

# CANADIAN BROADCASTER AND TELESCREEN

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Vol. 12, No. 5

TORONTO

March 4, 1953

## AGENDA

General Chairman: CAB Chairman D. Malcolm Neill

### MONDAY, MARCH 9 (Open Meeting)

- 9.00 a.m. Committees and Proxies.
- 9.30 a.m. Chairman's address of welcome. "UNEASY PROSPERITY"
- 10.00 a.m. Keynote Speaker. Richard Glenn Gettel of Time Inc.
- 11.00 a.m. "RATES AND VALUES". Pat Freeman, CAB Advertising Director
- 12.00 noon Tour, fashion show and luncheon for ladies
- 2.30 p.m. Election of Directors for 1953-4.
- 3.00 p.m. "PITFALLS TO AVOID IN PROGRAMMING". Mrs. Harriet Moore, Director, Psychological Services, Social Research Inc., Chicago, Ill.
- 4.00 p.m. "HOW TO LIVE WITH TELEVISION AND SURVIVE". Harold Fellows, president, National Association of Radio & Television Broadcasters, Washington, D.C.
- 5.30 p.m. CAB (French Language Section) Cocktail Party.
- 8.15 p.m. Private Meeting for actual and potential TV applicants to be announced.

### TUESDAY, MARCH 10 (Open Meeting)

- 9.15 a.m. Report on "Teen Age Book Parade"
- 9.30 a.m. Report of Press Rights Committee. Vern Dadin, Chairman.
- 10.00 a.m. "BEHAVIOR DYNAMICS IN BUSINESS". Wallace H. Wulfeck, Vice-President, Wm. Esty Co. Inc., New York
- 11.00 a.m. "OUR PUBLIC SERVICE BROADCASTING". Vern Dadin, CKQC. W. Victor George, DFCF. Wm. T. Cranston, CKOC.
- 2.15 p.m. Annual Meeting, Bureau of Broadcast Measurement
- 3.00 p.m. "PROGRAMMING FOR AUDIENCE". Ted Cott, vice-president, National Broadcasting Co., New York.
- 5.30 p.m. C.N. and C.P. Telegraphs Cocktail Party.
- 7.00 p.m. ANNUAL DINNER — SHERATON HALL. F. H. Elphicke, Chairman. Awards — Entertainment.

RCA Victor tour of TV installation on Mount Royal — but leaves front door of hotel at 12.15 p.m. Returns at 1.15 p.m.

### WEDNESDAY, MARCH 11 (Closed Meeting)

- 9.30 a.m. Annual Report and Report of General Manager.
- 10.00 a.m. Report of Advertising Director.
- 10.30 a.m. Listener Surveys.
- 11.30 a.m. Report of Editorial Committee. W. B. C. Burgeyne, chairman.
- 2.30 p.m. Report of Standard Accounting Committee. Norm Botterill, chairman.
- 3.00 p.m. Consideration of Associate Membership Fees.
- 3.30 p.m. Report of Constitutional Committee and Recommendations of Changes in Constitution. F. H. Elphicke, chairman.
- 4.30 p.m. Report of BMI Canada Ltd.

### THURSDAY, MARCH 12 (Closed Meeting)

- 10.00 a.m. Report of Editorial Committee.
- 10.30 a.m. Report of Resolutions Committee. E. Finlay MacDonald, chairman.
- 2.30 p.m. "HOW TO APPLY FOR A TELEVISION LICENSE". W. Smith, Department of Transport.
- 3.45 p.m. "WHAT HAPPENS TO AM IN TV MARKETS". Gene Seehafers, Research Director, CBS Radio.

## CORONATION YEAR CONVENTION of the CANADIAN ASSOCIATION of BROADCASTERS

116 PRIVATE ENTERPRISE  
BROADCASTING STATIONS  
SERVING CANADA FROM  
COAST to COAST

**CAB Member Stations****MARITIMES (12)**

CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKCW	Moncton
CKMR	Newcastle
CJRW	Summerside
CHSJ	Saint John
CKCL	Truro
CFAB	Windsor

**QUEBEC (24)**

CHAD	Amos
CHEF	Granby
CKCH	Hull
CKRS	Jonquiere
CKLS	LaSarre
CKBL	Matane
CHLP	Montreal
CJAD	Montreal
CKAC	Montreal
CFCF	Montreal
CHNC	New Carlisle
CHRC	Quebec
CJNT	Quebec
CKCV	Quebec
CJBR	Rimouski
CHRL	Roberval
CKRN	Rouyn
CKSM	Shawinigan Falls
CJSO	Sorel
CHGB	St. Anne de la Pocietiere
CKLD	Thetford Mines
CKVD	Val D'Or
CFDA	Victoriaville
CKVM	Ville Marie

**ONTARIO (37)**

CKBB	Barrie
CJBQ	Belleville
CKPC	Brantford
CFJR	Brockville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CJSH-FM	Hamilton
CHML	Hamilton
CJRL	Kenora
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CFCH	North Bay
CFOR	Orillia
CKLB	Oshawa
CFOS	Owen Sound
CHOV	Pembroke
CHEX	Peterborough
CFPA	Port Arthur
CKTB	St. Catharines



*Be Happy! Go Local!*

WE'VE said it before. Now we're saying it again.

WHEN a local station announcer's voice reaches his listeners as they tune in his programs — news, chatter, music — day after day, year after year, it's the voice of an old friend.

THEY see him in church, at the movies and at social affairs. Some of them went to school with him. Others remember his erstwhile predilection for their cookie jars.

AND when he tells them about your products, it isn't a high-pressure "pitch". It's just the voice of a friend, offering advice to his neighbours on what and where to buy.

SO when you advertise, go radio; and when you go radio, go local.

*The*  
**CANADIAN**  
**ASSOCIATION of BROADCASTERS**

Representing 116 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

**CAB Member Stations****ONTARIO (37) — Continued**

CHLO	St. Thomas
CJIC	Sault Ste. Marie
CJCS	Stratford
CHNO	Sudbury
CKSO	Sudbury
CKGB	Timmins
CFCL	Timmins
CFRB	Toronto
CHUM	Toronto
CKFH	Toronto
CKLW	Windsor
CKNX	Wingham

**MANITOBA (6)**

CKX	Brandon
CKDM	Dauphin
CFAR	Flin Flon
CKRC	Winnipeg
CJOB	Winnipeg
CKY	Winnipeg

**SASKATCHEWAN (8)**

CHAB	Moose Jaw
CJNB	North Battleford
CKBI	Prince Albert
CKCK	Regina
CKRM	Regina
CFQC	Saskatoon
CKOM	Saskatoon
CJGX	Yorkton

**ALBERTA (10)**

CFAC	Calgary
CFCN	Calgary
CKXL	Calgary
CHFA	Edmonton
CFRN	Edmonton
CJCA	Edmonton
CFGP	Grande Prairie
CJOC	Lethbridge
CHAT	Medicine Hat
CKRD	Red Deer

**BRITISH COLUMBIA (17)**

CHWK	Chilliwack
CJDC	Dawson Creek
CFJC	Kamloops
CKOV	Kelowna
CHUB	Nanaimo
CKLN	Nelson
CKNW	New Westminster
CKOK	Penticton
CKPG	Prince George
CJAV	Port Alberni
CJAT	Trail
CJOR	Vancouver
CKWX	Vancouver
CKMO	Vancouver
CJIB	Vernon
CKDA	Victoria
CJVI	Victoria

**NEWFOUNDLAND (2)**

CJON	St. John's
VOCM	St. John's

# MUSIC

## Copyright Board Ruling Upheld By Court

Ottawa — The principle of levying copyright fees on the gross revenues of radio stations was upheld in a decision of the Exchequer Court announced here last week. The Canadian Association of Broadcasters will immediately appeal the decision to the Supreme Court, the CAB said.

Mr. Justice J. C. A. Cameron of the Exchequer Court ruled that the three-man Copyright Appeal Board had acted within its powers in deciding on stations' gross revenues as the basis for the collection of copyright fees paid to the Composers, Authors and Publishers Association of Canada. Until last year the fees were based on fourteen cents per licensed radio receiver in Canada, with private stations and CBC equally sharing the cost.

The decision was the result of a test action which CAPAC brought against station CHML, Hamilton, last December for failure to pay fees on the new basis, although the ruling applies to all private Canadian radio stations. It was agreed between CAPAC and the CAB that, pending the outcome of the litigation, payments to CAPAC would be made under the old plan.

In rejecting the broadcasters' case, Mr. Justice Cameron ordered CHML to pay the action's costs, and to pay CAPAC \$500 damages for copyright infringement.

It has been estimated that the new basis will result in total payments by stations to CAPAC of about \$350,000, compared with \$152,000 paid in 1951. The private stations were ordered a year ago by the Copyright Appeal Board to pay copyright fees on the basis of 1 3/4 per cent of their gross revenues.

During the test case, the CAB argued that the Board had exceeded its powers in making an award to CAPAC based on a station's gross revenue. Mr. Justice Cameron said in his 10-thousand word judgment that Parliament had given the Board the "fullest possible discretion" to determine copyright fees, and that the use of gross revenues as a base was a relatively simple way of fixing fees.

It was also argued by the CAB

that the right of inspection of books which had been given to CAPAC to determine stations' gross revenues was an invasion of common law rights of privacy. Mr. Justice Cameron said this contention "caused me a great deal of concern" but he concluded that the right of inspection was necessary under the circumstances.

In announcing the intention to appeal the decision, the CAB's general manager T. J. Allard, said that the agreement with CAPAC to make payments under the old system during litigation would continue until the appeal has been decided by the Supreme Court.

## HERE & THERE

### Tables Turned In Birthday Giveaway

Cornwall — To celebrate its eighth birthday here late last month, station CKSF decided to reverse the procedure and give away presents. Listeners were on the receiving end, while the local sponsors were asked to dig down and find gifts from their stock and then buy time on which to give them away. They did.

For twelve hours, starting at 7 a.m., listeners were asked to call the station and ask for "Mr. X" who received answers to the questions that were being broadcast continually. The listener phoning in the first correct answer to each question qualified for one of \$300 worth of prizes.

The stunt had to be called off when this city's Bell Telephone exchange became completely jammed, despite the noble efforts of the company's regular staff and 18 extra operators. It was estimated by Bell that the exchange handled 29,500 more calls on this day than on any other Monday during the year and was equalled only by Christmas and New Year.

Prizes, with an average value of \$6, went as far as 20 miles out of town.

### Seeks TV License

Calgary — Mayor Don H. MacKay of this city will head a group of Calgary interests in seeking a license to operate a television station here, it was disclosed last week.

MacKay, who was manager of station CJCJ here (now CKXL) a few years ago and has been mayor ever since, revealed that the group has made application to the Department of Transport.

# News Service Plus...

PRESS NEWS goes beyond spot news coverage to meet special needs of Canada's broadcasters. Here are comments on the 11 year-end features supplied as a "plus" to all PN stations:

BILL DOBSON, CHUB Nanaimo:

*"Good material, well presented."*

LORNE STOUT, CFCN Calgary:

*"A valuable service."*

FRANCIS CHURCH, CKBI Prince Albert:

*"Year-end features are very good and an absolute 'must' here at CKBI."*

E. F. DUTTON, CKRC Winnipeg:

*"Service is very complete and adequate."*

AL DAVIDSON, CFPA Port Arthur:

*"The year-end services were all very helpful to CFPA."*

BOB REINHART, CFPL London:

*"Most helpful . . . would hate to see any one of them discontinued."*

FRED PEMBERTON, CKSF Cornwall:

*"Excellent with much favorable comment from listeners."*

JACK ALEXANDER, CKOY Ottawa:

*"Most useful to us."*

PAUL BOUDREAU, CKAC Montreal:

*"Particularly useful."*

MAURICE LACASSE, CJEM Edmundston:

*"Your features were very good."*

JOHN FUNSTON, CHNS Halifax:

*"Used either directly or as reference material for a one-hour dramatic narrative script."*

*The Canadian Press*

*Reuters*

*The Associated Press*

# Press News

Success-assuring of sales

1000 WATTS      1280 K.C.

Representatives  
TORONTO-MONTREAL  
OMER DENAUD & Co.  
IN U.S.A.  
WEED & CO.

**CIKOV**  
QUEBEC CITY

# Why Rimouski?

- • Cultural and shopping centre of Eastern Quebec.
- • Centre of Quebec's richest Pulp and Paper industries.
- • New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- • Gross income of the area is \$267,000,000.

82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 74,310

## CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

ANOTHER PROVEN STOVIN STATION

*We don't sell Time*

*We Sell*

# RESULTS

## CKCW

MONCTON NEW BRUNSWICK

*The Hub of the Maritimes*

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

## GOVERNMENT

### License Fee Ends

The removal of the \$2.50 radio license fee in favor of financing the CBC with the 15 per cent excise tax on radio and television sets and tubes was the highlight of the recent "election" budget brought down in the House of Commons last month, as far as the broadcasting industry was concerned.

Long under fire because of its "nuisance" and high cost of collection the radio license fee, which brought the CBC last year about \$5,800,000, was slated for the axe. Only mention of a fee for television in the budget was that action had not been decided yet. Most people felt fairly certain that it never would be.

Jim Allard, general manager of the Canadian Association of Broadcasters, thinks the CBC should be financed by "an annual parliamentary vote passed after the CBC has submitted a detailed account of past expenditures and its anticipated budget, with reasons". This is normal practice in both business and government financing, he said.

The chief executive of the broadcasters' association said that "the full implication of the new system of financing the CBC, is hard to assess, but the death of the receiver license fee is a forward step."

He felt that there were three main objections to the plan.

(1) "This seems to be the first time that funds have been withdrawn from the consolidated revenue fund for a specific crown corporation, and this seems a dangerous precedent.

(2) "Parliament has and will have no control over the voting of this money, which is an undemocratic and dangerous principle.

(3) "The 15 per cent excise tax was originally imposed as a luxury tax to assist in welfare and defence financing. So the amount diverted to the CBC will have to be made up by all the taxpayers to maintain the planned level of welfare and defence spending. In effect there will be two 15 per cent taxes."

Under the new set up the CBC will be much better off financially if it receives all of the 15 per cent excise tax on sets and parts. Stuart D. Brownlee, secretary-treasurer of the Radio-Television Manufacturers Association of Canada, estimated that the tax for the 1952 calendar year probably amounted to \$7,500,000, in addition to some \$5,000,000 in sales tax. This was based on an estimated gross set value at the manufacturers level of \$50,000,000.

But the set business has been improving lately and Brownlee believes

that tax figures for his Association for the fiscal year ending in March will be higher than these estimates, and higher still for the fiscal year of 1953-54, the first year of the new plan.

Attitude of the set manufacturers is that, while the removal of the license fee is a good thing long advocated by R-TMA, financing the CBC out of the 15 per cent tax on radios, TV sets and tubes is unfair because it places the burden on one segment of one industry, instead of having it equalized by simply taking an amount from the government's consolidated revenue fund.

The manufacturers' concern, as stated by Brownlee, is this: R-TMA has been trying to get at least part of this tax removed, but their chances appear pretty slim with the CBC relying on this revenue. They might not get any relief even if similar taxes were removed from other products. Also, making the manufacturers support a large part of the CBC makes radios more expensive than they need be, and thus works a hardship on retailers. What Canadians view as "ridiculously low" radio and TV set prices in the U.S., could almost be a reality in Canada if it weren't for taxes, he said.

Brownlee complained that one of the unfair points about this sort of government tax is that the consumer often pays twice as much as the government receives. The amount the government receives, Brownlee explained, is added to the manufacturers' production cost. But as the set passes from wholesaler to retailer and consumer, the whole cost, including tax, is subject to percentage markup. The R-TMA view is that the government, by dropping these excessive taxes, would actually get more revenue through sales taxes by the general increase in business; still more revenue would be realized from the increased corporation and excess profit taxes.

"There was really no answer to the government's TV license dilemma except to give up altogether the idea of a TV license", commented the Toronto *Globe & Mail* in an editorial last week. "So that is what Mr. Abbott did, and out the window at the same time — for there has to be some semblance of logic in fiscal matters — went the unpopular \$2.50 charge".

But the new plan, it continued, "has even less to recommend it". "There is no reason why the CBC should be made to depend, even partly, on the fluctuating proceeds of a particular tax; and there is no reason why the radio and television industry should be permanently taxed at a certain rate for the benefit of the CBC. This is one Budget item on which Parliament should turn thumbs down".

The Voice of the Eastern Townships

# CHLT

(FRENCH) 900 Kc. 1000 Watts

# CKTS

(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

### SHERBROOKE, QUE.

Station CKTS (English) — with 250 watts — covers Richmond, Sherbrooke, Stanstead and Compton Counties. Station CHLT (French) — 1000 watts — covers 11 counties. B.B.M. shows a total of 16,550 Radio Homes (day) and 12,570 (night) for CKTS; with 40,160 (day) and 30,600 (night) for CHLT. Let our representatives tell you more about this wealthy market.

Representatives:

CANADA  
Jos. A. Hardy & Co. Ltd. - - - - CHLT  
Radio Time Sales Ltd. - - - - CKTS

U.S.A.

Adam J. Young, Jr., Inc. - CHLT & CKTS

# CANADIAN BROADCASTER AND TELESCREEN

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Montreal - - - - - Walter Dales  
Vancouver - - - - - Bob Francis



Vol. 12, No. 5

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March 4, 1953

## Towards A Simon Pure CBC

Nobody seems to regret the passing of the radio listener license fee, as presaged in the budget speech last month. But nobody seems quite happy about the new set-up under which the CBC will receive the 15 per cent excise tax on sets and parts which was originally imposed for welfare and defence expenses.

This issue reports comment from a CAB officer, the secretary of the Radio-Television Manufacturers' Association and the editorial page of the *Toronto Globe & Mail*. All welcome the end of the nuisance tax, but each sees one or more errors in the proposed modus operandi.

The most alarming aspect, as we see it, is the fact that the CBC's income will be set, and outside of the fluctuation of the set sale index, that will be that. As Jim Allard put it, it will be out of parliament's reach.

While believers in what are generally termed "rightist" principles of government will see danger in this point, the CBC and its supporters will see in it a plan where they will not have to go to parliament each year to seek the money they need.

If the CBC were to function as a sort of melodic public utility subsidized by the government to supply the public with entertainment and information of a cultural nature, we would see no room for criticism of this system of financing. But if the CBC is to continue its role of regulator and competitor of the privately owned stations, then this hard and fast drag for the CBC house, tacked onto the price of sets, will be grossly unfair.

In the past, the CBC has been selling advertising because the license fees did not constitute a large enough revenue to enable it to keep its head above water. With this new source of revenue, why is it necessary for the CBC's commercial department to continue to function? Surely the new financial set up will put it in the position where it can concentrate all its efforts on the development of the arts, as advocated in the report of the Massey Commission, and do it so competently that it will lure listeners away from the legitimately commercial stations, unless they maintain high standards of programming.

For a great many years, the long-suffering Canadian public has listened to a lot of hog-wash about the degradation of the CBC which has had to suffer crude commercial programs in order to make ends meet. Now, with \$5,800,000 worth of licenses revenue replaced by at least \$7,-



"Shall we tell these guys the truth about editorializing or let them go on thinking it just means more dough?"

000,000 worth of excise tax, and no word of cancellation of the \$6,250,000 a year it is getting in the form a government grant, surely there is no further excuse for the commercial department, and we can expect any time now to be treated to a commercial-less simon pure CBC program schedule.

## Tripartite

We don't know how the dictionary defines this complicated word. But translated loosely into private radio language, it means something like — "the customer calls the shot."

Instead of being regulated by government, the part of private enterprise radio which is concerned with advertising prefers to be steered in all its activities, by three-way committees consisting of itself of course, but also of the men who pay the bills — the advertisers through their Association of Canadian Advertisers and the advertising agencies through their Canadian Association of Advertising Agencies.

Once a year — in 1953 it's March 9-12 at the Mount Royal Hotel, Montreal — the broadcasters meet the advertising agencies and their clients for round table discussions calculated to make the medium do a better job of selling. This system obtains in the case of the joint research committee, including radio's yardstick, the Bureau of Broadcast Measurement. Also meetings occur on an informal basis whenever problems of mutual interest arise. This is the meaning to us of the word "tripartite", and this is the time for the CAB's annual "Tripartite Conference".

Radio wants its clients to sit in with it and help it to plan to sell more of their goods through the use of more of its time. This is democracy. It is sound merchandising. It is private enterprise radio.

## More Motive Than Money

The boys and girls who work for your broadcasting stations, your advertising agencies and in your advertising departments have been a hobby of this paper's for quite a few years. They come in to see us and tell us what a b ——— you are. Then we send them out to somebody else who makes you seem like an angel.

Our brood numbers around six hundred now, and some of them have even trickled out to the coasts.

When they first came in, they had stars in their eyes. They thought they were embarking on careers where they would be called upon to steer public attitudes, with their typewriters and their tonsils. They soon found out though. They found that it wasn't hearts they had to move but bowels. It was a tough awakening. Somebody had told them that radio and advertising were glamorous. So they were willing to work for next to nothing in the hope that some of the glitter would rub off on them. Then the mirage disappeared. Those kids looked around and saw their pals making twice the money. They didn't have glamor either, but they got the dough.

There are boys and girls in your business who aren't good enough for the organizations they work for. This we admit. But there are also businesses which aren't good enough for the people they hire.

People are more interesting than the microphones they talk into or the typewriter they punch. When you lose a man to a competitor, a few dollars a week often appears to be the issue. This may not be so. Couldn't it be that he quit because you didn't give him enough responsibility to make him feel he mattered to your business? If, after a reasonable period of apprenticeship, he can only be trusted to type a letter someone dictated or read a commercial someone wrote, then, we submit, he has no place in your organization.

Doesn't it actually amount to this? Shouldn't you be striving eternally to attract better men into your business? Shouldn't you try to achieve this, not just with higher salaries but by handing out greater and so more interesting responsibilities? Shouldn't every man or woman you take on your staff be a potential successor for one of your present executives if not for yourself?

# MORE AND MORE SPONSORS ARE

# BUYING

## WORLD STARS



DICK HAYMES

The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!



MIMI BENZELL

## WORLD ARTISTS

From hillbilly to Metropolitan Opera stars . . . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!



RAYMOND MASSEY

## WORLD SPECIAL CAMPAIGNS

Attention-getting, sales-making . . . World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!



GISELE MAC KENZIE

## WORLD SCRIPTS

Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . the buying audience!



ED McCURDY



OSCAR PETERSON

## WORLD ADVERTISING AIDS

Colorful, sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . . and exciting, sales-clinching audition discs are provided by World to help stations sell!



# MORE AND MORE STATIONS ARE SELLING WORLD!

*To maintain our enviable Elliott-Haynes position without network, we at CJOB lean heavily on World Program features and general excellence of the entire service.*

**CJOB, Winnipeg**  
J. O. Blick  
President

*We are most happy with the fine shows and commercial features we are getting from World and our Sales Department is making excellent use of the material. Keep it coming.*

**CJBQ, Belleville**  
W. H. Stovin  
Manager

*The fact that our subscription to World has continued unbroken through 16 years is striking testimony to the effect of the World Service.*

**CFAC, Calgary**  
A. M. Cairns  
Manager

*Only recently did we become affiliated with World and we are already most enthused with the help it gives our Program and Sales Departments.*

**CJCH, Halifax**  
Finlay Macdonald  
Manager



MONICA LEWIS



ROBERT MONTGOMERY



THE THREE SUNS



RAY BLOCH



JUDY CANOVA



DAVID ROSE

THE ONLY ALL-PURPOSE LOCAL SALES SERVICE!



BE SURE TO COME BY AND SEE OUR DISPLAYS AT THE C.A.B. CONVENTION, MOUNT ROYAL HOTEL, MONTREAL, MARCH 9-10-11

NTATIVE FOR WORLD SALES AND PROGRAM SERVICE

**WORLD SALES AND PROGRAM SERVICE**  
 WORLD BROADCASTING SYSTEM, INC.  
 Affiliate of The Frederic W. Ziv Company  
 488 Madison Avenue, New York 17, New York  
 CINCINNATI      HOLLYWOOD

# STATIONS

## The Man With Seventeen Problems

An address by Jack Davidson, General Manager, Northern Broadcasting Co. Ltd., to the annual meeting of the Atlantic Association of Broadcasters, January 26, 1953.

Let's consider we have just erected a radio station that's the final word in design. It is well equipped with three libraries, two news services, nine of the finest microphones and three tape recorders. There are private offices for everyone from the assistant librarian to the manager, a lounge for the announcers, another for the technical staff.

The owner has spoken to all service clubs in the area as well as the Home & School Association and the Board of Trade telling them in detail of how it is going to raise the standards of broadcasting.

