increase in the number of telephone calls and letters her program receives.

Write for your sample now.

### WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

# Are Your AD\$ on the Right Track in Newfoundland

???



Sure it's a Narrow Gauge, but our Low Rates and Broad Coverage enable your Advertising Dollar\$ to travel far in this "Going Places" market. Hop aboard the Profit Producing Train Now! Program thru Nfld's Successful Station! 1000 Watts at 590. "King Cole Treasure Quest" 'Mail Pull' Jan. 14th-18th 5,248 Letters with 100% enclosures!

See Stovin  
Write Weed

COLONIAL BROADCASTING SYSTEM LTD.  
P.O. Box 920  
St. John's

Speak to Shulman  
At CAB Convention

After Montreal and Quebec City

THE LARGEST FRENCH-LANGUAGE MARKET IN CANADA

can be reached best over

CJBR Rimouski

5000 watts on 900 kcs.

★ ELLIOTT-HAYNES RATINGS consistently show that this station has one of the highest percentages of sets-in-use in Canada, with better than 90% tuned to CJBR hour after hour.

ASK

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



RATES—6 Months (12 Issues) 20 words minimum—\$24.00 Additional words, add 10c per word, each issue. 12 Months (24 Issues) 20 words minimum—\$40.80 Additional words, add 8 1/2c per word, each issue. Casual insertions—15c per word. Min. 20 words. (All payments are to be in advance.) Copy and/or classification may be changed each issue. Agency commissions cannot be allowed on these advertisements.

PROGRAMS

CANADIAN EDITION OF RADIO ADVERTISING FOR RETAILERS will be included in this monthly service for broadcasters commencing with the March issue. The Canadian edition is designed to meet the specific requirements of Canadian broadcasters. Nothing has been removed from the original service. Remember, Radio Advertising for Retailers is chock full of program ideas, promotion tips, commercial continuity, management and promotion and sales digest. Written and produced by experienced writers with appreciation for your problems. Available exclusively through the Program Division of All-Canada Radio Facilities, Ltd., Toronto.

PRESS CLIPPING

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

RECORD'G SUPPLIES

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

RESTAURANTS

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

ACTING

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

ANNOUNCING

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

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

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$7.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2.

EDUCATION

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

EDUCATION

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

ENGINEERING

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

PERSONAL

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

PHOTOGRAPHY

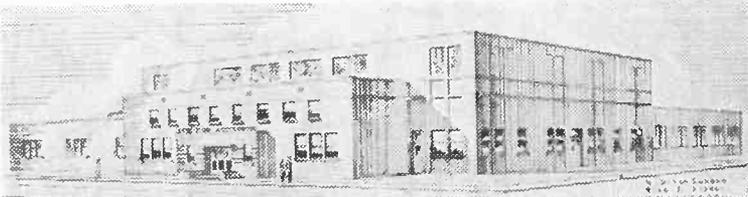
ANTHONY TRIFOLI STUDIOS — Personalized professional portraits and publicity shots. Appointments at artists' convenience — Mt. 9276 — 574 Church St. (O)

PROGRAMS

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

NEED A MAN? EQUIPMENT FOR SALE? USE AN AD IN CANADIAN BROADCASTER

Regina has..



A NEW AUDITORIUM! — A concert by the famed Minneapolis Symphony will mark the opening of the Regina Exhibition's new \$500,000 "Exhibition Auditorium" on March 10, with federal, provincial and civic officials on hand. The structure contains both an ultra-modern livestock sales arena, and a vast area for the housing of stock at the spring and summer fairs. The building is one of the finest of its kind in the world!

and...



FRED LAIGHT: In 1943, Fred joined CKRM as copy writer. Since then he's worked in three successive positions. Today he's program manager, a job he fills with imagination, tact and lengthy experience (he once won the Saskatchewan play-writing award, and published poetry in Canadian and English magazines and anthologies). Fred Laight is a good member of the strong team at CKRM which will be pleased to play ball with you!

REGINA and southern Saskatchewan are alive with new activity in every direction. Ask about this expanding market NOW! See "Radio Reps"!

CKRM Regina

WANTED

Used standard make 100/250 watt broadcast transmitter. On reply list available monitoring, speech equipment, etc.

Station CFBC SAINT JOHN N.B.

FOR SALE

1000 watt AM Broadcaster Transmitter, in good condition. Sacrifice for immediate sale.

Box A-117 Canadian Broadcaster & Telescreen 163 1/2 Church St. Toronto

# PEOPLE

## Elphicke Moves Up



**Vancouver.** — F. H. (Tiny) Elphicke has been named vice-president and general manager of Western Broadcasting Company Ltd., founding company of CKWX, it was announced here last week by President A. (Sparks) Holstead. Elphicke will continue to manage CKWX here, a post he has held for the past eight years.

## Standard Appointments

**Hollywood.**—Lewis C. TeeGarden and Gus Hagenah have been appointed co-managing directors of Standard Program Library, it was announced here last week by the company owners, Gerald King and Milton Blink.