Into this setting cast a manager. He goes to work the next morning and meets his staff, already hired by the owner. The program director has been in the business a long time. He's an old timer, has worked at several stations and admits he knows the game. Our new manager sees here his first problem.

The head of the sales department is a local man who has sold appliances, used cars, insurance and advertising for a district weekly paper. He is assisted by a young fellow fresh out of school who will handle service calls. The sales department is problem number two.

The engineer has a radio repair shop on the side and thinks it will only take a few hours of his time each day to look after our station. That's problem number three.

Problems four to nine are in the program department; ten to seventeen in the technical division.

The selection, training and guidance of the staff is any manager's most important job. Get the right program director, commercial manager, chief announcer, copy chief and chief engineer, and you are on your way to success. Where do you get these supermen? Do we steal them?

I doubt if this is the answer. You steal a man by paying him considerably more money than he is presently earning, and what you don't know is that he may be making just what he actually earns. My observation is

that it seldom pays to entice a man from his present station. Isn't it better to train your department heads on the job? Get a man who has some intelligence and work with him. Criticize when necessary, but let him see a future with you and the right type will stick. The fellow who leaves at every offer of \$5 a week more will likely end as a floater, so don't worry about him.

We have made pretty fair executives out of fellows who didn't appear to offer much to an employer. It's done with a very simple check chart which appears to the department head to be an audit of his department. Let's consider a brief check chart for the production department.

**Library** — Transcription services: Cost per month? It is adequate? Can we use less? Or more? How many replacements this month? Per cent of CAPAC, BMI, Public Domain music used? Per cent of Library music, open end, 78's. Personnel: number, income, capabilities.

**Copy Dept.** — How many spots or commercials per day? How many scripted programs? Quality of material written? Personnel: number, income, ability.

**Air Time** — How is it divided? Per cent music, per cent news and sports, per cent live, per cent transcribed.

**Announcers** — Hours worked by each man, style of presentation of each, dependability, appearance (would you send him to interview important visitors?), present income and recommendations, has he a leaning towards other branches of the business and is he executive material?

The program director's check chart will also cover news, special events of the past month and suggested changes in the program pattern. This way the manager learns a good deal about the stations. But much more important, he is forcing the program director to be a good executive because he knows his responsibilities and realizes that he should know about every item on the chart. So the chart has served two important purposes; most important is the training of the program director.

The engineer also has a chart. It questions the tubes he replaced last month, the condition of his turntables, the mikes and recording equipment. The commercial manager has a chart also. In addition to reporting sales results, he is questioned on collections, seasonal promotions,

**QUEBEC NO 2 MARKET**

**MINER** **MANUFACTURER** **FISHERMAN** **FARMER**

This portion of French-Speaking Quebec, with its tremendous developments of natural resources power and industry is **CANADA'S FASTEST-GROWING MARKET.**

Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

To reach this profitable market, Radio is not only the most resultful and economical medium you can buy, but, in many areas, it is the **ONLY** one to deliver adequate coverage.

**THIS MONTH'S SPOTLIGHT STATION**

**JOS. A. HARDY & CO. LTD.**  
salute the  
**C. A. B. IN SESSION**  
and pay tribute to its consistent and constructive work in the interests of  
**THESE INDEPENDENT FRENCH-SPEAKING RADIO STATIONS**

**QUEBEC NO 2 MARKET**

<b>CHRC</b> QUÉBEC 5000 WATTS	<b>CHLT</b> SHERBROOKE (French) 1000 WATTS	<b>CKBL</b> MATANE 1000 WATTS
<b>CHNC</b> NEW CARLISLE 5000 WATTS	<b>CKVM</b> VILLE-MARIE 1000 WATTS	<b>CKLD</b> THETFORD MINES 250 WATTS
<b>CHLN</b> TROIS RIVIÈRES 1000 WATTS	<b>CKRS</b> Jonquières-Kenogami 250 WATTS	<b>CKNB</b> Campbellton (English) 1000 WATTS

For information on these Leading Regional Stations Write, wire or telephone any of our three offices.

**JOS. A. HARDY & CO. LTD.**  
Radio Station Representatives

DOMINION SQ. BLDG. MONTREAL UN. 6-8915	39 ST. JOHN ST. QUEBEC 2-8178	67 YONGE ST. TORONTO WA. 2438
--	-------------------------------------	-------------------------------------

**See TV while in Montreal!**

Visitors to Montreal, attending the CAB Convention, are cordially invited to visit the offices of Walter A. Dales Radioscripts for a splendid panoramic view of CBC's TV transmitting tower on historic Mount Royal. The tower is reputed to have cost about two and a quarter million, and is considerably more impressive than the programs beamed from it. Strong drinks will be served at all hours.

**WALTER A. DALES**  
Radioscripts  
907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

rating reports, station promotion and all aspects of income.

**Operating Budget**

I don't think anyone can operate a station or any business without a budget of both revenue and expenses. The revenue budget should be for six months at a time rather than a year. You must consider local factors, rates, salesmen's abilities and competition; then determine the sales budget for each month. We always budget as close as possible to 50 per cent for the first half-year, otherwise too heavy a strain is put on the last six months.

When the budgeted revenue is estimated you are in a position to establish detailed expenses. As an example: *Maintenance and Repair of Studios* contains such items as: tuning piano — \$7 monthly, floor wax — \$7 monthly, soap — \$2.50 monthly, and janitor — \$65 monthly. With this a program director knows what he can spend per month for maintenance, no more. If he runs over, he must explain the difference; if less, he gets credit for saving the station money.

Technical department budgets are operated in the same manner. When the whole budget is set we know it will run within 1 1/2 or 3 per cent of the profit budget year after year. We can commit ourselves today for certain monthly payments throughout the year because we know what the profit will be.

**Salesmen's Commissions**

The basis of their remuneration is straight salary for 3/4 of their income; the remaining quarter comes from local commissions. These local commissions are based on a group deal. Included is the commercial manager, three salesmen and the program director.

I am an advocate of the group commission plan as it prevents salesmen stealing each others accounts. We want each sales executive to have an intelligent cross section of accounts and to act as account executive for them; to listen to his clients' programs and raise the roof if the competitor down the street gets better copy, better announcing and production.

The group plan is good, but it has defects. The lazy salesman can ride along with a minimum of effort and still get his share of commissions until the commercial manager gets rid of him. To overcome this we have a special contract bonus plan. Under it our station manager has a handful of cash each Friday, holds a brief sales meeting, checks the contracts sold during the week, and pays each salesman for each contract. Rates run about \$4 for a new sale and \$3 for renewals. It's not a lot of money but

the boys like to get it and, while one salesman gets \$17, the fellow who has seen *Road To Bali* for three afternoons, gets nothing. It makes him think.

We also have quarterly contests worth about \$25 each for the greatest number of sales, greatest dollar volume and brightest sales ideas.

**Collections**

A sale is not complete until the account has been paid. Some businesses leave collections to their accounting departments, but if a customer owes, I want to collect without making an enemy of him. Accountants may fix you for all time with the customer; the salesman, if he is a good one, can sell the account into paying the bill.

Take some chances on credit. Sell the business, then put on the pressure to collect. Bad debts may be a bit larger, but plenty of accounts become large radio advertisers because we took a chance on them.

Here is a case: A new station manager started taking chances on doubtful credits. Some didn't pay up, his collection record was poor, but his sales soared. Bad debts jumped by \$800 the first year; sales went up \$16,000. Our accounting department was worried — we lost \$800; the rest of us were pretty happy — throw away the \$800 and our extra profit was \$15,200.

**Sales**

Our stations are located in towns from 17,000 to 42,000 population. There is only 20 per cent difference in dollar volume between the station in the 17,000 population city and the one with 42,000, and most of this difference is in rates. Both have competition from good local newspapers and some from other radio stations that can be heard. In units they do almost the same amount of business.

You might conclude that the "smaller" station was doing a good job and the other wasn't. I don't believe this is the case. There is a certain volume of business that any station can sell regardless of size, location or competition. Both stations are getting this volume. Their job for next year is to sell out the late night and very early morning periods, their only remaining source of extra revenue.

A few definite rules: A sales meeting every morning at 8:45. A sales quota for every month broken down into weeks. Advance planning for seasonal promotions. Contract selling on a twelve month basis. Careful selection and training of salesmen, and plenty of them — pay a young salesman about \$200 a month and as soon as he can sell \$201, he is profitable.

Effective March 1st,

*Paul Mulvihill*

will represent

CJFX, Antigonish, N.S.

the latest of

Five Rich Markets

That Mean Business

CJCH, Halifax • CHOK, Sarnia

CKBB, Barrie • CKTB, St. Catharines

CJFX, Antigonish

21 KING ST. EAST - TORONTO - W.A. 6554  
Member of Radio Station Representatives Association

# Regina has..



Promise of more expansion in the oil industry as Socony-Vacuum launches a \$10 million programme in oil exploration and development—the bulk of it in Saskatchewan.

and - -

AL SMITH: Executive Assistant & Accountant, Al joined the staff of CKRM 6 years ago, after serving for 6 years in the RCAF.

He is active in various community organizations and is a member of the Regina Kiwanis, Canadian Legion and United Services Institute. Al is married and has 4 children, 3 boys and a girl.



**FOR SALE**  
RCA Victor Model 444-H Frequency Modulation Receiver with 500 ohm output. \$50 f.o.b. Toronto.  
Box A-156  
C B & T, 163 1/2 Church Street, Toronto

**penn mcLeod research**  
TORONTO VANCOUVER NEW YORK

**NEW STATION**  
wants station manager of proven experience and one or two staff members familiar with advertising sales and news work. Profit sharing for manager. Good opportunity for right man, in thriving area, to build station and grow with it. Send full particulars to:  
Box A-155  
C B & T, 163 1/2 Church Street, Toronto

# What does C.A.A.A. mean to advertising in Canada?

The Canadian Association of Advertising Agencies, now embracing 45 of the advertising agencies in Canada, which handle over 92% of the total national agency advertising is proud to have been of service to the cause of advertising during the past year. Some of the projects included in this service are:

## ROSTER OF MEMBERS

as of February 1st, 1953

- Ardiel Advertising Agency Limited
- The Baker Advertising Agency Limited
- John McKenney Bingham Limited
- Leo Burnett Company of Canada Ltd.
- Burns Advertising Agency Limited
- Canadian Advertising Agency Limited
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- Stevenson & Scott Limited
- Stewart-Bowman-Macpherson Limited
- Tandy Advertising Agency Limited
- J. Walter Thompson Co. Limited
- Vickers & Benson Ltd.
- Walsh Advertising Co. Limited
- Young & Rubicam Limited
- The Atlantic Advertising Agency Ltd.  
(Associate Member)

- 1 Worked jointly with A.C.A. (Association of Canadian Advertisers), and publishers in extending the work of the Canadian Advertising Research Foundation. Major project of C.A.R.F. has been the combined Magazine and Week-end paper audience study . . . largest single project of its kind ever undertaken. Helped plan for continuation of the Transportation study in 1953 and ground-work for possible study of business paper readership.
- 2 Finalized production of a complete suggested Cost Accounting system for advertising agencies. This system enables the agency to compute portions of operating costs (such as overhead, salaries, maintenance and special charges) pertaining to individual clients. Under to-day's requirements for increased special services and mounting costs of doing business, it is vital to both advertiser and agency that "rule-of-thumb" methods be discouraged.
- 3 Worked with C.D.N.A. (Canadian Daily Newspapers Association), in studying the technique of "hooker" advertisements and assessed favourably the value of this type of cooperative advertising done by national advertisers.
- 4 Joined with a committee from A.C.A. to study the results of Television opening in Canada. Held meetings with C.B.C. to arrive at an understandable policy for this new medium and kept member agencies informed on decisions as they affected the advertiser.
- 5 Developed a set of suggestions for Standards of Practice among Canadian advertising agencies to promote more uniform handling of such matters as Commissions, Service Fees, Cash Discounts, Specialized Research and Client Publicity.
- 6 Operated an active Employment Advisory Bureau to assist in channelling capable personnel into the advertiser, media and agency fields.
- 7 Worked closely with media organizations to establish policies and working arrangements in the best interests of advertiser-clients.
- 8 Furnished all daily and weekly newspapers in Canada with mats of special institutional advertisements explaining the functions and social significance of advertising. Entitled "Advertising Advertising", this programme has been well received by the Press and is being continued.
- 9 Continued many Association activities that help to further sound ethical standards in the craft of advertising . . . to serve the best interests of the public, of advertisers, of media owners and of advertising agencies alike. To represent the views and promote friendly relationships on behalf of all advertising agencies; for the good of the profession and business generally.

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1 Delisle Ave., Toronto 12, Ont.



Nothing's any fun like it used to be any more. Take pulling teeth.

I can remember when a visit to the dentist was a highly profitable adventure, entailing bribes which sometimes ran up to a shilling with no good behavior provisos, and as high as half a crown with.

The dentist of the old school was invariably a hefty looking character, whose main instrument was a pair of pliers which he called, euphemistically, forceps. He'd pry your mouth open with a tobacco-stained thumb, give your jaws a cursory once-over, utter something between a snarl and a "shadow" laugh and you'd had it.

My dentist used to spray the doomed molar with some sort of fluid. This was supposed to deaden the pain, so he said, but I think its real purpose was to persuade you to open your mouth, which you did, God help you. The only pleasant thing about it was the feeling of relief which came over you as you left his abattoir or whatever you called it.

Once they tried giving me gas. I didn't know then that I become violent under that particular kind of anaesthetic. They didn't either, but they were soon to learn.

The dentist called in a physician to administer the anaesthetic. I don't know if this was because it was in England and they always did it that way, or if it was just to make the big bill look better. Anyhow, they shot the gas into me and in what seemed like half a minute, I awoke on the couch, with the dentist kneeling on my stomach, and the anaesthetist lying unconscious on the floor. Incidentally my teeth were still where nature had put them.

But that was the good old days. Now it's different.

My appointment was 9, and I was ushered into the chair by a charming nurse. I quite enjoyed having the bib

business put round my neck with her dainty fingers. Then came the doctor. He didn't prod or pry. Just said: "Hm! There's a little root for us to get rid of." He put the needle in my gum, said it would hurt, which it didn't; took an impression of my gums while the local 'took'. Then, as I tensed myself in the chair, waiting for the pain, he started gently easing the forceps into place. I began to wish he would get it over. Then he moved away. The tooth was in the forceps in his hand.

Unfair. That's what it was. A fellow likes to be a bit of a martyr once in a while.

I went back to the office. It would hurt soon, when the anaesthetic wore off. I could do my song and dance then and people would sympathise. I waited. I wrote an editorial; finished the BCAB story; thought up the two last items for Lewisite. Surely, I thought, it is going to hurt soon. It didn't though. It's eight hours later and it hasn't yet. Guess it isn't going to.

Nothing's any fun like it used to be any more.

So far this year, I've slept in nine different places, travelled the equivalent of the breadth of Canada and back, but never left town.

The cities displaying the "Lewis slept here" sign are: Toronto (of course); Ottawa (the Copyright Appeal Board hearings); St. Catharines (to speak to Rotary); Halifax (to speak to the Ad Club); Amherst (to cover the AAB); Victoria (to ditto the BCAB); Vancouver (to recuperate from the ditto); Winnipeg (to see station managers); Tilbury (none of your damn business).

The reason I say I never left town is because through all my sojourns, I've been right in Radioville, playing the part of editor of that community's weekly (well, twice monthly) "Bugle".

Don't sell B.C.'s Social Credit government short. It certainly isn't socialist, but it is definitely getting a whale of a lot of credit from British Columbians, whatever you hear on the radio or read in the papers to the contrary.

On the final evening of the BCAB convention in Victoria last month, the broadcasters followed what is rapidly becoming a tradition out there by entertaining the provincial cabinet at their annual dinner. Most if not all of them showed up, from Premier W. A. C. Bennett, a hardware merchant from Kelowna, to the lone woman minister, Hon. Tilly Rolston, a former Progressive Conservative who crossed the floor of the House, and who holds down the ministry of education.

Occupationally, two of the cabinet are chartered accountants and two are or were in the teaching profession. The rest are one each of the hardware merchant as mentioned, a lawyer, a garage operator, a clergyman, a railway public relations man, a former trolley bus operator who is president of the Social Credit League of B.C. One of the chartered accountants is the League's vice-president.

Their main attributes I thought were a strong interest in private enterprise, and above all else they acted like a group of people who have had something happen and don't quite believe it yet, but a group of people

(Continued on page 12)

Welcome...

**CAB Delegates**

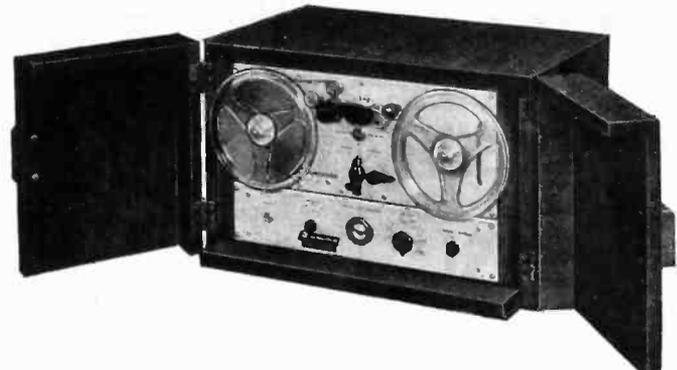
You've been to Old Niagara,  
And St. Andrews by the sea.  
To the Chateau in Quebec,  
And riotous Torontee.

But Boys, you ain't seen nothin',  
'Till you've savoured Montreal,  
The greatest of our Suburbs...  
WELCOME, one and all!

**CKVL**

VERDUN  
980 KCS

COVERING ALL SUBURBS 24 HOURS A DAY!



The broadcasting industry, insisting on the very best, have chosen Magnecord over all other makes. In order to bring this same high quality of reproduction into the home, Magnecord now offers the Magnecordette, with the same high standards — at an attractive price.

For further information write or phone



3569 DUNDAS ST. W., TORONTO - PHONE RO. 2491  
Canadian Distributors

**PRIZES AVAILABLE**  
**For Give-away Shows**

For further information contact Saul Field at the Mount Royal Hotel, Montreal during the CAB conference.

**CONTESTS ASSOCIATES**  
25 Homewood Ave. Toronto  
HU. 5739

*The*

**WESTERN  
RADIO  
PICTURE**

*is*

**NOT**

★  
**COMPLETE**

*without*

**OUR  
1000  
PERSUASIVE  
WATTS!**

★NEAREST STATION  
110 MILES DISTANT  
NEXT NEAREST  
200 MILES DISTANT

**CHAT**  
MEDICINE HAT

An All-Canada-Weed Station

**OVER THE DESK**

(Continued from page 11)

who are, first, last and always, sincere.

Right now they are hanging in power by a pretty thin thread. A majority — of one seat I think — separates them from the CCF who are the official opposition. I can't give the statistics, but if you are curious about the almost complete disappearance of the B.C. Prog. Cons., take a look at the roster of Socreds and I think you'll find the answer.

Here is another thought too. As soon as they were elected to power, the B.C. party was drummed or read out of the international organization by the "Douglas" Social Credit party in England, who said they were not Social Crediters in the true sense at all.

This isn't propaganda and it is more of a seeker after information than a disseminator of it. But could this be the beginning of a new political party which will slowly spread across Canada preaching the almost

forgotten doctrine of private enterprise?

One thing seems reasonably certain with the B.C. crowd. Out there they would dearly like an opportunity to go to the people in the firm belief that they would be returned with at least a working majority. This indicates they have confidence in their status with the voters. The fact that the other parties prefer to vote against their own convictions than let it happen, is further evidence that B.C. Socreds are a power to reckon with.

A letter from John Hirtle, general manager of CKBW, Bridgewater, N.S. upbraids us severely for a report of the co-operative programming venture which is being indulged in by some maritime stations. We apparently credited CKCL Truro, with the Hill Billy programs which are actually perpetrated by CKBW. We're sorry John. We always knew you were good at something. Besides which, we are now convinced, beyond any possibility of contradiction, that you can read.

Canadian composers seem able to stand up on their own feet, without

act of parliament, according to information we have just received from Harold Moon, indefatigable panjandrum of BMI Canada Ltd., and champion promoter of made in Canada music.

8 — Canadian tunes — 8 are listed in the current month's record releases in the States, he says, and then names them to prove it. Here they are.

RCA has Lily Ann Carroll doing *Are You Tired of Me?*

Three numbers are being plugged under the Quality-King label. These are: *If I Ever Get Rich Mom*, with Hawkshaw Hawkins; Danny Sutton singing *I Was Wrong*; *Exhibition Special* featuring Eddie Smith.

Columbia's contribution is Curly Daulton's *Crushed Red Rose*.

Decca is spinning *I Love My Rooster* with the Hillbilly Jewels.

The Bailey Brothers' *Bleeding Heart* is featured by Canary Records, and Wheeling Records are offering Chickie Williams carolling *God Bless You and Keep You Tonight*.

He didn't need to tell us, but Harold mentioned in passing that these numbers are all BMI.

The following appeared in the "In Memoriam" column of the Winnipeg dailies recently:

As we gather round for that bedtime snack,

We always wish that you were back To hear Jack Wells and his "Sports Review"

Just the way he used to do.

A picture postcard cram full of information reaches *The Desk* from Jack Beardall of CFCO, Chatham, Ont. Date-lined Lower Isle Hotel, St. Mary's, Jamaica, B.W.I., Jack would have us know that they are "having a nice holiday in the warm sunshine with frequent dips in the blue Caribbean Sea. We were guests at noon luncheon", he writes, "of the Governor, Sir Hugh Foot and Lady Sylvia at 'King's House', which stands in sixty-three acres of lawns and gardens. We had a very nice visit with their Excellencies; brought down with me an exchange program for Radio Jamaica with greetings from our mayor and the Prime Minister through our member, Blake Huffman. Will be back for the Convention."

And that cleans off *The Desk* for this issue. Buzz me if you hear anything, won't you?

**TV Business Good**

Vancouver — Sale of up to 100,000 TV sets in the Lower Mainland area of B.C. in the next two years, and good times ahead for appliance dealers generally were predicted by George H. Giles of Toronto, general manager of Addisons Ltd.

He was addressing the Canadian Association of Radio and Appliance Dealers, a division of the Retail Merchants Association.

"The number of TV sets in Montreal has jumped from 1500 to more than 40,000 in five months," he said, "and we can't keep up with the demand. It is a great stimulus to the business of any city."

Giles said that while a good year is in prospect, it will depend upon energetic salesmanship.

**CJOR Vancouver**  
carries more  
local advertising  
than any other  
B.C. station



Canada's third largest market is booming. By using CJOR you are assuring your clients a healthy slice of this billion dollar market.

**CJOR**  
*Vancouver, Canada*

**FIRST ON THE DIAL • 600 KC  
5000 WATTS  
DOMINION NETWORK STATION**

Represented in Canada by:  
HORACE N. STOVIN & CO.

Represented in the U.S.A. by:  
ADAM J. YOUNG, JR., INC.



# "The time has come...

*(the Walrus said)*

*To talk of many things—  
Especially shows for local sale  
Big bright and NEW for Spring...."*

*We'll return to the Walrus in just a moment . . . but first — to prove that he isn't just mumbling through his moustache, Caldwell's offer now for local sponsorship this quartet of powerful radio sales builders:*



**HORATIO HORNBLOWER** — Starring Michael Redgrave — great actor of our time — as The Indomitable Hero of the Sea. 39 half-hours.

C. S. Forester's famous sea-saga in superb radio adaptations by Philo Higley, top U.S. radio writer. A CBS radio headliner — lavish production — original music by Sydney Torch and concert orchestra. A "captive" audience assured thru best-selling novels, serials and movie.



**INFORMATION PLEASE** — Most distinguished and successful of all Quiz shows — 37 half-hours.

World-known I.Q. entertainment featuring Clifton Fadiman as M.C., regulars F. P. Adams and John Kieran with an imposing guest list of leading authorities and personalities including our own Minister for External Affairs, Lester B. Pearson. A show with an impressive sales-history—sponsored by the greatest names in Commerce!



**THE NEW CLYDE BEATTY SHOW** — The World's Greatest Wild Animal Trainer — 39 half-hours.

New, exciting episodes of the show that swept Canada for a national sponsor in '51 —starring Clyde Beatty, the prince of the big-cage — a commercially-potent name! Adventure drama from perilous African safaris to thrills under the big-top!



**THE VOICE OF THE SNAKE**— Introducing Harp McGuire — new radio-drama personality. 52 half-hours.

Mystery and intrigue on an international scale. The story of the clean-up of a world crime-syndicate with all the guile, cruelty and cunning of its serpent-symbol! High tension-wire danger in the Lives of Lime tradition. This tangled web of excitement is an ace of trumps in the game of radio adventure.

**THEY'RE ALL BIG, BRIGHT and NEW!**

**SO WRITE... WIRE... PHONE... ORDER  
AUDITION SAMPLES NOW!**

*And now — back to the Walrus for a final word . . . .*

**"It's easy to do business with**

**Caldwell"**



Simcoe House • 150 Simcoe Street • Toronto 1 • EM. 6-8727



You'd think  
we pulled  
**BUYERS**  
out of a hat

... for no sooner does an advertiser's message go on the air than he's rushed by customers saying "we heard your ad on CFAC".

Our advertisers tell us this story and we believe it's because our audience *really* listens to the entertainment AND the advertising.

There's the question of how many people listen too. Here again CFAC gives best value for the advertising dollar ... **ALMOST DOUBLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION.**

Read what the ELLIOTT-HAYNES Report says:

For listeners who buy, it's CFAC in Calgary. Phone your All-Canada Man for full information.

**Current Survey Shows:**

	Program Rating	% of Listeners
<b>CFAC</b>	19.7	46.1
Station #2	10.9	25.1
Station #3	10.9	25.0

Average rating from 6 p.m. till 10 p.m. Sunday thru Saturday (ELLIOTT-HAYNES Nighttime Survey) January 1953

Calgary's **CFAC** 960 KC

## RAISE 20 G's FOR FLOOD AID

Toronto — At least three Canadian radio stations rallied their resources and raised almost \$20,000 last week to aid flood victims in Europe.

In a 3½ hour program CHML, Hamilton ran up a total of \$11,981 to add to the city's fund, while CKFH Toronto staged a three-hour drive around midnight one night last week to which listeners responded with \$4,200. It was a big night in Saint John, N.B., when CFBC went all out to boost the European Food Relief Fund by \$3,000.

At least five-thousand people had to be turned away from the packed Palace Theatre in Hamilton from which CHML staged its Flood Relief Show ten days ago. From late Sunday evening until 2 a.m. the following morning, the station's staffers went before the microphones with jokes, music and pathos to attract their listeners' contributions.

CFBC and the local Kinsmen's Club joined forces to rouse Saint John in an evening that won't soon be forgotten. The station's regular performers and other musicians from all over town poured forth

music for 3½ hours while other members of the staff formed the telephone brigade. Kinsmen in their cars, their radios tuned to the station, were kept posted on the latest money pledges and sped about town collecting.

Twelve telephones were kept busy by listeners who would phone the station and "bet" money that the musicians couldn't play the tune requested. Strangely enough, none of them won, even though pianist Mal Allen, Harry Rigley and his orchestra and Joe Haschi and his New Brunswick Ramblers sounded puzzled at times.

The town's biggest "jam session" broke up about 1 a.m., making EFR \$3,000 richer.

Announcers and entertainers of CKFH aired their work from the municipal building of East York, a Toronto suburb, for two hours around midnight on Friday. They closed their drive off with \$4,200 pledged when incoming calls dropped off to nothing. The crew was disappointed; their objective was \$10,000.



—photo by Trifoli

EXAMINING THE "TREASURE" following their direct mail teaser campaign throughout the advertising industry to promote Vancouver Island — "Treasure Island" — are Bill Stephens (left) and Ernie Towndrow of the Stephens & Towndrow radio station representative firm. Stephens is trying to point out that the firm now represents CJAV, Port Alberni and CHUB, Nanaimo on the map of Vancouver Island, while Towndrow totes up the "treasure" they found — 3,000 letters CHUB got from the B.C. mainland during a three week period, and reasonable facsimiles of Spanish pieces-of-eight.

*The spotlight is on Sarnia*  
CANADA'S FASTEST GROWING MARKET

**STORE SALES SOAR**

According to the current "Canadian Retail Sales Index", the total retail sales in this Spotlight City amounted to \$29,729,000 an increase of six millions over the preceding year. Sarnia radio can increase your sales too! Our reps will be happy to fill you in on details.

Reps: Mulvihill in Toronto  
N.B.S. in Montreal  
Donald Cooke in U.S.A.

**CHOK**  
SARNIA ONT.

To the  
**C. A. B.**

May your lighter moments be joyful!

May your deliberations be profound!

May your efforts be crowned with success!

AND

*if* you have any Speech Input problems

*May WE help you?*

**N**orthern **E**lectric  
COMPANY LIMITED

Welcome to the 28th Annual Convention of the

CAB

MARCH 9-12

Mount Royal Hotel—Montreal



"Freshen Up" at the RCA Victor Suite while attending the Convention.

RCA VICTOR COMPANY, LTD.

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S HIGH-POWERED STATION

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

AGENCIES

Housecleaning For A New Era

An Address by Ev Palmer, Radio Director, McCann-Erickson Inc., of Toronto, to the Atlantic Association of Broadcasters, January 26, 1953

About 3 1/2 years ago I became a television expert. It was the fashionable thing to do. And having become a television expert I thought it only sporting to visit a TV station somewhere and find out what — other than a crew cut, a perpetually harassed look and lots of "gismo" —



it took to be a Viking in the video world. Now, after hundreds of hours in control rooms, on sets, in studios and dark-rooms, at planning sessions and production meet-

ings, I've decided that there aren't any TV experts.

In fact, there may well never be any. The guys and gals who are really making television work are just too busy to take time out to be experts. The television people are working at their jobs an awful lot harder than their AM opposites.

It's basically as simple as this: The radio operators are experts. They've been around for a long time; things have been going beautifully. So who is going to worry just because a bunch of fly-by-night glamor kids are building a television station down the street? The novelty will wear off. Come on! Let's shoot a couple of rounds of golf!

Meanwhile, the radio stations' managers' wives have all taken their kids over to the neighbors to watch Howdy Doody on TV.

But wherever the AM lads have rolled up their sleeves and started burning the midnight oil; studying their operations with minute care; seeing where they've let their programming or selling become just a little bit sloppy, they've got that old fight back and they're twice the men for it. In many cases they have done better than ever before.

If television were to contribute nothing else save this: A stimulus to make radio a better medium of mass communications that it is today or ever has been; it will have done a noble thing.

Here in Canada there is still time to do something about a situation which, if ignored, can become grave. I submit that it behooves all of us to think a lot more thoroughly and to work a lot more zealously to the end that we can lift radio in this country to a level so high that no other medium can ever challenge its vital and enduring place in our social and economic life.

Make The Mitt Fit

Most advertisers are pretty intelligent individuals. By and large they have operated their businesses successfully for lengthy periods. They've lived and worked with the problems of production, distribution and sales most of their lives. They've invested their own and their shareholders'

risk capital wisely and well. Their business experience and their business records mark them as men of perspicacity and courage. Yet how often have you heard one of them referred to as "that decadent old dodo"; a man who "doesn't know a good thing when he sees it"?

Almost invariably, such euphemisms originate with someone who has tried and failed to sell the object of his revilement — a material, service or idea. What the salesman should have said is: "There must be something wrong with me or what I'm selling!" There may often be good and sufficient reasons why a sale wasn't made — reasons other than short-sightedness or obtuseness on the part of the prospect.

We should think our sales pitches through in advance to the point where we know it's good — good from a sales point of view; good for our prospect's needs and peculiar problems. One example: Recently a time salesman presented a time availability for an advertiser who manufactured an infant cereal. His time was an excellent and valuable spot on one of the highest rated shows being aired in the market under consideration. It was turned down, however, in favor of an availability in a program delivering slightly less than half as many listeners. But the time elected was in the middle of a feature designed for women with prenatal and post-natal care problems, almost all of them prospects for the client's product.

The salesman was so disgruntled, so unbelieving, so completely convinced of the agency's stupidity that he doubtless would like to write a blistering letter to the advertiser accusing his agency of rendering incompetent, biased service.

This sort of thing happens. And you know who it harms the most — the industry. And it points up the importance of thinking things through thoroughly in advance of presentation, whether you toil for a station, rep or agency.

Thrust And Parry

During the assorted rebuffs and turndowns I've enjoyed as an agency executive selling radio to national advertisers, I think I have probably been exposed to just about every conceivable objection an advertiser could have to radio as an advertising medium. In many cases they were mighty tough; in a few instances they could not be answered.

But almost never, where they were satisfactorily, intelligently and con-

You can't cover Simcoe County without CKBB BARRIE REPS - PAUL MULVIHILL TORONTO MONTREAL U S A

vincingly parried did the advertiser refuse to change his thinking.

So study every objection to radio as an advertising medium that you've ever heard about; analyze those objections, dissect them, until you know all their strengths and weaknesses. Then set about preparing sound counter-attacks that will stand up from the advertisers' point of view as well as your own.

The easy way out is to say the hell with it. But that's demoralising and defeatist. And the day is coming when it will be downright suicidal. You know what happened to the ostrich when he got too lazy to fly — he forgot how!

And the same thing can happen to salesmen, whether or not those salesmen are veepees or way down on the cat-and-dog end of the account list. All over the nation manufacturers are now putting more and more stress on sales training, on old-fashioned digging, on an honest day's work for what is certainly an honest day's pay. There are some signs that the radio industry might do well to join the same club.

**Louder, Please!**

What are some of the objections thrown up by national advertisers to radio? The first one might be something like this: "Radio? Oh, I dunno. Nobody around our place ever listens to it. Can't do us much good if nobody hears it".

What the man who says this is really driving at is that he never (which means seldom during the daytime) listens. He's not aware of radio. When he does listen, it's just something that is there, something that maybe his daughter, wife or son turned on and tuned in — fights, ball games, election bulletins and weather forecasts.

The problem is to make him aware of radio and of the selective, planned listening that goes on all over the country all the time. Handling this is fairly basic. You all know the formulae — charts, statistics, success stories. But here's where it falls apart: His program is on the air every afternoon from 3 to 3:15. But he's at the office. He never hears it. Periodically, the account executive whips into the office with a bunch of confusing sets-in-use figures and program ratings. All so dull.

This guy needs something to keep him aware of his show or his sports series. He needs to see something; to hear something; something he can fondle and caress and hang up on the wall; preferably something with his name on it. Something that will let him know that his show is being heard, not by a column of statistics which he hears his associates in other businesses arguing about and disputing anyway, but by people.

Now, this is not so easy. There comes a point in promotional reporting, point-of-sale activity, mail response and audience re-action beyond which a station cannot go without dissipating its profit. Yet to this advertiser, his investment, no matter how small, is mighty important. When he sells a tin of peas he offers full value. When he buys radio, he expects full value. So, long before there has been an opportunity for listener re-action in the form of product purchase to set in, everything that can be done to keep this sponsor's awareness of his radio program must be done.

I suggest that there are quite a few things that can be done. For example: From his newspaper he gets tear sheets, something very real and tangible. From his radio producer he gets copy — neatly set down, double spaced. But compare the attractive layout with the lustreless hunk of copy — copy which was never intended to be read by a layman's eye in the first place, but designed for the ear. Already the printed medium has scored a minor victory.

Then, a few days later, Mr. Advertiser is home for dinner. He picks up his paper, checks closing stocks, sports page, comics, then casually leaves the paper folded at page seven, right where his ad happens to be. A neighbor drops in and there it is, right in front of him — "Julius Kernel, Pea Vendor". All the world must see it, because he can see it. He can take it to bed with him. He can frame it, or put it in a scrap book. If things are really tough, he can start a fire with it or wrap the garbage in it.

And where's his radio program? Gone! Gone out into the air. He didn't hear it. He can't ever hear it. Maybe no one else heard it! Where's the telephone? Where's his agency?

About all this situation really needs — before the sales which when they come, and which, if traceable to his radio advertising, will quickly make this advertiser a veteran who will never again worry too much about nobody hearing his message — is the odd letter from the station manager or the sales manager, just to let him know that everything is going along fine. Tell him you were talking to one of the retailers carrying his peas the other day who think it's great the way the product is being backed with radio.

And keep the retailer aware of the radio support which he, like the advertiser, may not hear himself. Try to track down field salesmen — for your new sponsor particularly, although this is always sound practice for any sponsor — and make sure they know all about the campaign and don't let them forget it. Sometime the field man can do more to kill a renewal than any other single factor.

And this year, don't overlook the long-time, seasoned radio advertiser. In some areas he's coming under new attacks and new pressures, all trying to pry away another slice of his advertising dollar. So don't take him for granted. Let him know you're in business, on the bit, and keenly interested in his placements and his problems — past, present and future.

**First Class Extra**

Another complaint we hear all too often is: "Oh, we use radio. We buy locally through our retail outlets". For a variety of reasons, it seems improbable that the local rate, no matter how defined, will be eliminated by the radio industry at large in the foreseeable future. However, that there is need for clear-cut definitions of the categories in which advertisers shall be placed for the purpose of buying time, seems evident.

The definitions required are those which will have sufficient flexibility for local conditions, yet allow that degree of rigidity which will ensure that would-be chiselers are controlled.

In the main, from the stations' point of view, "local" advertisers are those whose business is conducted in, and whose returns are derived from, a limited portion of the coverage offered by the station. It further seems desirable that the sponsor live in and contribute to the well-being of the community from which he derives his livelihood.

A "national" advertiser is one who utilises the full coverage area of the station, potentially selling every listener in that area. He is not normally a citizen of the community in which the station is located and derives his income from the whole coverage area of one or more stations. He usually sells his products or services through several outlets.

If the "local" sponsor desires to devote part or all of his air time to the promotion of a nationally advertised brand, then, provided that the local sponsor is footing all of the bill, it is difficult to see why he should have to pay a higher rate for the privilege. Conversely, if a national advertiser thinks it good business to promote local outlets for his product, it is hardly reasonable for him to expect to qualify for a local rate. His prime motive is not to sell to local retailer's products, but his own.

The problem is still a thorn in many sides, still unfair to many advertisers, still unfinished business on many minute books. It's a problem that requires a meeting of many minds and I believe it's a problem to

which radio stations alone hold the key, in the final analysis, no matter how much reps and agencies may wish to see it solved.

**Who's What**

It is no exaggeration to say that most advertising today is pretty scientific. There is less guesswork used than ever before, and more factual measurement. But radio is still a blind spot in many instances.

The quantitative research problem has already been studied. It is my hope that the qualitative aspect will now be probed to the end that some new light may be shed on dark areas. In few instances do we really know precisely who listens to what. This we need to know by age, sex and socio-economic grouping. We need to know the ratio of radio listening time in this country to time spent reading newspapers and magazines, watching television or going to the movies. We are in urgent need of far more information showing the relationship between radio listening and provisioning — between the commercial and the pantry. And, of course, there is need for more factual information to indicate the nature and extent of multi-set listening within the home, out-of-home listening, radio listening in television homes, and summer listening.

**How's Business**

Finally, I urge an industry-wide, continuing collection of success stories with which every agency would be provided. Such a compendium, supplemented periodically, would be of tremendous value.

**CKOV**  
in B.C.'s **THIRD**  
Largest Market  
has by **BBM #5**

**21,320**  
daytime radio homes

**19,150**  
nighttime radio homes

**BRITISH COLUMBIA**

Centre of the **OKANAGAN VALLEY**

WILLOWBEE  
PRINCETON  
VERNON  
KELOWNA  
PENTICTON  
OLIVER  
VANCOUVER

**CKOV**  
**KELOWNA · B.C.**

# NETWORK

# Radio and Television

As Canada's economy rises . . . as its population grows and its markets steadily increase . . . CBC service continues to expand.

With a daily sixteen-hour schedule in all six of Canada's time zones, the CBC Trans-Canada Network including associated private stations continues to provide listeners with the best in music, drama and comedy . . . news, information and public service programs . . . new features and greater variety.

French-speaking listeners in Northern Ontario and the Prairies are now served with CBC programs in French . . . by the westward extension of the CBC French Network to privately-operated stations in Sudbury, Timmins, St. Boniface, Gravelbourg, Saskatoon and Edmonton.

On CBC's Dominion Network, new daytime features bring added program service to English-speaking listeners, coast to coast.

To this nationwide service via *network radio*, TV has been added in Canada's two biggest markets. CBFT-Montreal and CBLT-Toronto are now in operation and will soon be linked by micro-wave connection.

In the use of these expanded facilities . . . network radio and television . . . and in the development of top-flight programs . . . the CBC stands ready to co-operate in every way possible with advertising agencies and their clients.



## CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ontario

1425 Dorchester Street West, Montreal 25, Quebec

# BCAB

## Personnel Is Prime Topic At Victoria Meet

Victoria, B.C.—Bill Rea, owner-manager of CKNW, New Westminster, took over as president of the British Columbia Association of Broadcasters at their sixth annual conference held here February 12



NEW PRESIDENT REA

and 13. He will automatically represent the Pacific broadcasters on the board of the parent association, the Canadian Association of Broadcasters. Serving with him as directors of the regional body are Maurice Finnerty, CKOK, Penticton, as vice-president, and Chuck Rudd of CHUB, Nanaimo, to round out the board.

Rising to open the proceedings, Tiny Elphicke, manager and vice-president of CKWX, Vancouver, who was retiring from the presidency of the body after three years of office, suggested that, with the 1948 floods still fresh in the memories of British Columbians, the broadcasters pledge themselves to help with flood relief for Britain and Holland in every possible way. A resolution was quickly drawn up and approved and then telegraphed to B.C. Premier Bennett. The resolution recorded the broadcasters' solemn pledge to give the premier's fund whole-hearted support in their communities.

During their two day meeting the Broadcasters went on record with a resolution urging civil defence authorities to "arrange integration of the Canadian broadcasting stations with the radio civil defence system being developed in the United States." They also called for "a plan by which Canadian radio broadcasting stations may most effectively aid in civil defence, and, in time of emergency, allay fear and uncertainty on the part of the public."

Another resolution called for formation of a committee to be appointed by the incoming executive to report to the 1953 summer meeting on ways and means of attracting more high school and university graduates into the business and to develop ways and means of increasing staff training and advancement; also to explore the possibilities of establishing a central registry or employment centre where employees could be listed to facilitate placement of radio personnel when unemployed.



—photo by Associated Screen News

SOME OF THE BCAB DELEGATES AND GUESTS photographed at the Empress Hotel in Victoria last week. Front row, left to right: Pat Freeman, CAB, Toronto; Bill Rea (president) CKNW, New Westminster; Edith O'Reilly (Convention secretary) CKWX, Vancouver; F. H. Elphicke (past president) CKWX, Vancouver; George Chandler, CJOR, Vancouver; Maurice Finnerty, CKOK, Penticton; Ralph Judge, Horace N. Stovin, Toronto; Don Laws, CJOR, Vancouver. Second row: Dick Lewis, C B & T, Toronto; John N. E. Hunt, Vancouver; Lew Roskin, CJDC, Dawson Creek; Ken Hutcheson, CJAV, Port Alberni; Dave Armstrong, CKDA, Victoria; Johnny Baldwin, All-Canada Radio Facilities Ltd., Vancouver; Ed Farey, CKDA, Victoria; John Loader, CJAT, Trail; Alan Ramsden, CKLN, Nelson. Rear row: Gil Seabrook, CJIB, Vernon; Phil Baldwin, CKNW, New Westminster; Jack Carbutt, CKPG, Prince George; Jack Pilling, CHWK, Chilliwack; Bill Wellwood, Station 600 (CJOR), Vancouver; Jim Stovin, Horace N. Stovin, Vancouver; Dave Hill, CKDA, Victoria; Jim Browne Junr., CKOV, Kelowna.

The government's plan for "a TV scheme which will limit TV service in each community to one station" was hotly criticized in a resolution which was passed unanimously and will result in an open letter being addressed to all members of parliament, all newspapers and all stations. The letter, according to the resolution, will state the opinion of the association that: "Canadian viewers should have the right to a choice between stations especially in the larger centres; that unless something is done to prevent the CBC and the Department of Transport from going ahead with this scheme, the country will be committed to it before the next election; that this is a matter of such importance to Canadians that it should be brought before them and their parliament before they have been committed to the construction of TV facilities across Canada, planned with a view to limiting the services to one station in each community."

Reporting on his last year of office, Elphicke mentioned the general in-

crease of business for the private stations of British Columbia, noting especially the radio advertising activities of the Pacific National Exhibition, the B.C. Forestry Service and the "See B.C. First" campaign, conducted by the Department of Trade and Industry.

He spoke of the efforts that have been made in conjunction with the CAB in reducing the giving of free time to organizations and others not entitled to it. In many cases, the granting of free time to charitable organizations is right, but often it isn't, he said. As an example he pointed out that in his opinion "radio should not grant free time to any organization which appropriates free time to other media."

The retiring president paid tribute to the CAB's general manager, Jim Allard, and its legal counsel on matters of copyright, Sam Rogers, Q.C., for their work in connection with the copyright problem. CAPAC and BMI will continue to be important topics, he said. He felt that the BMI officers

(Continued on page 21)

# Tribute to HONESTY and RADIO in MONTREAL

## Widow to Get Back Lost \$35 Pension— Thanks to Youth

A 69-year-old widow will get her \$35 old-age pension back today because Rama Skelton, 14, found her wallet on an Ontario streetcar and gave it in to the conductor.

Mrs. Isobel Stoddart thought she was out of luck, but Rama had heard a broadcast on radio station CJAD saying the money had been lost and was badly needed.

His first thoughts were about the sail he wanted to buy for his boat—but turned in the wallet.

This news item from the Montreal Gazette, Thursday, February 5th, 1953, is a tribute to a boy's honesty and to public service broadcasting in Canada's metropolis.

In Montreal, CJAD is "tops"—a radio station that is listened to and looked up to—a first with English-speaking listeners.



MONTREAL

5KW ON 800Kc  
AFFILIATED WITH CBS

Representatives

RADIO TIME SALES LTD.

Montreal and Toronto

ADAM J. YOUNG JR., INC.

New York and Chicago

200,000 PEOPLE WITH \$200,000,000 TO SPEND

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

REPRESENTATIVES  
TORONTO: Paul Mulvihill  
MONTREAL: Radio Time Sales

The NIAGARA DISTRICT STATION

CKTB ST. CATHARINES

# how do you buy **TIME?**

## coverage?

CKNX penetrates a 12-county area with the largest rural BBM of any of the nine radio stations in the area.

## cost per thousand?

this rich farm market is sold on CKNX at the lowest cost per thousand of all district stations.

## ratings?

the latest Penn McLeod survey shows that more radios are tuned to CKNX than all other stations combined—all day—7 days a week.

## market?

retail sales volume in this 12-county area totals \$592,288,000—15 per cent of the provincial total.

## results?

renewals from more than 40 national advertisers date back five years or longer, and the figure is even larger for local advertisers.

*by any yardstick*

CKNX makes a terrific impression—on people—on sales. On you?

**CKNX**  
WINGHAM



The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL



### NOTE TO SALES MANAGERS

Your high volume of national sales is highly commendable, considering the small amount of advertising your station does in this paper.

• • •

### PERSONNEL RELATIONS

Our employees want a pension plan where they can get back every penny they have put in, even if they haven't put anything in.

—Bill Rea

• • •

### RADIO LANGUAGE

If Sam Ross will phrase the resolution, I shall be glad to second it.

—George Chandler

• • •

### SUGGESTION BOX

Sir: Why don't you run a cross-word puzzle in your convention issue? Then you'll be giving us something to read during the speeches.

—Mr. X

• • •

### PROFIT SHARING

In appreciation of the loyalty of our hard-working staff, salaries have only been reduced by half the amount by which income tax has been cut.

• • •

### PERSONAL PUBLICITY

Just a half-hearted thank you to Ted MacGillivray for his new appellation: "Radio's loudest speaker".

• • •

### TRUISM

The fight for free enterprise is not a battle. It is a way of life.

• • •

### ACCLAMATION

Then there's the speaker who needn't have apologised because he didn't have time to tell his audience a story. They didn't have time for his stories either.

• • •

### NEWS ITEM

Certainly Tom Briggs will be doing his "Daily Conference News" at the CAB. You were expecting perhaps transcriptions?

# BCAB

(Continued from page 19)

had helped considerably in this matter by their assistance in identifying music as to copyright ownership, and urged all stations to keep up to date with marking recordings.

It has now been established, he felt, that stations can program entirely on BMI music, if need be, but he hoped that the time would never come when it would be necessary.

Elphicke told the broadcasters that they might claim at least part of the credit for the fact that 73.65 per cent of registered voters cast their votes in the 1949 BC elections, and that when the figures appeared, it would be found that their efforts in their "vote-as-you-please-but-vote" campaigns would be just as favorable.

Setting a theoretical crystall ball before him, Elphicke risked a prophecy that "it is in the realm of possibility that before we get together for our next meeting, we shall have some form of private television in B.C." With this thought in view, he felt that the broadcasters should redouble their efforts and "turn their cameras on the task of smartening up all their radio programs" to meet the competition TV will bring.