The appointments coincide with the development of Standard's new Sponsor-Tailored Service, designed to integrate library-built musical shows into specific retail and general advertising categories.

Miss Lee Hart was named sales advertising consultant for Standard Library at the same time, and will be in charge of its new Copy Format Service. Miss Hart is known for her many years as an executive with Broadcast Advertising Bureau.

Canadian sales and service for Standard will continue to be handled by Alex Sherwood of the New York office.

# PANORAMA

## International Suit For Defamation

**Toronto.** — An alleged case of slander, involving an Ontario citizen, a U.S. radio station and an international oil company, may be brought to trial here following the ruling late last month of Chief Justice McRuer.

In an unprecedented action the chief justice of the Supreme Court of Ontario ruled that if an alleged slander of an Ontario resident is broadcast from a U.S. radio station, the plaintiff is entitled to trial for damages in Ontario where he works and lives.

The plaintiff in this case is Clifford Reginald Jenner, Toronto stock broker-dealer, who charges that defamatory statements were made about him by radio announcers Ray Henle and Ned Brooks in a program sponsored by Sun Oil Co. Ltd. Jenner was granted leave to issue a writ of summons for service on Sun Oil Co. Ltd. of Canada, Sun Oil Company of New Jersey, the two announcers and WBEN, Buffalo.

It was said that the broadcasts in question were aired last March 12, 13 and 14 over an NBC network and were heard in Toronto and other Ontario centres.

**Chief Justice McRuer** said judges and lawyers must "realize that statements in judgments written before modern methods of communication were developed or even thought of, must be read in the light of the known circumstances under which they are written."

He went on to point out it made no difference that the allegedly defamatory words were written or uttered beyond their jurisdiction if "it can be shown there is a good arguable case that they were so transmitted as to be published within the jurisdiction in such a manner as to be likely to cause the plaintiff to suffer substantially in his reputation in Ontario."

The chief justice quoted the substance of the specific case as "defamation of the plaintiff by defamatory matter published in Ontario where the plaintiff lives and works."

## Oppose Legislative Broadcast

**Winnipeg.**—A motion to replace the publication of Hansard by radio broadcasts of proceedings was defeated last week by the Manitoba Legislature. Hansard is a verbatim record of the legislative proceedings.

It would not be good for House proceedings to broadcast only part of the Legislature's sessions to the public, Labor Minister C. E. Greenlay told the House during the debate. He felt that the main function of the Legislature would be defeated by turning it into a broadcasting studio. Besides, it would cost too much, he said.

Greenlay also said it would be unfair to the public if all the proceedings were not broadcast.

## RADIO COPY WRITER

Wanted for Southern Ontario radio station in metropolitan area. Good job and good pay for the person able to produce original selling copy. Hard-working, ambitious man with pleasant personality required. State salary expected and enclose sample copy.

Box A-118

Canadian Broadcaster & Telescreen

163 1/2 Church St. Toronto

## MACK-OVEE SAYS:



for **YOU** in '52

it's **CKOV** Kelowna, B.C.

GIVING • BETTER SERVICE

• WIDER COVERAGE

"VOICE OF THE OKANAGAN"

## It happened in '51!

**CHRISTMAS** week in Medicine Hat saw sales records topple, as every retail business in the city reported a new high in Christmas sales.

A much-better-than-average crop plus year 'round industrial activity keep cash registers busy in Medicine Hat! Two hundred local advertisers are completely satisfied that we played a big part in the Christmas cash-in! If your product is being neglected in this rapidly-growing market . . . see All-Canada or Weed . . .

. . . and in this market CHAT has NO COMPETITION! . . . No other station within 110 miles in any direction!

# CHAT

## Medicine Hat

ONE THOUSAND PERSUASIVE WATTS

FOR MORE EFFICIENT COVERAGE

*always rely on the most progressive station in Quebec city...*

1000 WATTS 1280 KC

**CKOV**

REPRESENTATIVES  
OMER RENAUD & CO. TORONTO-MONTREAL

IN U. S. A.  
WEED & CO.

*The best buy for your advertising \$ in Quebec*



40 PER CENT\*  
OF CANADA'S SALES  
IN MY BUSINESS  
ARE MADE RIGHT  
HERE!

## Household appliance sales alone in this area total

**\$45,079,000\*** annually

And to reach this top Canadian market, CFRB is your top advertising salesman! Within this area more people listen regularly to CFRB than to any other single independent station . . . more people reached by your sales message at less cost!

So whether your product is refrigerators or frying pans . . . bobby pins or baby carriages . . . it will pay you to use Advertising's No. 1 Buy!

\*(Source: Canadian Retail Sales Index 1951-52)

AS EVER, YOUR NO. 1 STATION  
IN CANADA'S NO. 1 MARKET

# CFRB

50,000 WATTS 1010 KC.

Representatives

United States: Adam J. Young Jr., Incorporated  
Canada: All Canada Radio Facilities Limited