During their convention, the broadcasters made an effort, under the tireless and perennial chairman of the CAB's technical committee, George Chandler, to work out a compromise with civil defence authorities on a plan to adopt in the case of enemy attack. For some years Chandler has been leading a campaign at the coast to impress on the National Defence and Transport Department authorities that they are wrong in their view that in the event of emergency, private stations should get off the air for fear their signals might attract enemy planes to their targets, insisting rather that the maintenance of broadcasting is essential to prevent panic.

Bill Wellwood, general manager of Station 600 (formerly known as CJOR), Vancouver, attacked the clause in advertising contracts which permits advertisers to cancel on two weeks notice. Pointing out the instability of the method, he said that a station is unable to determine a salesman's earnings. He also said that a cancellable contract is very vulnerable, because the salesman from a competing station can ask for and possibly obtain a switch from the station that has done all the initial work. Dave Armstrong of CKDA

(Continued on page 23)



## HI LADIES!

IT'S **FREE...**  
and it's real

That's the name of Thor's brightly-printed, sprightly-set-up monthly publication issued by THOR'S Home Economics Bureau.

It's full of hot news, home-economic tips, chattily-written, streamlined suggestion items . . . just the kind that can supply a steady stream of real "DOINGS" for radio ladies who are Home Economists, Directors of ladies' programs, Domestic Science Experts . . . and, best of all, it's FREE every month!

• It's yours for the asking — and yours for the using, if you're a hep-to-the minute TV or Radio Experteuse on any sector of the home front.

"DOINGS" is jampacked with just the right kind of usable sparkling news-items that will give your program plenty of fresh zip and zest.

Write today — and we'll put you on THOR'S monthly mailing list of radio ladies who want to keep abreast of women's liveliest "DOINGS"



### "DOINGS"

Thor-Canadian Company Limited  
75 Brown's Line, Toronto 14, Ontario.

My Name is .....

My Program is .....

on Station .....

Address .....

City .....

Province .....

More and more Canadian Broadcasters are subscribing to the SESAC Transcribed Library because it's the service for smooth selling. To impress prospective sponsors with the quality shows available on their stations, SESAC subscribers get big, colorful sales brochures and complete sample shows on discs. Each brochure provides space for the station's own rates and call letters. When the sponsor sees — and hears — he's SOLD.

The Library includes over 4,300 musical selections recorded by today's top artists, saleable scripts, program notes, and a catalog of bridges, moods and themes. This complete service costs as little as \$57.50 a month, based on advertising rates.

### SEE YOU IN MONTREAL!

## CAB Convention, March 9-12

### Mount Royal Hotel

Alice Heinecke  
Duke Poklitar

Lou Tappe  
Bud Prager

## SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, N.Y.

The bounty of Green Acres in 1952

No other MARKET compares with Southern Alberta

\$173 MILLION RECORD WEALTH PRODUCTION
\$184 MILLION RECORD BANK RECEIPTS
\$109 MILLION RECORD GRAIN CROP
\$7 MILLION RECORD SUGAR BEET HARVEST

Lethbridge Incomes Top Canada

OTTAWA (BUP) - If you're looking for the average person money, go west, Lethbridge, Alta. The department of revenue reported that in 1950 - almost \$3.312 a year in more than in Montreal, where...
Montreal made a rapid improvement in its situation that year. In 1949, average incomes here were \$3,078 and only fifth highest in the country. In 1950, they rose to \$3,158. Lethbridge, however, was second highest at \$3,477. The three towns in 1950 ranked as follows behind Montreal: St. Thomas, \$3,144; Sault Ste. Marie, \$3,136; and St. John's, \$3,125. Lethbridge, a ranching, sugar beet, and wheat center, also held first place in average income in 1949, when the figure stood at \$3,477. Calgary, the "Oil Capital of Canada," slipped from eighth place in average incomes in 1949 to tenth in 1950, with a figure of only \$41 to \$3,477.

No other STATION covers this market

Albertans to Preach

B.B.M. Says:

29,631 RADIO HOMES IN SOUTHERN ALBERTA ARE TUNED TO CJOC SIX TO SEVEN DAYS A WEEK. THE AVERAGE EVENING LISTENERSHIP IS 26,578 RADIO HOMES.

Elliott Haynes Says:

A whopping 74.2 was the lowest percentage of listeners for any portion of the Broadcast week in recent Elliott-Haynes area and coincidental survey.



Ask your ALL-CANADA man more about the Bountiful Lethbridge Market.

(Continued from page 21)

pointed out that newspapers operate with a similar concellation clause. He felt that the main problem was the weakness of the salesman who is so anxious to get the order that he promises the moon.

In a discussion on improving working conditions in station staffs, Bill Rea suggested that some of the salesman's commission should be diverted to the writer, who keeps the business on the books. He cited the case of the telephone directory advertising salesmen who receive 10 per cent for new business, 5 per cent for renewals and 10 per cent on the amount by which an account is increased from the previous year. He implied that some such system as this would make funds available for payment of commissions to copy men.

Maurice Finnerty told how a life insurance salesman receives 100 per cent of the first year's premium, payable half when he writes the original contract and the balance over eight to ten years, provided he is able to keep it alive.

Because the Copyright Appeal Board decided, on short notice, to resume its hearings during the time of this meeting, Jim Allard was unable to attend. In his place, CAB chairman Malcolm Neill flew out from Fredericton to deliver the customary report on activities with the parent association.

After bringing the broadcasters up to date on matters pertaining to such questions as copyright and other current developments, Neill spoke of the CBC's withdrawal of the draft regulations after a stormy session of the CBC board, when the CAB had appeared before them.

The CBC's purpose was to redraft the regulations more acceptably to all concerned, he said, and it seemed likely that a joint CBC-CAB committee would undertake this work, probably after the adjournment of the 1953 radio committee. In the opinion of this speaker, the private stations are making progress and have gained a new prestige in Ottawa. "At this time", he said, "it is of particular importance that all our stations continue to pull together and press, with the most forceful presentation we can, for the objectives we have set for private radio. The greatest force we can show is a united front."

Pat Freeman, CAB director of sales and research, said that "the halcyon days of selling are over" and that more and better understanding of sales problems is necessary to maintain volume. He reported on the activities of his office in determining advertising expenditures on the national level and outlined plans to extend this kind of research into the local field.

Dick Lewis, editor of this paper, accepted a challenge from Tiny Elphicke to stand up and tell radio what was wrong with it. According to an observer, he said that radio should spend more time and effort on disclosing its own values to the public, and suggested that when broadcasters wanted to tell their story, they should arm themselves with a story to tell. He criticized giveaway shows and commended two groups of stations, one in the Maritimes and one in

Ontario, for efforts to exchange programs. He thought radio stations should have editorial policies.

Another criticism was that radio broadcasters at conventions spend too much time talking about television instead of concentrating on ways and means of improving radio so that it might better compete with television. More attention should be paid to personnel, he said, suggesting that it wasn't always a case of money when a staff member quit and moved to another station. It was sometimes lack of recognition of effort and a lack of opportunity for advancement.

Sam Ross, of CKWX, reported on activities of the CAB's legislative committee and discussed prospects of seeking legislative amendments regarding slander and libel actions.

Slander and libel legislation is provincial in nature, he said, and the law varies across Canada. In B.C. there is an act permitting an apology by a newspaper to be taken into consideration, in mitigation of damages, if a libel action against it is sustained in court. There is no similar legislation affecting broadcasting, he pointed out.

Besides your editor, eastern guests at the meeting were Pat Freeman from the CAB office, and Ralph Judge from Horace N. Stovin's, both Toronto.

On the invitation of Chuck Rudd and Ken Hutcheson, the BCAB's summer meeting will take place at Nanaimo. The date will be announced.

**The MARITIME MARKET and CFCY**  
"THE FRIENDLY VOICE OF THE MARITIMES"

**WIDEST COVERAGE**  
+  
**GREATEST LISTENER CIRCULATION**

Makes CFCY **THE** Economical Buy to cover **NOVA SCOTIA** **NEW BRUNSWICK** **PRINCE EDWARD ISLAND** and **SOUTH & WEST Nfld.**

Nearly 50% of Maritime Radio Homes, Population and Retail Sales are in CFCY 50% BBM Area.

**BBM — Day 156,380**  
**Night 149,320**

An **ESTABLISHED AUDIENCE** built up by over 25 years of broadcasting.

**CFCY OFFERS THE TOP CIRCULATION OF ANY PRIVATE STATION EAST OF MONTREAL**

**5000 WATTS DAY & NIGHT**  
**630 KILOCYCLES**  
**REPS. IN CANADA —**  
**ALL-CANADA RADIO FACILITIES**  
**IN U.S.A. — WEED & COMPANY**

*Best wishes*

to all  
**CAB**  
Conventioneers

Vern Dallin  
Blair Nelson

**THE RADIO HUB OF SASKATCHEWAN**

*B.C. cities with population over 10,000*

1951 CENSUS

where **CKOK** averages **88.3%** of **LISTENERS** day and night

**MAURICE FINNERTY**  
Managing Director  
**ROY CHAPMAN**  
Station Manager

**CANADA**  
Radio Reps  
**U.S.A.**  
Don Cooke

# VERBATIM

## The Merchandising Revolution

An address to the Atlantic Association of Broadcasters by T. J. Allard, general manager of the Canadian Association of Broadcasters.

The full implications of television have probably not yet been grasped, even by the limited group of people engaged in it. Television, unlike AM radio and newspapers, but like the automobile and the typewriter, is a dynamic. That is, it does not simply mirror or reflect society, it has the potential of being able to alter the pattern of society. Because of this, its probable effects cannot be considered in relation to the existing structure of society.

Those who said the automobile would never replace the horse and buggy were right in relation to then existing fact and logic. Where would you drive the thing? At the turn of the century there was scarcely a hard-surface road worthy of the name outside the major cities, and not too many in them.

Who would pay money for a machine that had to rattle over dusty roads, the driver wearing a cape and goggles; a machine that broke down frequently and was difficult to repair? Where would you buy gasoline, oil and parts?

The logic is without flaw. Yet in spite of two major wars and a depression, the last fifty years saw an almost miraculous expansion of roads, highways, service stations, the training of mechanics and the improvement of automobile engines and bodies.

When radio came along a good many people asked: "Who's going to listen to that all day?" And, in fact, it is some of these very same people who are now asking about television: "Who's going to look at that all day?"

Radio is only a mirror, yet it developed all day and all-night audiences. Television is more than a mirror. It is a dynamic and it will mould the pattern of society, if need be, to build audience.

The typewriter, for instance, had a far greater impact on the textile industry than on offices, because the typewriter is far more responsible for the improved position of women in society than all the efforts of militant feminists. It was the typewriter, not Mrs. Pankhurst, which proved conclusively the equality of the female mind to the male — or at least provided the opportunity for proof.

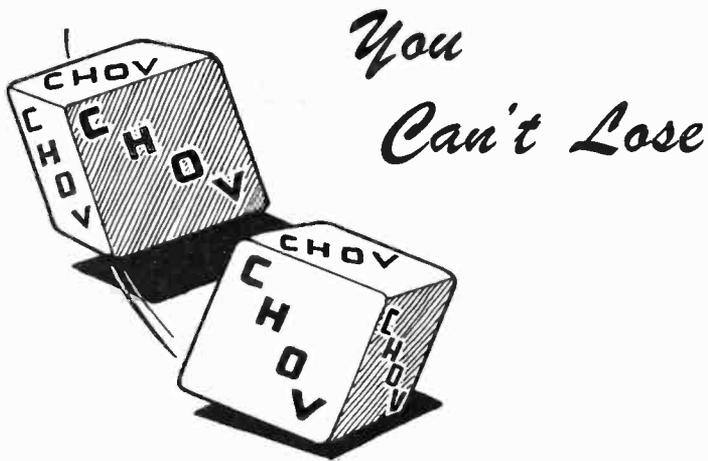
The future of both radio and TV will be affected, and very soon, by key merchandising developments. E. B. Weiss, merchandiser director of Grey Advertising Agency of New York, in *Marketing* last October, noted that the retail industry is going through a revolution of major proportions. He cited decentralization of trading areas with suburban and regional shopping centres sprouting; growth of night selling; trends toward "one stop" outlets; decline in the caliber of floor selling; growth of self-service and self-selection; elimination of Saturday as a shopping day. Eventually, Weiss concluded, the retail week will be five days and from noon to 9 p.m. each day.

This trend, stimulated by social development, may be accentuated by pressure interests. Alex Barris reported in the *Toronto Globe and Mail* of last October 1st, that a television-caused drop in motion picture attendance forced theatre managers in Windsor to get early closing bylaws modified. Merchants now stay open until 9 p.m. on Fridays and theatres and merchants, he said, are advertising jointly in an effort to sell the idea of getting people to go out to shop in the evening and then go to a movie.

There are other developments. *Quick Magazine* last October reported a revamping of business operations. Self-service and vending machines are becoming commoner. In production now are machine department stores with 96 different compartments, plus machines that will take bills and give back change. With supermarkets adding items ranging from records to refrigerators and small business hard pressed to meet department store prices, selling is falling into increasingly fewer hands. I suggest these developments will have a profound effect on advertising media.

There is the very narrow question of the impact of television on radio. The latest Cunningham & Walsh Inc. *Videotown* survey shows television causing movie attendance to drop 77 per cent, radio listening to drop 88 per cent, magazine reading to drop 53 per cent, and social entertaining to drop 87 per cent.

However, I think it unlikely that television will ever completely destroy AM radio or, for that matter, magazines or newspapers. The broad issue is more important. As business becomes increasingly competitive for the first time in the true sense of this word since 1937, the radio or TV operator who survives and operates successfully will be the one who studies the merchandising trends and the changing needs and desires of the community at large, making every effort to shape his operation to the social and merchandising revolution which is now running full blast.



*"The Heart of the Valley Market"*

1000 WATTS — 1350 KCS.

PEMBROKE  
ONTARIO

HORACE N. STOVIN  
IN CANADA

ADAM J. YOUNG, JR.  
IN U.S.A.

SEE YOU IN MONTREAL AT THE CAB MEET

# CAPAC

• • • makes available to Canadian radio stations the copyright music, both of its own Canadian members and of more than 70,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music that is broadcast in Canada.

• • • is a non-profit association. All the fees collected by CAPAC, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

**COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION**  
of Canada Limited

182 ST. GEORGE STREET, TORONTO 5

# TELEVISION

## TV Allocations Revealed By Dept. of Transport

Ottawa — The Department of Transport issued its long-awaited "Proposed Plan For Television Coverage of Canada" here late last month with provisions across the country for some 54 stations in the very-high frequency band and 10 in the ultra-high frequency range. This includes the two CBC stations in operation in Toronto and Montreal as well as the Corporation's four other projected outlets at Ottawa, Halifax, Winnipeg and Vancouver.

The Transport Department plan which uses the six CBC assignments "as a framework and the remainder of the plan built around (them)", is "considered as the minimum required to fulfill, so far as possible, the objective of a single television service to the Canadian people".

It is on the basis of this plan that the first TV stations for various areas across the country will be considered by the Department of Transport and, later this month, by the board of governors of the CBC. The plan allows for 18 stations throughout Ontario, 9 in Quebec, 7 in British Columbia, 6 in each of Alberta, Saskatchewan and New Brunswick, 4 in Manitoba and Nova Scotia, 3 in Newfoundland and one in Prince Edward Island.

However, concerning UHF channels, the Department of Transport warned that "in all probability there will be a delay of perhaps two or more years before equipment is readily available for this band". It is assumed this provision will delay TV in three areas in Ontario and New Brunswick, two in Quebec and one in Saskatchewan and Nova Scotia.

Following are the assignments contained in the proposed primary plan for TV coverage:

	Channel	Power in Kw.
<b>British Columbia</b>		
Vancouver (CBC)	2	100
Prince Rupert	6	100
Prince George	3	100
Dawson Creek	5	5
Nelson	5	100
Kelowna	13	325
Kamloops	4	5
<b>Alberta</b>		
Edmonton	3	100
Calgary	2	100
Medicine Hat	6	100

	Channel	Power in Kw.
Lethbridge	7	325
Grande Prairie	2	100
Red Deer	6	5
<b>Saskatchewan</b>		
Yorkton	3	100
Regina	2	100
Saskatoon	8	325
North Battleford	3	5
Prince Albert	11	50
Swift Current	14*	1,000
<b>Manitoba</b>		
Winnipeg (CBC)	4	50
Flin Flon	3	100
Brandon	5	100
Dauphin	8	5
<b>Ontario</b>		
Toronto (CBC)	9	25.65
London	10	40
Windsor	9	17.25
Sarnia	40*	50
Peterborough	22*	1,000
Orillia	3	5
Owen Sound	8	325
Kingston	26*	1,000
Sudbury	5	2.72
North Bay	10	325
Sault Ste Marie	2	100
Ottawa (CBC)	4	15
Pembroke	13	15
Timmins	6	100
Kirkland Lake	9	5
Port Arthur — Fort William	2	100
Kenora	9	325
Fort Frances	5	5
<b>Quebec</b>		
Montreal (CBC)	2	15.7
Amos	4	100
Ville Marie	2	5
Quebec	4	100
Three Rivers	21*	15
Sherbrooke	42*	100
Riviere du Loup	6	5
Rimouski	3	100
Chicoutimi (Jonquiere)	2	100
<b>New Brunswick</b>		
Edmundston	10	15
Campbellton	12	325
Saint John	4	100
Moncton	16*	100
Newcastle	18*	1,000
Woodstock	36*	1,000
<b>Nova Scotia</b>		
Halifax (CBC)	3	100
Yarmouth	13	325
Sydney	2	100
Springhill	41*	5
<b>Prince Edward Island</b>		
Charlottetown	13	325
<b>Newfoundland</b>		
St. John's	2	100
Corner Brook	5	100
Grand Falls	3	100

\* UHF channels  
"In general", the plan states, "maximum power and an effective"  
(Continued on page 26)



## CJCA's Radio Homes Increase...

1944 . . . 74,190

1946 . . . 94,820

1948 . . . 117,770

1950 . . . 129,850

1952 . . . 138,560

(Daytime BBM Totals)

★ Best wishes for a successful C.A.B. conference

### Total Retail Sales

## UP 21% IN ONE YEAR!

	1951-52	1952-53
Hants County	\$ 7,975,000	\$ 9,552,000
Kings County	15,949,000	19,440,000
	23,924,000	28,992,000*

There's concrete evidence of the growth of one of Nova Scotia's biggest rural markets. Add to those figures BBM Reports listening up to 79% and you have a buying audience.

## CFAB & CKEN

WINDSOR KENTVILLE

TWO-STATION COVERAGE AT ONE-STATION COST

Canadian Rep. — James L. Alexander, Toronto.

\* Canadian Retail Sales Index



Edmonton

- AN ALL-CANADA STATION
- A WEED & CO. STATION

# Welcome to Montreal CAB Delegates!



From Studio production to shipping . . . tape duplication or record manufacturing . . . . French or English production with studios in Toronto and Montreal . . . Canada's ONLY complete Transcription Recording Service would like to be . . .

**YOUR HOST**

## RCA VICTOR STUDIOS

ROYAL YORK HOTEL TORONTO      1050 LACASSE ST. MONTREAL



*P.S. Call Len Headley or Ed Traynor, in the hotel or at Wellington 7551, if you'd like to make a tour of our Record Processing and Pressing Plant.*

(Continued from page 25)  
antenna height of 500 feet above average terrain were assumed (for these assignments)". It went on: "There are exceptions . . . (and) it is not to be construed that implementation of maximum power is mandatory and therefore other values of power are definitely acceptable. Consequently, as assignments are made in the centres listed it will become apparent that in further stages of development of the service other assignments may be permitted."

The department pointed out that some major changes in the plan might be necessary if preliminary engineering predictions are not realized.

• • •

### CAB Names TV Consultant



Ottawa — Andrew McLellan has

been named television consultant to the Canadian Association of Broadcasters, it was announced here last week by CAB general manager T. J. Allard.

McLellan, a graduate of the Television Workshop of New York and a Fellow of the British Television Society, will help develop the television information service about to be inaugurated by the CAB.

Author of numerous TV articles, he published the first study text on television in Canada, co-organized with Lorne Greene the First Canadian Television Clinic in Toronto in 1950, and designed and conducted the TV course of the Academy of Radio Arts. He is a member of the American Television Society and an associate member of the Society of Motion Picture and Television Engineers.

• • •

### Ottawa Outlet OK'd

Ottawa — The Ottawa Board of Control voted to approve the two-acre Island Park Drive site west of the city for the CBC's TV station here last month. Construction will get under way immediately, the CBC announced.

A 5,000 watt Marconi transmitter has been chosen by CBC engineers for the Ottawa installation although for about nine months, starting around June, it will be used only as a repeater point for programs coming from Toronto and Montreal. Productions originating in Ottawa will probably not be seen before the spring of 1954.

Operating on channel 4, the station is expected to develop an effective radiated power of 50,000 watts.



**$\frac{1}{10}$ th of the People buy  
 $\frac{1}{5}$ th of the Goods!**

The people of Halifax, city and county, numbering less than a tenth of the four-province population, account for more than a fifth of Maritime retail sales.

It's people—with dollars that make a market—for your goods or services.

You reach people faster, cheaper, and sell them more with radio.

**In Halifax, with CJCH**

Reps. — Toronto — Paul Mulvihill  
Montreal — Radio Time Sales (Quebec) Ltd.

## Our Roots are Deep...

ESTABLISHED in 1923, this pioneer radio station has become a part of the everyday lives of the people living in one of the richest industrial and agricultural markets in Ontario.

Your sales messages, broadcast over CKPC, always produce greater results. They gain the bonus-influence of our "deep roots" in the community which have grown through many years of sincere community service.

**40 CONTINUOUS LOCAL SPONSORS FOR OVER 19 YEARS!**

# CKPC BRANTFORD ONTARIO

MRS. F. M. BUCHANAN, PRESIDENT  
1000 WATTS FM and AM 1380 KC.

*"The Voice of the Telephone City"*

Represented by  
JAMES L. ALEXANDER  
TORONTO — MONTREAL

**FOR OVER****30****YEARS**

# **CANADIAN MARCONI COMPANY**

**AND**

## **STATION CFCF, MONTREAL...**

*have served Canadian radio*

We have been proud to associate ourselves with radio stations throughout Canada from the beginning of broadcasting and to have shared in the activities of the Canadian Association of Broadcasters since its inception.

When attending the C.A.B. Annual Convention in Montreal, March 9th to 12th, we invite you to visit our Studios and Factory. Just telephone **Jack Martin** and all arrangements will be made.

# **CANADIAN MARCONI COMPANY**

*Established 1902*

**Factory**

2442 Trenton Ave.,  
Montreal 16, P.Q.,  
Tel.: AT. 9441

World pioneers in the  
development and manufacture  
of radio and television  
station equipment.

**Studios**

4824 Cote des Neiges Rd.,  
Montreal, P.Q.,  
Tel.: EX. 1184

VANCOUVER

TORONTO

MONTREAL

HALIFAX

ST. JOHN'S



A. R. RAMSDEN  
CKLN, Nelson, B.C.



C. H. INSULANDER  
CFPR, Prince Rupert



G. C. CHANDLER  
CJOR, Vancouver, B.C.



JACK SHORTREED  
CJGX, Yorkton, Sask.



FRED SHAW  
CKXL, Calgary



A. MACKENZIE  
CKY, Winnipeg



J. S. BOYLING  
CHAB, Moose Jaw, Sask.



R. A. HOSIE  
CKOM, Saskatoon



G. A. McLEAN  
CJRL, Kenora, Ont.



HUME LETHBRIDGE  
CJNB, North Battleford



C. H. WITNEY  
CFAR, Flin Flon, Man.



ANDRE LECOMTE  
CJBR, Rimouski, P.Q.

"Do, throughout the year, tell buyers  
pages of this my diary, that 'A Stov  
gather proof of that well-known fa  
alert Managers of those goodly rad  
Each man does head up an organiz  
— to their community, their listen  
The loyal and consistent listeners  
proven results of which we are all

HORACE  
&  
Radio Station

MONTREAL • TORONTO

"A Stovin Station

ne and all others who scan the  
 a Proven Station.' And do now  
 g pictures of the friendly and  
 ch make up the Stovin family.  
 one objective — to render service  
 ertisers, both national and local.  
 earned and held provides those

# STOVIN

representatives

WINNIPEG • VANCOUVER

**Proven Station™**



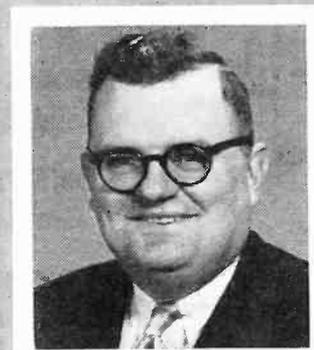
BOB MCGALL  
 CJBC, Toronto, Ont.



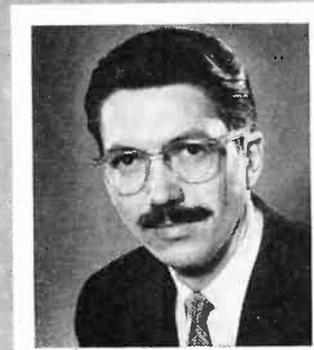
WM. HAWKINS  
 CFOS, Owen Sound, Ont.



E. G. ARCHIBALD  
 CHOV, Pembroke, Ont.



G. E. SMITH  
 CFOR, Orillia, Ont.



W. H. STOVIN  
 CJBQ, Belleville, Ont.



J. R. RADFORD  
 CFJR, Brockville, Ont.



MAURICE LACASSE  
 CJEM, Edmundston, N.B.



F. H. PEMBERTON  
 CKSF, Cornwall, Ont.



F. A. LYNDS  
 CKCW, Moncton, N.B.



J. E. BUTLER  
 VOCM, St. John's, Nfld.



G. A. CROMWELL  
 CHSJ, Saint John, N.B.

# ENCORES

A selection of articles and speech digests  
from the past year

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*The Pot 'o Gold drew*

# 35,918

*Letters in one week!*

with Proof of Purchase

Get the most fabulous Sales Story  
in the North today . . . phone National  
Broadcast Sales at EM. 6-3718.

representing

**CKGB**  
Timmins

**CJKL**  
Kirkland Lake

**CFCH**  
North Bay

## STATISTICS?

### 1952 BBM

DAY	NIGHT
96,800	89,740

### Prince Albert

DAY 99%	NIGHT 98%
---------	-----------

### District 15

DAY 96%	NIGHT 91%
---------	-----------

## RESULTS?

Three segments of "Casino" drew 15,783 letters during September and 17,267 in three weeks in October. January '53 Elliott-Haynes shows 33 programs with average rating of 30.5. Ask your All-Canada Man for details.

# CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

• GREETINGS TO CAB CONVENTION •



# Congratulations

Mr. Glen Robitaille, Technical Director, Radio Station CFPL London, Ont. choice of the Canadian Association of Broadcasters for the 1952 C-G-E Award



Canadian General Electric joins with the C.A.B. Awards Committee in recognizing Mr. Robitaille's outstanding contribution to the Canadian broadcast industry in 1952 and in congratulating him as this year's recipient of the C-G-E Award.



**The C.A.B. CITATION . . .** credited Mr. Robitaille for his work as chairman of the C.C.B.A. Technical Committee in 1952 . . . "for organizing and carrying through plans for a two day technical meeting that gave many operators a chance to inspect new equipment, to hear talks and enter into valuable discussions of equipment and operations — for many it was the first such opportunity." The success of the meeting and the pattern it set for future meetings is attributed to Mr. Robitaille's thorough planning and direction.

(Continued from page 31)

made clear that the profit motive is of prime importance to the maintenance of our way of life. No corporation can hope to provide a profit unless it supplies goods and services which the public wish to buy at prices which consumers can and will pay. All companies are incorporated to return a profit for those that supply its capital.

Modern industry makes its profit out of providing consumers with larger purchasing power as well as providing them with cheaper goods. The profit system spells prosperity. Prosperity is another way of expressing "standard of living" and the only way in which the standard of living can rise is under mass production, for wages to go up and prices to go down. Only by raising wages and lowering prices can business as a whole make a real and lasting profit to the public welfare.

Corporation profits are believed by many people to be excessive. There are some few exceptions but the general picture reveals that corporation profits in the United States in 1950 amounted to only 8 per cent of the total national income. Yet the profit line has become a line of strife. What is needed today is a true and logical presentation of the facts underlying the profit system. The workers and Canadians as a whole, should realize that.

I have looked into the question as to how gross profits are distributed, and find that in the United States, out of every dollar of gross profits, among the largest corporations—47 cents provided for material and supplies—9 cents was expended for taxes—6 cents makes provision for depreciation, and maintenance—24 cents is expended for advertising and 1 cent for research. The employee received 29 cents in wages and salaries, which leaves available for net profit—6 cents. Three cents of the 6 cents net profits, is distributed in dividends and the balance is ploughed back into the business.

The analysis in the United States is borne out in general by one made among nine firms in London, Ontario, some years ago. An examination of the gross profits revealed that 56 1/4 cents out of every dollar was expended for materials—11 1/2 cents for taxes—27 1/2 cents for salaries and wages—3 1/4 cents was ploughed back into the business for new buildings, machinery, inventory, etc., and only 1 3/4 cents was paid in dividends to the shareholders.

It is the responsibility of business to make the public aware of the fact that capital is entitled to a fair return—and that a fair opportunity for capital to earn an honest return is an important, if indeed not the only source of fair and larger wages for workers.

Canadians must be encouraged to launch a national development policy. Resources alone have not made North America prosperous. Nature has been hardly less generous to Russia than she has been to North America, and initiative and freedom constitute the difference between the low standard of living of the U.S.S.R. and our high standard of living.

Only private enterprise can develop our natural resources, as we have found in Saskatchewan. The state cannot take the speculative chances that are incident to the development of our natural resources. The prosperity of every part of Canada is necessary to the prosperity

of all parts. Saskatchewan population has dropped 67,000 since 1941, because we have little diversification of industry. Power developments there and in the Maritime Provinces are as necessary as the St. Lawrence River development.

The state should be restricted from going into business, except to a minimum, otherwise socialism will come about by apathy. The Federal Government is in transportation, wheat, oats and barley, radio broadcasting, uranium and radium production, synthetic rubber, moving pictures and public information — and many other fields — competing with private enterprise. That trend may continue unless private enterprise enters into a greater development policy than ever before.

Canadians must advertise the benefits of, and live, Freedom. Democracy must be able to stand in competition with communism, for no one need fear competition from inferior political philosophies.

The time has come to tell the workers of our country what communism will do to the man who works. Where there is communism there is:

No freedom of the press, as all newspapers and books are government financed and operated under the eye of the secret police.

Freedom of the individual does not exist, with the secret police having the power to execute or exile without trial.

Freedom of worship is distorted for the state.

Freedom of speech is prohibited and a speech against the party punished with forced labor or death.

Three per cent of the population control all governmental policies.

Farmers are required to work on collective farms and paid for by small wages, free housing and a half acre home garden.

No man may start his own business.

All labor unions have been abolished and workmen who disagree languish in forced labor camps.

Collective bargaining is prohibited. Wages are set by government labor agency.

All workers are frozen in their jobs, regardless of fitness.

Business and professional men must assume larger responsibility in citizenship.

Every organization composed of business and professional men should do its part in selling private enterprise.

If business men believe in the right to work creatively under private enterprise — freed from arbitrary public authority; if they believe that all governments should whittle away all unnecessary non-defence expenditure, in this era of twilight which may continue 25 years; if they believe that the individual has the right to what he honestly earns, subject to the right of the state to take a portion — rather than that all he earns belonging to the state — with the individual receiving back what the state feels he is entitled to; if they believe that our standard of living cannot be raised by political sleight-of-hand and that only through production under private enterprise can there be prosperity; the enlistment of business men in the ranks of good citizenship, to fight for the survival of our system, is necessary without delay, for business apathy to public affairs is dangerous to the survival of Democracy.

—January 23, 1952

## AVAILABLE SOON . . . .

For the first time in Canadian broadcasting history, a new approach to Radio Listening and Audience Research based on the "Co-Recall" system will soon be available.

This survey consists of a personal interview, house to house study of the radio listening audience of metropolitan Toronto for January 1953. It is designed to provide advertisers, advertising agencies and radio stations with the following comprehensive detailed data:

- Individual Radio Listening
- Household Radio Listening
- Program Ratings — Share of Audience
- In and Out of Home Traffic

Qualitative market data on the kinds of listeners is, also, furnished for the first time. This data includes characteristics of listeners, by sex, age, income levels, by occupation of head of household — also by individual radio stations, time of day and evening, programs and by early morning and late evening audiences.

Information concerning the Toronto Radio Listening and Audience Survey is available upon request from:

**GRUNEAU RESEARCH LIMITED**  
Marketing Research

20 Bloor Street West, Toronto, Ontario  
2052 St. Catherine Street West, Montreal, Quebec

**150  
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*A Broadcaster Encore*

**RADIO NEEDS ITS FACE LIFTED**

By Carl Haverlin  
President, Broadcast Music Inc.

Television is like a siren — a seductive, charming, well-appointed woman. From the top of her expensively coiffured head to the tips of her dainty feet, she is sinuous, she is alluring, she promises hours of marvellous enjoyment. And it is up to the somewhat slattern, down-at-heel, raggedy, ungirdled, un-nyloned AM wife to do something about it. She may, if she will, sit down and cry. She may, if she will, go home to mother. She may call a lawyer and wonder if she has some grounds for a divorce. But I recommend that she do the logical thing, which is to submit herself to a masseur, get herself a good foundation garment, put herself back into those high heels she wore when she was being courted, put behind each ear lobe, and other proper feminine places, a slight touch of perfume, and go back to woo the old man all over again. It can be done.

Philadelphia has seven TV stations and it has become what is known as a saturated television market. Those AM broadcasters in Philadelphia suffered all of the pangs of this lady with no girdle and brassiere. They knew that they were going to be pushed off the map. They knew that this medium would so attract the listener that there would be no longer many hours spent in Philadelphia listening to AM radio. But by cunning, by imagination, by taking stock, by doing everything that good management could possibly bring to bear on this problem, Philadelphia stations now report in many cases increased billings in the face of a saturated market of 1,300,000 television sets. And no station to my knowledge has gone off the air, none has gone bankrupt. They find by their surveys that people are becoming more selective in their looking at TV programs, just as in the dim days of our own AM industry, people became more selective in their listening, and put it squarely up to the broad-

Let me tell you the Philadelphia story.

caster: "Amuse me, entertain me, enthrall me, intrigue me, but you must do better than you've done before."

In 1924, I remember going to my home from my station which I then worked for, KFI, and I would listen to KDKA because it was far away, and to Calgary. And I presume that broadcasters and people in Calgary were listening to KFI and KDKA. That thrill of the unknown, the new, comes upon you with the impact of an avalanche. When television comes, people drop everything. But they soon learn to be discriminatory, and if the AM broadcaster will pay strict attention to the fundamentals that he already knows but is sometimes, not always, too lazy to undertake to see carried out on his station, then television comes purely as another competitor in the market in which he is living.

In short, in my opinion, it is not AM radio that is on trial, it is some AM management.

It was discovered in Philadelphia, New York, Chicago, and in every market where a television station has come, that AM radio has some amazing preferences and benefits — some unique things.

One is cost. The cost of television is many times higher for programs. Actors on AM want one fee; on TV they want more. Why, no one has yet been able to figure out, but they do. So you have an economic benefit in AM radio because you can sell a certain number of radio homes at a lower cost per home. Now they will tell you that TV is worth more money because the impact is so much greater. That may be. I don't argue

by **EVERY** Survey  
(ELLIOTT-HAYNES - PENN McLEOD)  
Victoria's **MOST LISTENED TO** Station  
**CKDA** DIAL **1340**

YOU CAN'T MISS IT (OR WITH IT)

**CJTBQ**

**BELLEVILLE - TRENTON**

ANOTHER ALL-STOVIN



STATION

the point. But no matter how great the impact, a merchant or an advertiser who has just so much money cannot go into the TV market. He does not have the funds to do it. I would love to own a Rolls-Royce, I assure you. But I cannot afford it. Therefore I get along with a lesser car.

There is also the other thing. That is the easier listening. That is something that has been proved again and again. A TV set in the front room does not operate during certain hours of the day. The statistician can tell you what those hours are, but we do know that the \$1,000, \$800, \$600 TV set in the front room is dark, but the good old portable or that little radio in the kitchen or in the dining room, or in the den is working, and also that wonderful old beautiful big AM radio has not been thrown on the ash-heap. That too has gone to someone's room, and it is often working when maybe Hopalong Cassidy is on the air, and when someone decides they saw that picture and do not wish to see it again.

Then there is wrestling. My father will look at wrestling and you would be surprised to know how many hours are being devoted to wrestling, that amazing form of descriptive anatomy, which I have come to loathe. Not because I don't like wrestling, not because I don't like TV, but I hate so much of it and therefore I assure you that during those hours while my father is grunting and groaning because Mr. America is kicking the hell out of Don Eagle, I am sitting elsewhere in my home. And I am listening to the radio, and sometimes idly casting my eyes on a comic book.

The greatest benefit I think there is to the AM radio operator, is that he has a magic thing, and that is imagination. TV — and we may speak glowingly of its magnificences, its wonderful coverages — thrills me again and again. My TV set has been paid for 20 times over. But imagination is an ingredient that is rarely found in television. When you talk on TV, you show the pretty girl and the looker says: "I don't think she's as pretty as the waitress at the Blue Plate." But on AM radio, you can say: "Picture to yourself the most divine female form—whose face is like a flower — who walks so lightly that she does not even dent the grass," and every man in the audience immediately, in his secret heart of hearts, conjures up Hedy Lamarr, Dagmar, and Katherine Hepburn's legs. This is impossible on TV. On the other hand I will admit to you that no AM broadcaster's comment could possibly conjure up the true shape of Dagmar. That you must see to believe.

In short, the broadcaster has his amazing ability to reach directly into the brain of his listeners and to stir there certain things which will evoke desire, appetite, make you want to do something, make you want to buy something, to go some place, to enjoy something. This is very difficult in television. It's not to derogate TV but merely to tell you that that magic is inherent in AM radio, and not in TV, in my estimation.

It's not only our programs, by the way, that need imagination. It is every branch of our business. It is very poor to have great programs and bad promotion. It is very poor

(Continued on page 36)



**look  
to  
the  
leader**



*you make or break your schedule here in B.C.'s biggest listener area -- the*

# VANCOUVER MARKET

*where 980 dominates urban skyline and airlines alike. You need 'WX -- the figures below prove it -- they're sales figures, too!*

## STUDY No. 5, 1952



Radio Station		Total Weekly BBM	6-7 per week
CKWX	day	197,510	117,060
	night	189,200	86,070
No. 2	day	188,900	78,060
	night	180,120	51,610
No. 3	day	178,440	93,410
	night	203,630	83,310
No. 4	day	134,890	71,100
	night	129,320	61,900

**In British Columbia it's C K W X**



# GREATER OTTAWA

is

## 42%

# FRENCH\*

with an

## ANNUAL INCOME

OF

## \$90,177,825

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Studios — 121 Notre Dame St.,  
Hull, Quebec

Representatives

OMER RENAUD in Canada  
J. H. MCGILLVRA in U.S.A.

\*Over 100,000 French-speaking  
Canadians.

(Continued from page 35)

to have great programs, great promotion and bad sales. There are certainly imaginative ways of selling and promoting and programming off-trail things — new approaches. And I believe that the manager's constant thoughts should be to inspire his people to be so imaginative; to be so continually trying in each department to insert in the minds of his department heads the desire to experiment; to do it freely; to do it without fear; to lay eggs occasionally that never hatch, because if you don't lay an occasional egg, you will never get a turkey on the Thanksgiving table. There must be mistakes made and the people who work for us must be encouraged to make a few solid boners, because that shows they are trying. To every one, two or three boners, you're going to make a home run.

I think also that it should be the direct duty of the manager not to try to take away from other stations, whether they be AM or TV. It is incest to keep stealing others' listeners. It is the sets in use figure which should be brought up. The billion dollars' worth of electronic equipment, for reasons I think of shabby programming, bad production, bad promotion, have been allowed to grow rusty and to gather cobwebs. And people are not listening as much as they should. If management will take that as its direct task, to increase sets in use, to make those who tune in listen longer, then in my estimation, television, when it comes to town, will be just another competitor. To make those sets come back into use as part of your living, breathing, daily audience, you must be more imaginative, put on better

programs and present them better than you ever have before. Write copy to put on your own station, asking people to listen to particular programs. And if you can't find a reason why, take the programs off the air. There should be a reason why they should listen, even if it's a 15-minute program with records and costs the least of all. As a friend of mine once put it: "If we have six records of 'I Love Lucy' or whatever it may be, by six different bands and six different singers, and we say: 'Tune in at 2.15 in the afternoon to hear for the first time these six different recordings,' it may not be a good program, but through curiosity, I believe somebody would want to tune in." If there is no reason to listen, then there is no reason to have it on the air.

Infinite attention to detail on even small stations, even the least programs, even with the smallest staffs is possible. Small stations with small staffs, but with an idea, can do a magnificent job of preparation. In the culinary art, let me give you the mashed potato. It is a thing of which I am very fond. It is one of the rarest things to find well cooked. It's a potato, it's boiled, it's mashed with a bit of salt, a bit of cream, a little butter. How often do you get a plate of mashed potatoes, using those same ingredients, which are cold, which are gooey, which are filled with lumps, merely because the person did not know or care to do the thing properly? I pride myself on my mashed potatoes. Come to my home some time, and I'll show you. I can't do a pheasant under glass. This takes too large a staff. Also it's very expensive. I haven't got the money. But a mashed potato I can do to the Queen's taste. Do the same thing in programming. Minute attention to detail.

Coach" comes to the microphone and says: "Well, I don't know, but if I were Charlie Dressen, I'd have pulled Roe in the second inning." Then somebody comes in and says: "Why, that couldn't be done, because if he'd pulled Roe, they had to put in LaBine. And LaBine had to be kept fresh for the night game," and so forth and so forth. Now here is just a sports program taken off the wires. The material is so easily assembled. But the thing is that instead of being just another sports program, it suddenly takes on real class at WNEW, and is typical of the way they do things. Everybody loves it. They have a gimmick, and the gimmick is this. This "Grandstand Coach" is never convinced, despite what the experts tell him. After the next program starts, this voice comes back, a distinctive voice, and says: "I still think Dressen should have pulled Roe in the second inning."

There is a gimmick which cost nothing. There is a gimmick that I assure you could have been invented just as easily or better at any one of your stations. If it's a gimmick that makes a difference in New York City, I presume it'll make a difference with you.

I think that is the problem of television, when you get it, and I hope you all get television transmitters. Don't let anything I say here today make you think it isn't an ideal way to live. That is to have both that up-to-date old wife who cooks so well and is the mother of your children, and who has made such a good life for you; and also to have that mistress, living on the other side of town. But many of the old platitudes that I am telling you now, about your AM operation, you can take to heart when you operate your television stations, because it is interesting to note that the rut into which AM has fallen, has taken us 30 years. Television has gotten into it in two years. They do the same tired things with the same tired faces and the same phoney voices, and the same tricks, and it begins to pall a bit. They too must not rest on their laurels. That woman who came to town has got to have a new gown once in a while. She's got to change her personality, lest she gets so dull that the fickle lover will go and look elsewhere, perhaps to the three dimensional movies or something. TV must fight against these same things. TV and AM must fight against dullness and monotony, being lackadaisical, and the lick-and-a-promise method.

—November 5, 1952

**SHOOT**

**On CKFH**

You can reach this huge market at Radio's Lowest Cost!

RETAIL SALES	CKFH BBM
York County: \$1,273,500,000	D: 83,120 N: 135,010
Greater Toronto: \$1,108,532,000	D: 92,080 N: 157,350

**PLUS**  
A Big Bonus in Halton, Ontario, Peel and Simcoe Counties.

**CKFH**  
TORONTO

MI. 0921 in Toronto  
Radio Reps. in Montreal  
Weed & Co. in New York

Bill Kaland of WNEW coined a phrase that people kidded him about, but it meant a great deal to those who put it to work. He talks of sparkle. Sparkle is merely his way of saying: "Let's have a switch." I'll give you just one because it happens to stick in my mind.

They came in and said a sports program was a great idea, and he said: "Yes, what'll we do for the switch?" And they said: "We don't know. I mean, after all, baseball is popular and all that. We don't need a switch." He said: "We need a switch."

They worked 30 weeks to come up with an idea, which was the "Grandstand Coach". And this "Grandstand

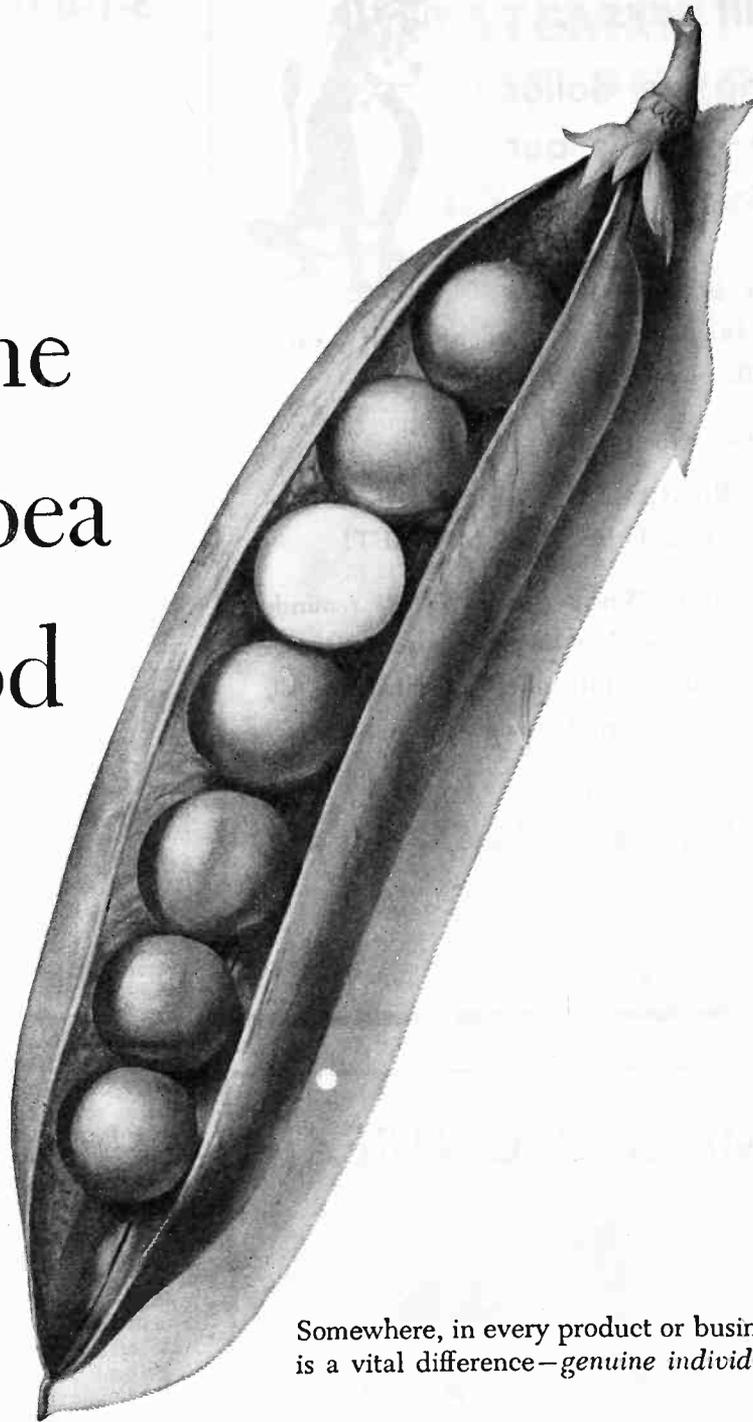
**KEITH A. MACKINNON**

CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail Box 542      OTTAWA      Phone 4-5905

# Like one white pea in a pod



Somewhere, in every product or business, there is a vital difference—*genuine individuality.*

***Though on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest.***

IN YOUR PRODUCT or in its use, just as in you yourself, there is *genuine individuality.*

This lies, not in any superficial differences that others may match next season, not in any trick presentation, but in the creation of a unique and distinctive personality that belongs to you alone.

Determined, consistent association can fasten this individuality more and more firmly, until it is your product.

Then, every unit of your promotional effort—from the package and shipping carton themselves to publication advertising, outdoor, radio, tele-

vision, film—becomes increasingly effective as it identifies and isolates your product from those of your competition.

In many different fields the J. Walter Thompson Company has assisted clients to achieve this individuality . . . helped make their products stand out like the one white pea in a pod.

---

### **J. Walter Thompson Company Limited**

Dominion Square Building, Montreal, and  
66 Temperance St., Toronto

## Bovine Bill says . . . .

"Influencing the dollar your way—that's our business!"



Your business is to influence this wealthy farm market that annually earns \$100,000,000.00.

Together we can do it:

REACH THIS RICH MARKET —  
SELL THIS RICH MARKET!

And "Wheat Stock Willie" reminds you — "For the Advertiser, and the Listener, Life always begins at 940, on Western Canada's Farm Station".



**CJGX**  
*Yorkton*  
SASKATCHEWAN

"ANOTHER PROVEN STOVIN STATION"

## A Broadcaster Encore

### S-T-U-G IS GUTS SPELLED BACKWARDS

By Richard G. Lewis

In Canada, when an editor looks at editorializing—or a butcher, baker or candlestick maker, for that matter—he sees a bunch—of newspapers—which do, and another bunch—of radio stations—which don't. He sees those newspapers, whether daily or weekly, peaceably and profitably pursuing their argumentative paths in a world of competitive business. He sees them compelled to live within the limits set out by the Criminal Code, but otherwise unmolested by government regulations and controls. Then, if he turns his eyes towards the adjoining field, he sees the radio stations, gainfully employed in a similar manner to the papers, offering enlightenment and entertainment in return for advertising revenues, but with a government-owned advertising business (the CBC) competing for appropriations and, at one and the same time, writing the rules and regulations under which they, the private enterprise radio stations, are permitted to function.

Furthermore, and in parenthesis, the government body enjoys the continued patronage and support of the national advertisers and their advertising agencies who eagerly make its undemocratic existence possible by buying its air time, its facilities and its programs for whatever price it may care to ask.

Doesn't it strike you as rather a strange thing that our government, which has proved itself so eager to turn the radio medium of communication into a propaganda machine for itself, has let that other powerful information outlet, the press, go on untrammelled by restrictions? Is this simply a matter of coincidence? Or is there a hateful and evil significance to it? The newspapers, from the country's great dailies to the humblest of weeklies, make a practice of printing their opinions of matters of public importance, and are left to publish without disturbance. The radio stations, on the other hand, do not make a general practice of commenting upon public affairs, and they are subjected to an incessant ruling and regimentation by Ottawa, which would seem unnecessarily severe if it was imposed on a group of school boys.

I should like to suggest that radio stations have labored under the delusion too long that the best way to get along with people is never to disagree with them and never to say anything with which they might disagree. It is incomprehensible to me—a bachelor—that such a fallacious idea could lurk in the minds of you happily married men. You have been bickering and arguing with the women you love for ten—twenty—thirty—forty years. And you will freely admit that the happiness of your lives together has been largely attributable to your daily differences. Yet when it comes to a question of business, you suddenly transform yourselves into frightened cooing turtle doves, not daring to disagree with anyone about the smallest matter, in case they should buy their next batch of spot announcements from the guy next door.

Now then, what is editorializing?

How can a radio station get into it? What does it cost? And where can you get the discs?

I'm sorry, gentlemen. It isn't quite as easy as that!

The policy pursued by newspapers is that the news columns are entirely devoted to factual reporting of the day's news of the world, the country and the community.

In addition to this, there are entertaining features, such as the funnies, poets' corners and all the other bits and pieces whose main function seems to be to provide disc jockeys with pilferable material—those of them who can read, that is.

Next comes the columnists. They write opinion pieces—the opinion of the individual writer, that is—on a widely variegated list of subjects ranging from finance and sport to fashions and humorous commentary.

None of these come under the heading of editorials.

Editorials, or leading articles, are neither factual reporting, nor individual comment. They are the opinions of the paper itself, clearly designated as such, and printed in such a space in the paper that it will be obvious to every reader that they are what they are.

As the opinions of the paper, they may be dictated, in principle, by the publisher or even written by him word for word. On the other hand, other papers have one or more editorial writers on the staff, who know the paper's policy very thoroughly and who write the editorial comment on the day's news without any further direction than that. At the Toronto *Globe & Mail*, the publisher meets his editorial board for lunch in the board room every day. A discussion of the day's news is conducted until points worthy of comment have been selected. Then each member of the board takes one of the subjects and writes it along the lines of the discussion which has just taken place.

Just what is a practical method for radio stations to adopt in presenting their editorial opinions to their listeners is open to discussion. One important thing though, in my opinion, is that radio editorials must not be confused with commentaries and spoken "columns" of individual commentators, whose personal opinions may be lively, interesting and nicely provocative, but which quite probably are miles away from the opinions of the owners and the management of the station.

Ideas that have been put into effect by stations are such projects as Dorwin Baird's one-man editorials on CJOR, which are broadcast under the title *Around Home* for five minutes every evening after the eight o'clock news.

I came across a story on our issue of August 2, 1947, the other day, entitled "Radio Editorials," in which we mentioned several. One was a weekly analysis of what the papers are saying editorially, with a new topic chosen each week. These were, and still are, produced by Walter Dales' script service in Montreal. In our article we mentioned that CKDO, Oshawa (now CKLB) was using Dales' scripts and embellishing them with the comments of their own commentator from the local angle.

I don't know if they still do it, but

## WELCOME to MONTREAL

From The Folks At

RADIO  
TIME  
SALES  
(QUE.) LTD.



JIM TAPP  
Manager

Now representing in Montreal—

CJAD—Montreal  
CKTS—Sherbrooke  
CKBB—Barrie  
CKTB—St. Catharines  
CJCH—Halifax



1231 St. Catherine St. W. Montreal  
Marquette 4684 — Marquette 5949

March 4th, 1953

at this time CKNX, Wingham, was offering a Sunday afternoon program called *Editorially Speaking* in which they quoted and commented on editorials appearing in Western Ontario newspapers.

A good many years ago, CFRB used to have a commercial for Bromo-Seltzer in which two commentators, John Collingwood Reade and Brock King, and later Reade and Bill Strange, used to argue about a pre-arranged topic for 15 minutes every evening.

These were all very interesting, but, of course, they weren't editorials in the true sense of the word.

Another type of opinion broadcast comes to mind in the rather dramatic procedure when the Steel Company of Canada flew a Toronto agency man and one-time CKCK, Regina, staffer, Ross MacRae, into their strike-bound plant to keep outsiders informed (over CHML, Hamilton) about the activities of the men who had chosen to stay on their jobs, locked in behind the picket lines. This was a sort of implied editorial, calculated to gain public support for the company. It was actually bank-rolled by them, but might easily have been taken on by a station which chose to come out editorially in support of the company and against the striking workers.

At this point I should perhaps repeat my title which is "S-T-U-G Is Guts Spelled Backwards."

I'm sorry, gentlemen, but you can't decide to get into this editorializing routine, wire All-Canada or Spence Caldwell for sample discs and turn the whole package over to the sales department to find a suc . . . I mean sponsor. An editorial page of the air would be very hard indeed to sell if it was to be operated with the impartiality and integrity without which you might as well give the time back to the Lone Ranger. Actually I question very much whether it could be sold at all and remain effective. I know it would be a great hardship to have to devote from 15 minutes to half an hour a day to a program which can never pay off. But this isn't quite a fact, because it would pay off, I maintain — not in money but in a new kind of public respect which I really don't think radio has ever experienced.

There are all sorts of ideas about how it might be done. But the first step would obviously be for the news chief to catch the old man between a golf game and a convention and get him to sit down and evolve a general policy.

On the international level, all you can do is comment on world news.

Politics seem to come to mind first on a national scale. Is your station to be known as a supporter of the Liberals, the Tories, the CCF or Social Credit? That's quite a decision to make unless, of course, you decide to take the weak line of least resistance and label yourselves as independents. Even then you will be well advised, if you want your voice to carry any weight at all, to let it be known which parties you are going to be independent against.

Your "Report from Parliament Hill" could be expanded to help provide material on which to base political editorials, especially when the House is in session and the member is discussing his own report. Members could be made to report their activities, as they are supposed to do rather than extolling them, which is

sometimes their tendency. The station's political analyst could then go to work on them, suggesting, condemning or commending.

Far and away the most important step in interesting local people would be a positive approach — and that word positive is most important — to the betterment of living and working conditions in the home town. It is in sparking a clean-up campaign — whether it is streets or officials which stand in need of a scrubbing brush—support for a sports organization, transportation conditions, city management — these are all subjects which frequently fall in need of scrutiny. Whatever you say that is worth saying, you will hear angry voices raised in rebuttal. People will swear that they will never again listen to your lousy station. Maybe someone will heave a brick through your studio window, and — woe betide you — Joe Dilkes may cancel his five-a-week singing flash.

But pretty soon you'll have a new kind of visitor at the station. He'll be a top drawer kind of character, and when he finds that all of a sudden you have become an influence in town beyond the salesman you have always been, he'll be soliciting your support for some of his pet projects, but not with a free spot written by some campaign promoter in Toronto. What he will be after will be your favorable editorial consideration for some undertaking which may or may not be for the common good. On the degree of integrity with which you treat such requests will depend the degree of your ascent into the respect of your community.

There isn't much more to say. Responsibility and civic integrity. These are the key words. If they don't exist on your station now, their addition wouldn't be a bad idea, would it?

Apart from that, I should just like to say this:

Eleven years ago, a printing salesman with an idea and six bits, started a trade paper for your industry. At first he flopped and floundered around. He was trying to find a journalistic point to march on. He hit on the CBC as a likely target for his editorial invective.

As time went on, he realized how valid were all the charges he was laying at the door of the socialized system of broadcasting. But he realized something else too. He asked himself what would happen if the CBC suddenly folded. And the answer was that it would be a pretty sorry state of affairs.

Then he did what seemed to him to be quite a thing. He went to work in his paper and in his appearances at conventions and meetings trying to point out to private broadcasters, the men who supplied him with his living, where they were falling down on their jobs; selling out to the advertisers; failing to understand their employees. And what happened? Did people stop reading his paper or advertising in its columns, because they didn't agree with what he said? Not by a jugful, gentlemen. They started using the services he had to offer in greater degree than ever before. He was learning the lesson which I earnestly believe the broadcasting industry has yet to learn, and that is that you don't lose friends but gain them when you dare to disagree.

I am now ready to be thanked.  
— September 17, October 14, 1952.

## A STATEMENT OF PURPOSE

- *Canadian Broadcaster & Telescreen* functions on a policy of usefulness to the broadcasters, the advertising agencies and the national advertisers it serves.
  - *Publicizing* the broadcast medium and those who buy it and sell it.
  - *Advising* with stories of the experience of others how broadcasting may best be used as an advertising medium.
  - *Chronicling* industry activities in the struggle for freedom of action.
  - *Informing* readers of new developments and the movement of personnel.
  - *Assisting* in the bringing together of employers and employees.
- and, when desirable**
- *Affording* the members of the industry and allied industries a recognized and respected medium in which to publicize their own services by means of display advertising.

*Richard Kees*

Publisher.

An Advertisement of Canadian Broadcaster & Telescreen

# Scoring

# BIG

**BIG in Power!**  
50,000 Watts

**BIG in Listener Acceptance**

**BIG in Business**  
Ringing Cash Registers  
for 121 Advertisers

**CKLW** is your biggest and best radio buy in Western Ontario. It blankets completely this rich industrial-agricultural market with its lusty 50,000 watt voice to carry your advertising message into more radio homes than any other outlet. CKLW enjoys top audience acceptance, providing the best in radio entertainment and public service 24 hours daily. And this potent selling force reaches listeners whose earnings are consistently the highest in Canada, giving them the means to buy the goods or services you have to offer.

Remember—radio continues to be the most powerful and economical advertising and public service medium on the North American Continent—Your Biggest Advertising buy.

# CKLW

Why not let CKLW work for you and eliminate guesswork? For economical, effective coverage of one of Canada's richest markets—for tested, PROVEN results—make CKLW a "must" on your next schedule.

**AM and FM**

**800 KC.**

**The Good Neighbor Station — Windsor, Ontario**

REPRESENTATIVES: ALL-CANADA RADIO FACILITIES LTD. — ADAM J. YOUNG, JR., INC., UNITED STATES

# A Broadcaster Encore

## BIRTH OF A NOTION

By Willard E. Wallbridge  
Former Manager, WWJ-TV, Detroit

Television has done many things. Not the least of these has been to assail the model international border of the world . . . the border that is not a border . . . the border that exists on maps but not in the free air. Television has completed the permeability of our border to the exchange of ideas.

We are now in our sixth year of operation, and I still don't know whether you get into television or it gets into you.

There is no better way to accelerate the pace and acceptance of television in your community than to show your people the local sports events, the civic leaders and their friends and neighbors on television.

We set aside our largest (AM) radio studio — some 1,200 square feet — for television. The clients' booth was used for the control room and film studio. We were unbelievably crowded.

The original studio equipment included a three-camera chain of Dumont iconoscopes; a semi-permanent knockdown set open on one side, and adaptable for doors, windows and fireplaces at various junctures. The set we still have. The "ikes" have long since been shelved or cannibalized to feed parts into our film chain.

The iconoscope pictures were of highest quality, but the enormous quantity of light required to get these pictures made the heat oppressive to our performers. I can still remember a languorous oriental dancer from Brooklyn whose barefoot routine kept increasing in tempo until she finished 22 bars ahead of the music and ran off the frying pan floor. She sued us, too. So remember to cover such things with insurance.

We also bought a two-camera image orthicon chain and a large truck to complete our mobile unit. Two film cameras and projectors and a five KW transmitter completed our initial major equipment purchases.

Some of our personnel were converted radio people who had been studying TV. We had a program manager, an engineering manager, and a sales manager all assigned to television from WWJ. A research engineer, a film director, two television directors, a floor manager and a script girl were hired from the

outside, all having had some television experience.

We also hired 15 engineers (two crews), one projectionist and two stage hands to round out a full complement of 32 people assigned full time to television. With this nucleus we started slowly, offering a few hours of programming weekly from March until June, 1947. In June we went commercial and guaranteed a weekly schedule of 28 hours of programming.

The pioneer learns many things the hard way.

We learned that some radio people adapt themselves to television well. But others — because they must read or because some appearance defect or mannerism makes their sincerity open to question — never do make the grade. And there is no way to judge beforehand how any performer will be.

We learned that talent can freeze up, that they can say the wrong thing at the right time, that animals of any variety are simply not to be relied upon, no matter how well house-broken their trainers say they are. We learned, too, that the great and good public is pretty tolerant of your first faltering efforts.

That serves as encouragement and your people learn fast. They are too enthusiastic to think that there is anything that they can't do.

By the end of the year we had advanced to 40-50 hours of programming weekly. Our newscasts were gaining local prestige rapidly. A regular feature of each program was an interview with someone in the news. We had 42 advertisers on the air regularly. And we were deep in the red ink.

Early in 1948, we opened a second studio — about the same size as the first. We bought two more cameras and already had clients who were spending at the rate of \$60,000 a year with us. We had added more engineers and program people to cover the shows, however, and throughout 1948 we stayed in the red. Our rates went from \$250 an hour at the start to \$300 in December, 1947; \$350 in March, 1948; and \$420 in September, 1948.

About this time we were joined on the air by two more stations, and

then the network co-axial cables and relays were completed to link Detroit first with other midwest stations and then with the east.

The advent of network programming gave television the great impetus it needed and our income began to climb.

From the start, we had recognized that television and radio are basically competitive. A separate staff for television was established back in October, 1946, a full six months before we went on the air. I remember it well, because I was the staff.

In 1947-48, we lost all the money in television that we were making in radio. In 1949, TV began its spectacular climb. In 1950, it drew even with radio billings. And today it averages more than three times the amount of our radio billings and it's still going up. Operating costs are high, and we are sure that there are several changes we can make to increase our efficiency, but one thing is certain. Television has established itself as a greater money-maker than radio ever proved to be.

To sum up after five years, we have gained invaluable experience and public respect and have increased our rate from \$250 per hour to the present \$1,400. An announcement now costs \$252. We have increased our service from 28 hours weekly to more than 120 hours.

We have a staff of 90 people. We are just completing a million-dollar-plus television building with three studios — one with an area of 5,000 feet. We have 17 cameras in operation and a staff of 10 producers who know what to do with them. We believe in television — that it is here to stay.

—May 21, 1952

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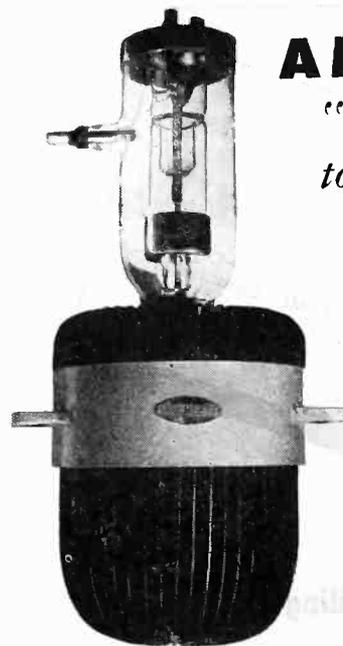
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# A Broadcaster Encore

## BROADCASTING WITH THE FARMER

By Omar Broughton  
Farm Director, CJOC, Lethbridge

Agriculture has always been the mainspring of western economic life and this contribution to the nation's development has been without precedent. It also has every appearance and possibility of remaining amongst the top two or three industries in Canada for all time to come. This year Canada's anticipated agricultural production is \$4 billion, a sum which I am quite sure carries with it some interest for every business man.

The spotlight is to some extent on Alberta and certainly on Canada as

the place with natural resources to develop and a bright future ahead. The rate of development is geared to, or held down to, the rate at which capital can be found for these purposes. But if agriculture had been geared to these same circumstances we would have been a much less progressive nation than we are today. Fortunately the nature of farming is such — or it has been in years past — that a man could get established sufficiently to make a living for himself and his family with less capital than he could in any other line of business.

This was partly possible because he was able to use his ability to work at several different things, all of which provided either food, shelter or cash. Nevertheless, all advantages counted in, the type of individual who has been responsible for building up an industry with a gross return of from \$3.5 to \$4 billion a year is worth a word or two, particularly as much of this development has come about in a short period of time, much of it in the last 50 years.

The farmer is, first of all, a man who has chosen his occupation because he likes it. The multitude of jobs which comes up — and some are disagreeable — soon gives the would-be farmer plenty of opportunity to reconsider his plans.

Business-like operation of a farm is becoming more important each

year. This is quite often one of the weak points — at least the actual bookkeeping is.

The investment per farm — that is, land, livestock, equipment and buildings — is all mounting, every year and this, of course, means more planning and management. This doesn't lessen, in fact it increases, the other jobs and the knowledge the farmer needs to keep everything going well. Every year more extensive lines of equipment are available to the farmer. Whereas at one time he needed to know a little about cows, horses, ploughs and reapers, now he's getting electricity, hydraulics and hybrid vigor thrown in. He invariably is his own financier, in that he has to rustle up anything he needs on his own credit and initiative. He is increasingly becoming plagued with veterinary problems, plant diseases, new chemicals for farm use and marketing difficulties. These numerous jobs of manager, technician, field and livestock man, confront a man who has no morning paper to read and whose time for study and attending meetings is somewhat limited. The industrial worker, the city office man, and everyone working in public has more opportunity to discuss at work, in transit or at coffee time, many of the topics of the day than has a farmer.

the district and we asked them to get farm items.

The station had for a long time been carrying an excellent weather reporting program. Besides Dominion Weather Office facilities, it has special reports twice daily from six district points, which is excellent coverage. This part of farm programming was thus already done.

We contacted farmers' organizations such as the Farmers' Union of Alberta, Livestock Feeders' Association, agricultural societies, the Purebred Cattle Breeders' Association and many others, and told them of our plans. We also struck up an acquaintance, wherever we could, with personnel of the provincial and federal Departments of Agriculture, and also with various businesses dealing with farmers.

In our talks with farmers we had inquired what times of day we might best use. The noon hour was universally acceptable and many also thought that a morning program would be worth while. With that we set out first with a noon program to run from 12.15 to 12.30, six days a week. We would use about five minutes for agricultural news, five minutes for a feature article on a timely farm topic and the remaining five minutes for livestock markets and announcements.

When I was given the opportunity to come to CJOC as the agricultural member of the staff, I was aware of some of these things which I have mentioned, and I was quite convinced that there was room for some special farm broadcasting. The station manager, Mr. Guild, suggested that I spend two or three months becoming acquainted with Lethbridge district and its people, and, in so doing find out if the farmers were interested in a radio program.

I found that every farmer that I spoke to welcomed the idea. The nature of the things they thought might be included were fairly general. Livestock markets were high on the list, as were trends in the nation's and world's trade, announcements of farm meetings. And almost universally they wanted information on everything new in agricultural development.

Our next move was to line up sources of suitable material. Some was already available in our newsroom, such as livestock and grain markets and news of agriculture and other industries in Canada and elsewhere. Our newsmen already had regular correspondents throughout

We haven't found any reason to deviate from this original plan very much except to keep it very flexible. In our feature talks we have found that interviews are very convenient and they hold a great deal of interest. We travel about the district and find any number of things which make good material. It might be some farmer's method of doing a job; his layout of buildings; successes or failures of any of his farming operations; or just opinion on topics of the day.

The Lethbridge area is particularly well supplied with research and experimental facilities, home-grown factories and products and, what is even more valuable, these are all staffed with men of a practical mind who are keen to help the farmer. Besides the largest experimental station, outside of the one at Ottawa, we have a large set of science service laboratories, a veterinary research station, a livestock insect laboratory, a food processing lab, a range experiment station, another unit doing irrigation investigation, as well as several district sub-stations. There is a wealth of information available from the work and staffs of these

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places and to add to it, there are visitors from all over the world who are good for an interesting interview.

We have obtained a good deal of information from all these, much of it in the way of recorded interviews. We believe there are several occasions when interviews can be used to advantage. One is that the person doing a job knows it better than anyone else and it also serves to acquaint men with a public which they serve. I think it goes without saying that anyone who is vitally interested in a job he is doing welcomes the opportunity to tell about it and this goes for the farmer as well as the experimenter, the politician, or anyone else.

The range of topics which we cover is almost without limit. Every progressive farmer is interested in new developments and these occur almost continually in every phase of farming. There are new varieties of crops and, in the case of some, there are new methods of growing and handling them. There is a continual change in livestock improvement as well. This goes for beef and dairy cattle, sheep, hogs and poultry.

There is always new farm equipment coming on the market and here we find we can give out some very worth-while information. The increasing mechanization of agriculture, especially in Western Canada, is one of the notable mile-stones in Canadian progress. The good which mechanization has done is not only limited to making food products possible and profitable, but it has added a great deal of comfort to rural living and actually enjoyment to many farm jobs.

However, there is quite often a sour note in every situation and farm machinery has been no exception. The machinery trade has been a highly competitive one and the salesmanship equally powerful. Many a farmer has been sold equipment which he neither needed nor found suitable and this has sometimes been a costly experience. These hardships have been lessened considerably through the years; in fact there is not much actually poor equipment finding a ready market, but some of the good is still misplaced or sold in the wrong districts.

We find farmers very much interested in hearing any adverse reports, as well as favorable ones, and we do not hesitate to broadcast anything we find; the farmers asked us for information and that is what we try to give them. It would be easy at

times to throw in a little advice, but we try to stay away from this, or to disguise it as much as possible. One wrong guess on our part would do more harm than hundreds of right ones could undo. Furthermore, the man who accepts unsolicited advice, we believe, would be so busy paying life insurance premiums he wouldn't have time to listen anyway.

Shortly after we got farm programming on the air about two years ago, Mr. Guild asked me if I thought any good purpose would be served by attending Canada's top agricultural show, the Royal Winter Fair. It didn't take long to find that farmers were very keen on that.

There is a good deal of extra work involved in raising show produce, whether it be vegetables, grain, grasses, fruits, poultry or livestock. The prize money involved in winning is small. The only real value which an exhibitor gets, aside from the personal satisfaction, is the publicity which he receives and on which he is able to sell pedigree stock.

We have now attended this show for the past two years, in addition to the Lethbridge, Calgary and Edmonton shows, and we find that catching the excitement of showing winnings on a tape-recorder is a thing which goes well with exhibitors, and their friends and families back home, and anyone interested in agriculture. What is more, we find a lot of visitors at these shows from other parts of Canada, the United States, and particularly from the British Isles. Many of these men are acquainted or becoming acquainted in Canada; they are interesting personalities in themselves, and we are sure that interviews with them stimulate a great deal of interest and some goodwill too.

Another item which we have been able to take up in the district is publicity with Junior Clubs. There is a great deal more value in Junior work in this country than the average citizen probably realizes. The members themselves seem to enjoy the projects they are on; their parents and sponsors are proud of them; and we enjoy going out to their meetings, tours and achievement days. They find the recording of an interview something of a highlight. If we help to maintain this worthy venture it will be well worth our while for they will be not only the citizens but the leaders of tomorrow.

In passing I would like to mention that there is one situation in Canada which makes farm programming es-

pecially worth while and interesting. Under the British North America Act all extension and education is the responsibility and privilege of the provincial governments.

The Dominion Government operates an extensive experimental farm system and other research and development facilities all across Canada. These, with the addition of universities, do nearly all the agricultural research yet they cannot go out and extend the information to the farmer except at the humor of the provincial governments. Fortunately, in nearly all 10 provinces, their work is publicized by farm newspapers and magazines, field days, and by inquiry by the farmer. We find that while they observe the restrictions placed on them they are most co-operative in releasing any information they have.

We haven't made any attempt to obtain listeners or listener count by a give-away program or other devices, but we have one indication of our audience, aside from what individuals tell us, in the number of announcements which are sent in. In the first year we had an average of over one and a half each day and these covered some 36 types of meetings of a wide nature. In addition to these, we are now getting additional requests from such organizations as N E S Fish and Game, Provincial Health and the Red Cross, to put over messages to the rural audience.

I have mentioned the programs which we are putting on at the moment. You will note that they are programs entirely devoted to things

(Continued on page 44)



FOR THESE ARTISTS

- DAVIES, Joy
- DENNIS, Laddie
- EASTON, Richard
- FIRTH, Diane
- FRID, John
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RALSTON, Derek
- SCOTT, Sandra
- STOUT, Joanne

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OF BROADCASTERS [CONVENTION

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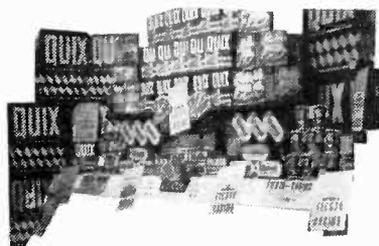
1. To eat and drink — (wisely?).
2. To get at least three hours of sleep.
3. To attend all sessions — mural and extramural.

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**THE CHOICE  
OF HALIFAX**

(Continued from page 43)  
in which the farmer will be interested in the operation of his business. There remains the matter of entertainment. The farmer and his family are probably very little different from any other section of the community in so far as their tastes go.

There is a great deal of both active and latent ability amongst rural people to enjoy the so-called finer arts. If we needed any positive indication of this we need only look back 15 or 20 years to the times when money was a little hard to come by and people had to rely on their own initiative for entertainment. It is not too well known, perhaps, that it was the demand on the University of Alberta's Extension Library by rural people for plays, instruction in drama, ballet, choral singing, painting, sketching and writing which led to the setting up of the Banff School of Fine Arts. What is more, this was organized and is run by a farm-raised man and is now the best known and most widely patronized school of its kind on this continent.

While we're talking about culture, putting out as farmers' entertainment such trashy stuff as cowboy music is a direct insult to most rural people. My father was a cattleman-cum-farmer from 1904 on, and in these surroundings I can recall hearing a good many yarns, music and other entertainment, but the only thing which came close to mournful cowboy music was a pack of coyotes howling.

Before Wilf Carter became famous he was a farm hand in our district, and while there he sang hymns in our church choir. It was later, after he secured a job as an entertainer

on one or two Caribbean winter cruises that he received any attention and the crowd who patronized his entertainment in the early thirties in the Caribbean didn't include many prairie farmers. It was this and recording companies, juke boxes and one other publicity media that popularized his givings forth. I should probably add that Wilf Carter is very much enjoyed by farm families, but most of his imitators are very sorry entertainment.

If any of you are not too closely acquainted with farmers and you picture them with a haphazard farm layout needing little organization, you probably won't have any good reason to change your mind because of the hodge-podge of ideas here.

However, I would like to leave you with one observation: that throughout the ages of time all countries of the temperate zones of the world have enjoyed good living and prosperity, depending on their form of land tenure. Wherever the agricultural land has been owned and tilled by the same man and flocks of sheep and cattle have been kept and tended by their owners, there you find a nation which enjoys good physical and moral health. And following that — whether or not it was the cause or the reason it doesn't matter too much — when the food-producing people of any nation became relegated to a tenant class, then you will find in history definite falling-off of moral, physical and political health.

If that has been true for centuries, and we have no reason to doubt our written history, present-day trends stress this fact even more so. Although every would-be prophet and philosopher has his own reasons, depending on his academic background, for explaining the downfall of a country, the form of land tenure is a very influential one if not the real root of the problem.

In the age we live in it is quite well known that one of the contributing factors to the political unrest in the world today was found in Russia in the last century and the first part of this one. The breeding ground for the agitation which came about in 1917, the consequence of which we will dread for years to come, was amongst the working class of people, many of them land peasants.

I do not want to leave you with the impression that I blame the relatively small part of the population who held the land for this unrest. In many cases they were just good businessmen who took advantage of the circumstances to acquire large holdings and employ cheap labor. The

significant part is that these conditions prevailed and were at least partly responsible for the political disaster which occurred and which is our first worry today.

More recently 135,000,000 human souls in China, that great nation of centuries ago, have similarly fallen prey to a ruthless and inhuman political situation. The conditions of land tenure in China are even worse than those which Russia had, for in China the land is very limited and in much fewer hands. We are told by YMCA men and missionaries—people who lived with and understood the Chinese — that the standard land rental was nine-tenths to the owners and one-tenth to the peasant, and that this was a major factor in influencing the people to look with favor on any political change which would bring about a more equitable distribution.

In other South-East and Asiatic countries there are enough alert men to foresee the disaster ahead and in India, Pakistan and Ceylon today the governments are working at top speed to get the land into the hands of the farmers. Just a few weeks ago a king lost his kingdom. It was not for any one reason — there seems to be general corruption in all levels of government in Egypt — but it's significant also that Farouk had acquired for his personal estates one-third of the good land of the Nile Valley's six million acres. The remaining two-thirds is in the hands of about only 500 land owners, a situation which is right now being changed. This week it was proclaimed no one in Egypt shall own more than 200 acres of land.

It is not likely for the revenue involved either which has caused Britain to deliberately tax its large estates into insolvency. Neither can this be blamed on any political party, for a Coalition, a Labor and a Conservative government have all ruthlessly pursued the same course of breaking up the tenant-operated farms.

Here in Canada we are very fortunate, for the largest percentage of our agricultural land is in the right hands. I am sure that in the years to come the broadcasting industry of this country will be able to look back with pride in having put forth a good deal of effort to promote and maintain a healthy, resourceful and prosperous rural population and thereby having helped sustain Canada as the finest place in the world in which to live.

—Oct. 1 & 15, 1952.

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*A Broadcaster Encore*

**LEADERSHIP IS THE PRICE OF FREEDOM**

By Jim Allard

General Manager, The Canadian Association of Broadcasters

In 27 short years, a hectic and arduous career has developed broadcasting from a novelty into a substantial and responsible segment of the Canadian business community. Today, broadcasting shows signs of developing maturity, along with its increasing degree of acceptance by most other elements of the community.

Both maturity and acceptance require responsibility — and broadcasting is increasingly in a position to accept its responsibilities to the community at large, and to the business community itself, which today is in constant need of self-examination and of ideas for its own maintenance.

Our rapidly developing society becomes almost daily more complex, and in its complexity constantly throws up new problems requiring new solutions.

Unquestionably, the importance of businessmen in the whole economic, social and political community has, in general terms, declined over the last decade. The reason lies in the fact that too rarely has the businessman offered any specific or positive solutions for the problems arising out of the rapid increase in the rate of our social industrialization.

You cannot build leadership by simply being opposed to all proffered solutions, even when the solutions are obviously wrong. Intellectual leadership is born of positiveness, not negativeness. To continue having any influence on the community, businessmen must come up with practical, positive solutions to the problems of a changing, increasingly complex and somewhat bewildered society.

Nor does this mean any attempt to become a misty-eyed crusader. Most of our problems are practical ones, and their solution would profit from the businessman's practical touch. Many of them lie right in front of us in our own communities, and problems solved there will often have wide repercussions on the national and even the international scene.

It is perhaps in their own communities that broadcasters can have the most important influence. One matter for instance, that might engage the attention of all broadcasters, is the question of education. Too frequently are broadcasters blamed for the enunciation and diction of announcers, who have not properly been taught concerning these matters in our public schools. Too often are they blamed for listening tastes which are the product of a social ethos and educational system over which they had no control. Apart from this, of course, education is everybody's business in a democratic world and I am not sure that the importance of the relationship between democracy and an educated community is yet fully understood.

If the survival of democracy requires increasingly high educational standards, then broadcasters might well concern themselves with the raising of educational standards by taking action in their respective communities to raise educational pay levels. With few exceptions, the salaries paid to teachers are scandalously low and this should be a matter of vital concern to all of us. Here is a cause that, taken up by every broadcasting station in the country, could surely produce effective results, and results that would be of untold value to the entire Canadian community.

It is not, of course, sufficient to agitate merely for higher salaries for teachers. School Boards and Municipal Councils also have their problems. A study of those problems might show that municipal taxation practices require complete revision. It may well be that the practice of putting the main burden of municipal taxation on property is no longer wholly consistent with present-day realities. But a careful study of all the factors involved could surely produce an effective answer. An effective method of raising salary levels amongst the teaching profes-

sion could be a very practical and worth-while project for Canadian independent broadcasters in the forthcoming year.

Such a campaign would be specific intellectual leadership born of positiveness. Leadership in any community requires positive thinking. That means that we must be an advocate, a proponent, that we must stand for something.

Apart from providing leadership in putting forward constructive solutions to existing problems, this also means editorial policy; broadcasting, the newest form of publishing, has always been available for the expression of other people's opinions. This is as it should be, and must continue. However, broadcasting will never acquire full maturity or the stature which it should have, or the usefulness to its listeners it could have, until broadcasters begin to express their own opinions on the air. That is a policy of standing for something.

Naturally broadcast editorial comment would have to take its example from the Canadian newspaper industry, which clearly labels editorial comment as opinion, divorcing it completely from the factual and impartial presentation of news and keeping entirely separate the two functions. The daily and weekly newspapers of Canada have set us an excellent example in this regard, one we can profitably follow, as we begin also to follow their example of specifically standing for something and expressing, under the correct conditions, editorial opinion.

One of the most important of your Association's activities in 1951 was the presentation of a brief to the Parliamentary Radio Committee, and our brief brought that Committee face to face with history.

It is quite clear that broadcasting, the newest form of publication, is going through the same struggle to establish its right to freedom of expression as printed publications once underwent.

The more enlightened sections of the printed press realize this fully, and we have their complete support. They realize that the press cannot exist half-slave, half-free. And at

least one intellectual leader has privately indicated his opinion that the struggle to establish freedom of expression in broadcast publication will be the most significant battle of the next 15 years. It will not be an easy road, nor a short one. There are no easy solutions, but it is a battle of fundamental significance.

To the Parliamentary Radio Committee we pointed out clearly that radio and television broadcasting are publishing; that broadcasting has become a basic means of communication of news, ideas and information.

We pointed out that all other forms of publication operate within the general framework of the law of the land — the law which applies to all citizens — and may have any dispute between them and any other persons settled by third party judgment.

We pointed out that the experience gained over the years in other fields of mass communication has not yet been applied to broadcasting. Instead, broadcasting stations themselves and everything they publish remain under strict control by a government agency (the Canadian Broadcasting Corporation) and that the government agency is itself not under the direct control of Parliament but of the executive arm of any government that may happen to exist.

The correction of this situation is of basic importance. As William Ernest Hocking points out in his *Freedom of the Press*:

"Any power capable of protecting freedom is also capable of infringing freedom. This is true both of the community and of government. In modern society the policy of government, *vis-a-vis* the free expression of its citizens, is in peculiar need of definition. For every modern government, Liberal or otherwise, has a specific position in the field of ideas; its stability is vulnerable to critics in proportion to their ability and persuasiveness. To this rule, a government resting on popular suffrage, is no exception. On the contrary, just to the extent that public opinion is a factor in the tenure and livelihood of officials and parties, such a government has its own peculiar form of temptation to manage the ideas and images entering public debate. If, then, freedom of the press is to achieve reality, government must set limits upon its capacity to interfere with, regulate, control or suppress the voices of the press or to manipulate the data on which public judgment is formed. What we mean by a free society is chiefly one in

**CFCO has more listeners**

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TOTAL DAY AUDIENCE 76,950 HOMES

¼ hour program ..... 13 cents per M. homes.  
Spot announcement ..... 6 cents per M. homes.

TOTAL NIGHT AUDIENCE 43,530 HOMES

¼ hour program ..... 31 cents per M. homes.  
Spot announcement ..... 11½ cents per M. homes.

B.B.M. STUDY No. 5 (Rate 260 Times)

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which government does thus expressly limit its scope of action in respect to certain human liberties, namely, those liberties which belong to the normal development of mature men. Here belong free thought, free conscience, free worship, free speech, freedom of the person, free assembly. Freedom of the press takes its place with these."

That is why we recommended to the Parliamentary Radio Committee that the independent stations, being non-subsidized, non-government licensees of channels, should have security of tenure subject to compliance with the general framework of the law of the land.

It is why we recommended to them elimination of control of news and other programs over non-CBC stations by a government agency as at present, and that there be substituted therefor revised laws as at present applicable to printed publication for appropriate legal regulation of broadcasting including appropriate penalties for infraction, and providing rights to individuals to cover legal damages inflicted.

It is why we recommended elimination of the present system under which a government agency, itself under the control of the executive arm, is simultaneously competitor with and regulator of non-government stations and combines within itself executive, legislative and judicial powers, and that there be substituted therefor freedom for broadcasting stations to operate

under the law, necessary powers of review and regulation being embodied within a separate regulatory body not connected with any broadcasting system.

The invention of the printing press brought immediate action from established authorities and vested interests of that day for strict licensing and control. At one time, printing without official permission was punishable by death in at least one European country. Even in the comparatively enlightened England of the first Elizabeth, books could not be printed without a license and printing presses were not allowed except in London, Oxford and Cambridge. The regulation of the press was under the authority of the Star Chamber. In fact, the press was everywhere in chains until the 19th century.

So, then, did the invention of electronic publication, or broadcasting, result in the demand for and the completion of licensing, control and censorship. We are now engaged in the same battle that the printed form of publication fought and won — the right to provide news and views without censorship and arbitrary controls. It is a battle that may be long in the waging, but that we should, and must, continue to wage until it is won or until the belief in freedom perishes in the hearts of men.

— May 21, 1952.

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

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## "Cavalcade of Facts"

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- Daytime Reports
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Continuing Audience Measurements Since 1940

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- CHAD** Amos, Que.
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- CKCH** Hull, Que.
- CKCR** Kitchener, Ont.
- CKLS** La Sarre, Que.
- CKMR** Newcastle, N.B.
- CKCV** Quebec, Que.
- CJFP** Riviere du Loup, Que.
- CHRL** Roberval, Que.
- CFRG** Gravelbourg, Sask.
- CKRN** Rouyn, Que.
- CHGB** Ste. Anne de la Pocatiere
- CKSB** St. Boniface, Man.
- CKSM** Shawinigan Falls, Que.
- CHNO** Sudbury, Ont.
- CFCL** Timmins, Ont.
- CKCL** Truro, N.S.
- CKVD** Val d'Or, Que.
- CKMO** Vancouver, B.C.
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- CFNS** Saskatoon, Sask.

*Greetings*

**CAB Delegates**

*Welcome*

**To Montreal**

*Omer Renaud & Co.*

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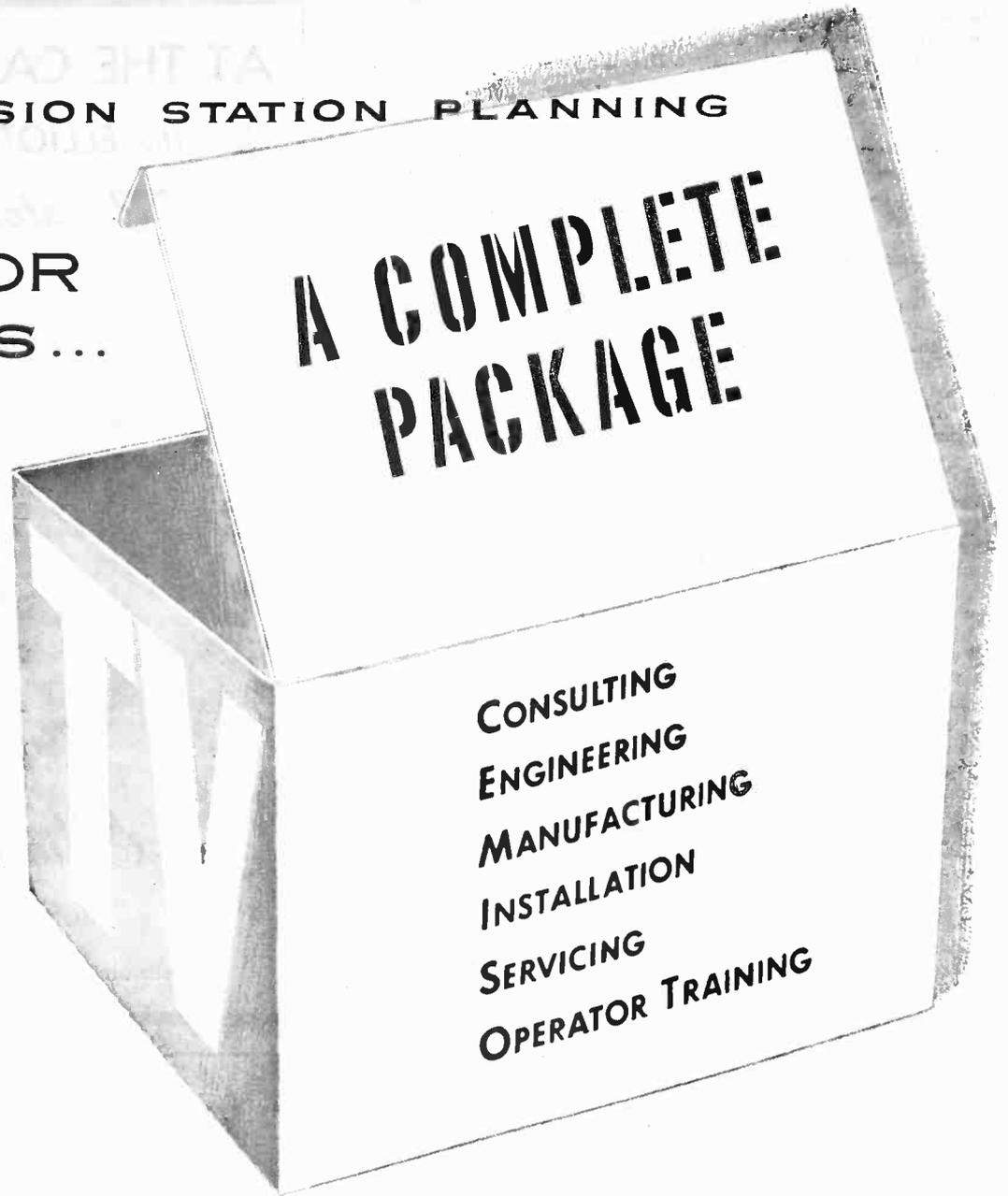
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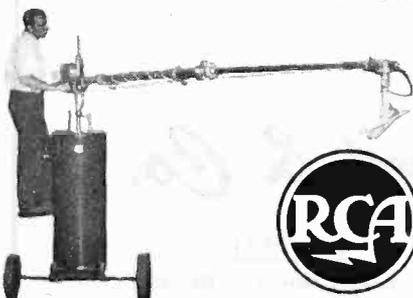
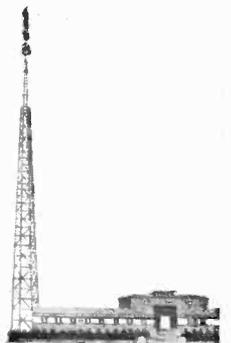
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can help you get "on the air" according to plan at minimum investment. RCA Victor goes the whole way in its services to prospective TV station operators. These services include:

- Preparation of briefs for applicants for TV station licenses.

**WHEN YOU GET THE GREEN LIGHT!**

- Design of station facilities.
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- Prompt help in emergencies. Technical advice, service and assistance on special problems.



RCA Victor makes *everything* for TV—and when *everything* is matched from transmitter to antenna you can be sure of the results you want.

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**RCA VICTOR**

COMPANY, LTD.

**MOST FAVOURED AROUND THE WORLD IN TELEVISION**

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

For a complete engineering analysis of your station requirements, write Engineering Products Dept., RCA Victor Company, Ltd., Montreal. Or call in your nearest RCA Victor Sales Engineer.

*A Broadcaster Encore*

# SPONSOR'S WAITING LIST

By Sid Boyling  
 Manager of Station CHAB, Moose Jaw

One day Kate Aitken visited the City of Moose Jaw.

The same week, a new model of a car went on display.

For a period of six weeks, the Saskatchewan Government held a school on improved farm methods.

A short while ago, we had a civic election.

January 1, Moose Jaw celebrated the birth of the first 1952 baby.

It isn't so long since a major fire destroyed a business block in Moose Jaw.

A few years ago, these incidents would have been either ignored because of their commercialism, or supported, at our expense, because of their public service nature. But today all such events are commercial ventures on CHAB.

When Kate Aitken visited Moose Jaw, we not only commercially originated and broadcast her show, but we used it to illustrate our promotion service to our sponsor and to dramatize the station to him.

Instead of ignoring the opening ceremony of the new car display, we broadcast it — sponsored.

Did we carry only news stories and passing references to the Saskatchewan Government's farm school? Not on your life! We assigned a reporter to produce three five-minute broadcasts a day, and sold them to an implement dealer.

Stations go to a lot of work and trouble to cover civic elections, unless they are among those which feel that all they rate is a mention on regular newscasts. About five years ago, CHAB made the civic election as important as the federal one, and sold the entire evening to an insurance agent. And for the past three years, this same sponsor has come over to the station to confirm his desire to sponsor the following year's coverage.

For years the local newspaper used to sell a double spread in its January 2 issue congratulating the first baby of the year. And CHAB used to help them out by publicizing the birth. Lately, however, we have been running our own tribute to the New Year child and have had the pleasure of having the newspaper advertisers phone up and request — insist, sometimes — that they be included on next year's tribute, as one of the sponsors.

When the business block was destroyed by fire, where was CHAB? Down at the fire, broadcasting an actuality of it, sponsored by another insurance man, who likes to tie in with "calamity broadcasts," because they warn people that such things could happen to them and that protection is available through him.

This recital is not intended to demonstrate how proud we are of

ourselves, but rather to show that special features need not be sustaining features with the cost borne by the station.

At CHAB we divide "specials" into two classifications, according to the need they satisfy.

Our first classification is "commercial." These programs are produced originally and basically to make money. No matter how entertaining they are or how many services they produce for the public, if they are built to assist sales then we classify them as "commercial."

Our second classification is "public service." This is fairly obvious. Certain services must be given the public and if we have a prospective sponsor who will benefit from making one of them his radio service, then we have three happy people — the listener, the sponsor and the station.

As an example of the effective use of "specials" that fall in the "commercial" category, no merchant wants to buy radio advertising the week after Christmas. But they certainly want more business, now that the big push is over, more than at any other time in the year. They just have never been approached with a reasonable way of extracting dollars from their customers' empty pockets. That's when we ring in such projects as the "New Year Baby" one. This

fills in some open time as far as the station is concerned, but, what is more important, the listeners talk about it and the sponsor loves that. This way we get comments — favorable ones — from periods we were ashamed to offer our worst enemies, and it is amazing how this type of deal snowballs. Our first venture on the "New Baby" deal, required us to sell 13 sponsors, each offering a gift. Next year we'll start with those 13 and build from there.

Blank spots appear from time to time on any station schedule. Obviously filling them is highly desirable from the station's point of view. But we've found we can turn bare prospects into sponsors and then friends, by devising "specials," often of a public service nature, and making them available to Snodgrass, the local coal dealer, to help him persuade customers to fill their bins in the slack summer months. Then you decide that what is good for Snodgrass would be good for the other dealers too, while they can offer service with a smile instead of a groan and a snow shovel. So Snodgrass and his associates are happy, his customers are happy.

We have been quite amazed at the number of businessmen we have been able to do favors for with our Back to School campaigns, Father's Day, Easter Clean-up drives, House-cleaning campaigns, Paint-up, Halloween, Fire Prevention, Harvest Specials, Summerize your car, Winterize your car, shooting season, fishing season, and so on down the line.

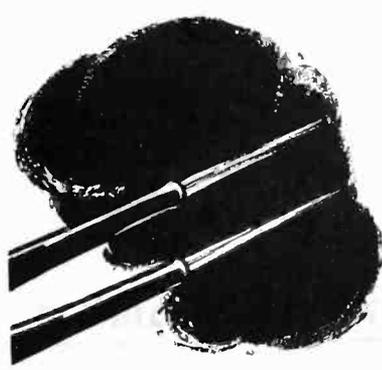
—May 7, 1952

## Tell Us Another

You think you've got a four day convention? And you think conventions are fun? Up here at Orillia, we've got 'em all the time.

We don't think our 24,500 radio homes (we just found that extra 500) are worth the trouble, but here's 48 national sponsors (count 'em) who like to get together with 'em day after day, year after year. Don't blame us. Blame Horace Stovin. It's his fault. Now read 'em.

- Albo Products Company Ltd.
- Bank of Canada
- Bardahl Lubricants Ltd.
- Benjamin Moore & Company
- W. K. Buckley Ltd.
- Bulova Watch Co.
- Canada Dry Ltd.
- Canada Packers Ltd.
- Canadian General Electric Co.
- Canadian Industries Ltd.
- Canadian National Exhibition
- Canadian Oil Companies Ltd.
- Canadian Westinghouse Co. Ltd.
- Colgate-Palmolive-Peet Co. Ltd.
- Continental Casualty Co.
- Department of Highways
- Department of Labour
- Department of National Defence
- Department of National Health and Welfare
- D. L. & W. Coal Co. Ltd.
- Dorcas Sewing Machine Ltd.
- Drug Trading Co. Ltd.
- Dutch Bulb Importers
- J. C. Eno (Canada) Ltd.
- Ex-Lax Ltd.
- Ford Motor Co. of Canada Ltd.
- Gillette Safety Razor Co. (of Canada) Ltd.
- Hobb's Glass Ltd.
- Household Finance Corp. of Canada
- Imperial Oil Company
- S. C. Johnson & Son Ltd.
- Kraft Foods Ltd.
- L. K. Liggett Co. Ltd.
- Mother Parker's Tea Co.
- McCull Frontenac Oil Co. Ltd.
- McKesson & Robbins Inc.
- Peller Ice Co. Ltd.
- Reliance Shoe Co. Ltd.
- Shell Oil Co. of Canada Ltd.
- St. Lawrence Starch Co.
- The Telegram Publishing Co.
- Templeton's Ltd.
- Toronto Daily Star
- Trent Valley Bakeries
- George Weston Ltd.
- White Laboratories Ltd.
- Chas. Wilson Ltd.



**for Sure-Fire RESULTS**

... in this booming Oshawa market use CKLB where 65,000 prospective customers in its trading area spend \$65 million every year. You can't afford to miss Oshawa — the trigger of Canada's automotive industry.



Contact Jim Alexander in Canada  
 Joseph McGillvra in U.S.A.

**SERVING ONTARIO'S 8th LARGEST CITY**

1,269 OF THIS PAPER'S  
 TOTAL CIRCULATION OF  
 1,828 ARE NATIONAL  
 ADVERTISERS & AGENCIES

**CFOR**  
 ORILLIA, ONT.

1000 Watts — Dominion Supp.

# CKX BRANDON

**SERVING A  
DIVERSIFIED  
MARKET**

## FARMING

Wheat, coarse grains, Seed grains, Live Stock, Dairy-ing, Poultry, Feed grains, hay.

## INDUSTRY

Meat Packing, Oil Refining, Foundry & Machine, Steel Fabricators, Wool-len Mills, Water Softeners, Farm Machinery, Wind Bags for Bag Pipes, Laminated Arches, etc., etc.

## OIL

Oil is a big and important Development in our primary market. 35 producing wells in the Daley Field, plus wells at Waskada, Tilston, Haskin and Loon Lake.

The **CKX** market is a rich market, and not wholly dependent on any one phase of its people's economy.

J. B. CRAIG, President

Represented Nationally by:  
Radio Representatives Ltd.,  
Vancouver, Winnipeg, Toronto,  
Montreal.

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

### A Broadcaster Encore

## AN ADVERTISER ANALYZES TIME



by Gordon Ferris  
Director of Advertising and Public Relations, Household Finance Corporation of Canada.

Complexities of appealing to people in the various markets of Canada, from Newfoundland to British Columbia, are interesting and ever-changing, but the greatest force I rely upon is a facet of human nature. A basic appreciation of the fact that people are creatures of habit is the most important factor in time buying.

With that premise in mind, the problem resolves itself down to one of determining the habits of the individual market. These habits

will vary with the industries, the ethnic groups, the culture and the climate of the individual market.

Many of you will say: "What about ratings?" Frankly, I find them of little assistance in determining effectiveness and market penetration. I submit that the greatest use of ratings is to be had by people who stay within the boundaries of Toronto and Montreal, and have to sell account executives, advertisers and others on their knowledge of distant markets — which most of them do very well — because, like most of us, they are extremely impressed with the magic of figures.

Some of the most productive shows we have had, have staggered under ratings of 3, 5 and 7, and some of the biggest egglayers have knocked the listening public to the tune of 15, 20 and 25.

If you know your market, ratings leave themselves open to suspicion, for people do not charge from the chesterfield every 15 minutes to turn the dial on the magic box. In my own circle of friends there are devotees of every station in the Toronto market, and the dial never varies from one day to the next.

In many markets, ratings will show a penetration of only one or two stations, when you and I know the market is penetrated by four to six stations on a continuing basis.

### POTENTIALS ARE LIMITED

Any business today has a predicted cost factor determined by a market's potentialities. In our own industry

only so many people in a given period are going to marry, have children, buy furniture, acquire a home, have hospital bills and emergencies that lead them to seek financial assistance, no matter how much we spend in a market.

As an example, let's look at Barrie, where we could not generate more business than that which will arise in proportion to the population and its purchasing power. The same can be said for soap. For in London, Listowel or Brockville, only so many people are going to get dirty so often, and they will need only so much soap, to bring them back to the cleanliness they desire.

One of the great mysteries to me is that advertisers, who spend thousands of dollars in moving goods to markets, are not sufficiently interested in individual markets to police their advertising dollars. In not one but many instances I have found I have been the only advertiser in years to call on secondary markets to determine the results at the cash register. It seems to me, this lack of interest on the part of many advertisers cannot help but contribute to sloppy programming and inefficient station operation. Supervision in any industry is necessary for maintenance of a high standard of performance, and the selling and buying of time is so nebulous I think you, as the seller and the advertiser as the buyer, both suffer.

I do not wish you to feel my criticism is specific, and that I intend to bruise any feelings, but rather I feel you would respect me a little more if I call the shots as I see them. We all recognize that in buying time, we don't estimate the amount of business. We guesstimate. For regardless of graphs and the maintenance of records, circumstances beyond our control can upset a market to the extent it will either not produce sufficiently or produce beyond our expectations.

### IT'S THE WOMAN WHO BUYS

So, with the premise of habit firmly in our minds, the next step in buying time is reduced to the exercise of the one element in our make-up that makes us just a little higher than the animals and somewhat lower than the angels, and that is common sense. I have contended for some time that "A" time classification, with its corresponding increase in price, is not the time to merchandise. The woman is the one who buys, who looks for bargains, and who ultimately spends her husband's money.

The percentage of purchasing power in the hands of women varies from coast to coast, and I would suggest in Quebec and Newfoundland it will be as high as 90 per cent and will probably not go below 80 per cent in any one province. Advertisers, working on small margins and depending on large turnover, recognize this and do their merchandising during the daylight hours when women make up the bulk of the listeners. The period after six o'clock, or whenever "A" time takes effect, brings to the listening audience an expendable increase of men. The man, home from work, having been fed, is taking his ease and turns on the radio as a background accompaniment to his reading of the sports page and the comics. Proof of this is the result of personal surveys which

(Continued on page 52)

Ratings?                      Power?                      Radio Homes?                      ?  
 ?                      Market?                      ?                      ?

## How do YOU evaluate a Station?

The METHOD of station selection would be the least of your worries . . . IF your program could draw a minimum of 2900 written responses daily for 32 successive days!

**RESULTS BEAT STATISTICS  
A THOUSAND WAYS**

# CHEX drew 94674

letters during 32 programs. The prize? . . . a turkey each day!

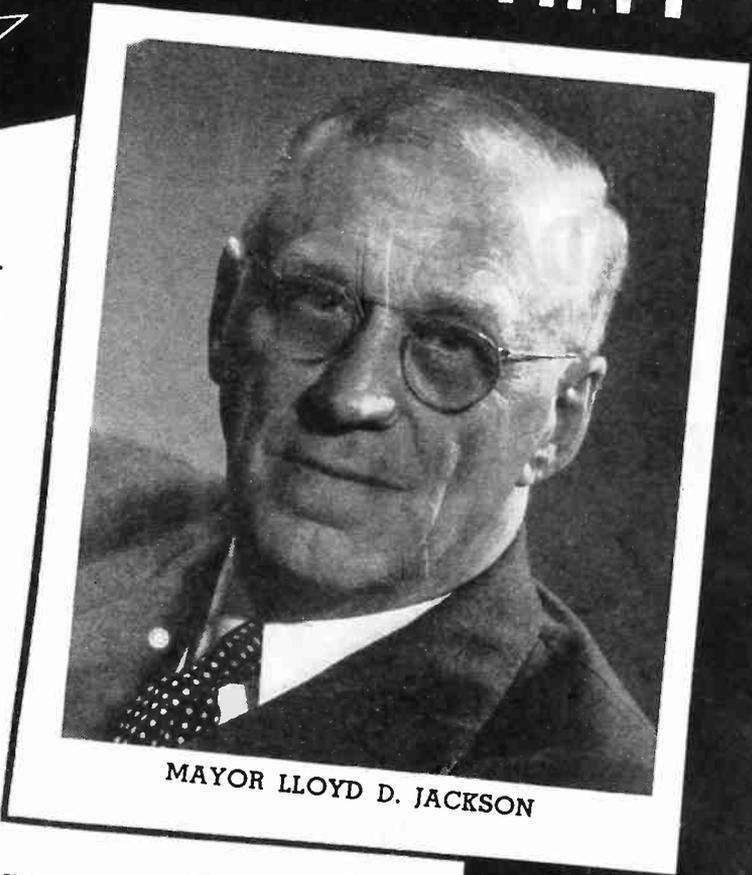
## CHEX

**P E T E R B O R O U G H**  
 can do the same for you

Rep: National Broadcast Sales, Tor. Donald Cooke Inc., U.S.A.

# CKOC

## ELEVEN FIFTY



MAYOR LLOYD D. JACKSON

Hamilton's Mayor  
Lloyd D. Jackson,  
President of Jackson  
Bakeries Ltd., had this  
to say December 24th on "Starlight Concert":

"For a dozen or more years now every night of the week with our Starlight Concert on week nights and the Symphonic Hour on Sunday nights, the Company of which I have the honour to be head has been bringing you what we consider to be good music. The fact that we have done this for so many years is clear evidence that we have pleased you. Correspondence, phone calls and personal messages also confirm the fact that our program is acceptable. I WANT TO ASSURE YOU THAT

**WE ARE CONTINUING THIS PROGRAM AND WILL CARRY ON BRINGING YOU**

**GOOD MUSIC AT THE RETIRING HOUR—REFRESHING, RESTFUL MUSIC, THAT SUITS THE FINISH OF OUR BUSY HECTIC DAYS! A Merry Christmas to you All!"**

**Jackson's "Starlight Concert"—four hours per week, 52 weeks of the year, now in its 14th Consecutive Year on this Radio Station!**

**YEAR AFTER YEAR CKOC SELLS IN HAMILTON!**

# 1150

*Station of the Stars*

# BIENVENUE, C.A.B. & Guests!



To  
**CANADA'S  
BUSY  
METROPOLIS**



From  
**CANADA'S  
BUSIEST  
STATION**



Phil Lalonde,  
George Bourassa,  
and the gang at

# CKAC

**MONTREAL**

(Continued from page 50)  
show the woman buying her husband's ties, shirts, socks and underwear, as well as the necessities for the home, herself and children.

### NEED FOR REPETITION

I sincerely feel, no matter how much advertisers and agencies strain to either wind up or tone down commercials which are dropped in at selected intervals during a show, listeners build up an immunization to these commercials that can be only broken down by repetition. How many times have each of us, when a commercial comes on, picked up the newspaper or thumbed a magazine until the show once again picked up the thread of the story?

### MIND YOUR MARKET

Another factor I rely upon greatly is the station's knowledge of its own market. Any station worth its salt has a highly developed program of community effort in its format, and is certainly very close to the pulse of the market. Furthermore, with the knowledge of the people, their likes and dislikes, the station will program in accordance to listening peaks determined by local industry and retail trade. This was illustrated very graphically in one Ontario market, when it was determined by the station that 65 per cent of the working population were at their jobs by 7 a.m. On the basis of this finding, I proceeded to buy the 6.30 a.m. newscast and it reached a very receptive audience, for it was also determined that the wives made their husbands' breakfasts and were up at that early hour.

A station is most helpful when it provides a running account to time-buyers of the basic economic essentials which include population, employment figures, payroll figures, new developments in the market or immediate areas. These figures can be obtained from a variety of sources, Dominion Bureau of Statistics, the local Board of Trade, or National Employment Service office. I am not too impressed with brochures picturing the various station personnel.

### LISTENING IS LOCAL

One of the fallacies in the selling of time is an attempt to convince an advertiser or time-buyer your station in a market blankets, or has a high degree of penetration in, a smaller market, where another station exists. In our experience this is not so, and I am prepared to back the local station against the big outsider anytime. People want to hear local voices, local talent and local news, and except

for specific types of programs that are well advertised on a national basis, most people are content to rely on their local station for their information and entertainment.

### TAKE A CHANCE

One important factor that seems to be forgotten by many advertisers is the inability or reluctance to experiment. I feel that a certain amount of experimentation must be included in a budget, for many vehicles will outwear their markets and the advertiser is suddenly left stranded with no experience to assist him in a replacement or change in approach. This feeling has resulted in varied sports sponsorships on our part, from hockey games to curling bonspiels and the sponsorship of election results and editorial opinion.

### TAKE A STAND

As an individual, representing a company which believes in free enterprise, I feel that every station should have an editorial policy and be prepared to take a stand on civic, provincial and federal affairs. I am sure that stations would find acceptable sponsorships for programs of this type, for industries and businesses of all kinds have, in the last 15 years, developed extensive public relations departments and are becoming more and more concerned with the restrictions placed on business by government. To date, very few programs of this type have been offered to sponsors, so there is little to indicate what their acceptance would be. But with an election in the offing, with the imposition of the Massey Commission on your own industry, and with newspapers forced to price themselves to the point where advertisers are finding it difficult to obtain results on the basis of cost, I think you would find many concerns who would like to lend their voice to the general plea for a return to free enterprise.

### THE ESSENCE OF "TIME"

Whenever I think of "Time" as a word and as a fact, I am reminded of a statue in a park in South Chicago in the old World's Fair Grounds. The sculptor was Gutson Borglum who was famous for his work in the Black Hills of South Dakota. The central figure is faceless and shrouded and represents "Time". Through the shroud are other figures passing from one sphere to another and representing men, women and children in all walks of life. Beneath this figure is an inscription which says: "Time flies? Ah, no! Time stays -- we go."  
--November 19, 1952

## Key Executives Wanted!!

New station in Edmonton requires...

- GENERAL MANAGER
- SALES MANAGER
- PRODUCTION MANAGER

If you have the qualifications and experience there is a real opportunity awaiting you in Edmonton. All applications will be treated confidentially. Write 505 Canadian Bank of Commerce Building, Edmonton, Alberta, giving full details.

*A Broadcaster Encore*

**YOU'VE GOT TO THINK BIG**

by Walter A. Dales

What is the first, spontaneous impression a Canadian citizen gets when you come up behind him suddenly, and say: "private broadcaster"?

I tried the game on people not in the radio business. Every time I said "private broadcaster" I got the same answer — or almost the same answer — "laxative."

You can't move Royal Commissions with laxatives. You cannot public relations people into liking 40-below zero weather, or poverty, or advertising razzle dazzle for the welfare of the alimentary canal. It just can't be done.

The big problem of the average Canadian is not constipation. I think, with the help of radio, we've got constipation licked. It would be a great idea to forget it. It would be, I think, a great idea to stop letting these makers of such concoctions — however wonderful they may be — ruin our industry.

They were in their pitching against us when the Royal Commission met. They've been knocking us about for years. All the money they've paid hasn't been worth a tinker's expression to us compared with the terrible damage they've done to us. We've let them go right into the homes of our customers at lunch time, at tea time, any old time, and sell us down the river. Not just down the river. Down the drain.

In the eyes of many, we are the razzle dazzle boys. We are the exploiters, the peddlers of pills and potions. We're "half-safe." We're not to be trusted except to handle the intimate but seldom discussed matters related to so many of the products we sell. We're considered junk dealers — little men, scrawny souls whose thoughts are almost totally centred on what some sponsor plans as his next quiz show; or whose buying what, for which markets, and when.

I think that some of the misapprehensions some folks have about us in the broadcasting business are justified at least a little bit. Some of us perhaps have given a lot more thought to the number of announcements we can get into 15 minutes than we have given to the basic needs of our listeners. And we should, every one of us in the business, take a good look at ourselves and be willing to admit our wrongs.

We've got to be more honest with ourselves. We might as well admit that we've perhaps overdone the advertising of certain products and got a bad name. There's no use trying to blame the advertisers... or blame the advertising agencies. Sure — they're guilty, too. But blaming them is just as bad as the lady sparrow and her boy friend who were sitting on a telephone wire. And he said to her — "Honey, do you cheat?" And she said, "No, I don't cheat. But I'll sit still while you do."

We've been sitting still and letting the advertising agencies and some of the advertisers cheat — but we get blamed for it, and we've got some blame coming to us. And we've got to do one of two things about it.

We've either got to cut out a lot of that kind of advertising, insist that it be done in better taste — or else we should balance it up by doing such a

terrific amount of really worth-while broadcasting that it will do penance for us with the public. But how?

You can start, of course, on your own sense of destiny, on your own character, because every broadcasting station is really only a reflection of the guy who runs it. We've got to be bigger men, the whole works of us. It isn't a game any more. It's big stuff. And we're in it. We've got to find what the people need and want — over and above soap and laxatives and the rest. We must develop our spiritual perception, and not be too ashamed or reticent about it.

I don't mean you should start preaching on street corners, or become a fanatic. But I simply mean that you should not develop a hard crust in these matters. In the old days in radio, we used to have lots of programs of soft organ music and inspirational poetry. Today, the young punks in the program department probably think that's too corny — not mannish enough for them. If the music is good, and the readings are inspiring, and if they deal with matters that will lift up the heart, even a little, in these grim days — who cares if they're corny?

Get such things back on the air again. Everything wasn't wrong about the old days, when the zeal was there, and the listener and the glamor and the fun meant more than the money — more than the number of commercials you could cram in.

We hardly knew what a commercial was in the old days. We broadcast for the people, and if they wanted inspiration, we gave it — and meant it, too.

There must be ministers and others in your town, teachers and scholars. Go talk to them: to the social workers, the men who know what goes on in the families in the cities, rich and poor.

Why do you suppose the book-stalls are so full of such books as "Peace of Mind," "In Tune With the Infinite," "How to Stop Worrying," "You Must Relax"—all the countless books devoted to trying to give harried and anxious and upset human beings something to tie to, some way to live with themselves, without fear and futility? There is a crying need for something solid of this nature, for us all. Why not review such books on your radio station? And let people know you're doing it. Send notices to the ministers, to the teachers, to the people you know will be interested. Merchandise this work. You've got time to do a trade survey on the astoundingly important problem of how many pills the Corner Drug sold, and whether they think advertising helped. Take time, whatever you do, to merchandise these efforts on a higher plane.

We've got to start to think big. We've got to understand that in our communities we are such powers. We've got other things to do beside playing "Come On-A My House."

I'm not against these little songs, these singing jingles, soap shows or quizzes. Not a bit of it. Even laxa-

tives — if they'd make them a little less obnoxious in their presentation. What I'm suggesting is that you've got to do lots more. Big things. Important things about Life with a capital L, and Freedom, and Hope, and Compassion, and Kindness and Decency.

God and all His angels couldn't public relations the amount of silly advertising and cheap songs which aren't being balanced by something important.

And we mustn't get it into our heads that we're doing this to please the preachers and teachers alone. More men and women than we dream of look for something more than they're getting from the radio. We're not supplying it.

The do-gooders use all our weaknesses to slander and malign us. Our sins are venial ones. A little purgative never really hurt anyone. The papers and magazines are full of all sorts of ads that make our stuff look tame. But we must admit they've a lot of other things to balance it.

Station managers have got to hand most of that commercial stuff over to their sales department, and really start to do a job of thinking big about big issues. Only then will they have the weight in the community that radio deserves.

Public relations is, of course, the art of making friends — of gaining sympathetic supporters. Of gaining friends who are important, and fine, and usually leaders.

Let me give you an example. A few days before Christmas my wife and I were listening to a broadcast from the Hospital for Crippled Children over CFCF, Montreal. One  
(Continued on page 54)



**INCENTIVE is the start  
of our story . . .**



**STEPHENS & TOWNDROW**  
35 KING ST. W. TORONTO

Representing  
CJAV Port Alberni      CHML Hamilton      CHUB Nanaimo

**WANT SALES TO BE DANDY?  
REMEMBER, ANDY IS HANDY!**

*Radio & Television Sales, Inc.*

Exclusive Sales Representatives For

CKVL, Verdun-Montreal      CHQC (formerly CJNT), Quebec City  
CJSO, Sorel      CFDA, Victoriaville      CHEF, Granby

The French Radio Associates Network

Andy McDermott      Andy Wilson  
EMpire 6-8944, Toronto      Pontiac 6-4112, Montreal

of the announcers they had on the job interviewed a little crippled boy who had been given a fancy toy. It was a pretty poor interview. The announcer butted in just when we were straining to hear what the kid had to say. Then the mike was switched back to the main stage, and

10 minutes later, the same announcer came back, to do another interview with a little boy in a different ward.

This was a magnificent interview. This little boy talked about the toy typewriter he'd been given. The announcer drew him out perfectly.

The whole thing was so sweet and so darn sad that my wife and I had tears in our eyes and lumps in our throats. You could just see that little freckled-face boy, with braces on his legs, looking up with excited eyes to talk about the toy that Santa had brought him.

I had lunch with Vic George, of CFCF, and I told him how much we appreciated the broadcast, and how we thought he was doing a fine thing. Then I told him about the difference between those two interviews.

Then Vic told me what had happened.

The announcer, after he had switched the mike back to the main stage, had to travel down a long hospital corridor to get to the other ward for a second interview. When he stepped out into the corridor, he saw — away down at the other end — a tiny little girl — a cripple.

She was hunched up, with two crutches, coming down that corridor for all she was worth so she wouldn't miss all the fun going on at the big Santa Claus broadcast. As she got closer, he could see that she was grinning from ear to ear — though it wasn't a pretty sight to see her crooked little legs scrabbling along that polished floor. To her that corridor must have seemed 10 miles long. Then, just before she passed the announcer, one of the crutches slipped out from her. She fell in a crumpled heap, banging her head hard against the floor.

You can sense how that announcer felt. His heart did a flip flop. And because he's a swell young guy, he had an awful hollow feeling in his stomach. And I guess he realized that for the little kid at his feet, life

would always be a long corridor with awfully slippery floors — and hard. So he said: "Hey, what you lying there for? Come on! Get up! Santa's waiting. Scram!" And the little girl grinned at him. He'd said just the right thing.

He went on down the hall and did the second interview. He didn't do half as much talking. He wasn't nearly as clever (?) as he'd been at the first interview. But it was something out of this world. As I said, when my wife and I heard it, it brought tears to our eyes — and countless listeners felt the same way. It struck me that Mr. Marconi if he'd been alive and listening, would have been pretty proud of inventing radio at that minute. And that, my friends, is public relations.

Your community is full of cripples, though they don't carry crutches or wear their legs in braces. We're all cripples. We're all climbing a pretty steep mountain, one way or another, and slipping and sliding, and trying to get up again and put on a fair show and accomplish our little part of the evolutionary process. Look at the homes under your transmitters, look at the people on the streets of your cities. Not as possible purchasers of laxatives, but as people you can help and inspire.

You can help fight racial prejudice. You can plump for immigration. You can succor the sick and crippled kids by letting people see the opportunity before them to help out, and be something worthwhile and decent in the world before they die. There's so much to be done — and you've got transmitters, sitting there, waiting to be used. —February 20, 1952

# Coverage in a major market

LONDON CITY / AREA \*  
No. of homes . . . . . 35,300  
No. of radio homes . . . . . 34,380  
CFPL coverage  
Daytime — 97% of radio homes  
Night — 94% of radio homes

GREATER LONDON \*  
(London and Middlesex County)  
No. of homes . . . . . 47,100  
No. of radio homes . . . . . 44,910  
CFPL coverage:  
Daytime — 92% of radio homes  
Night — 85% of radio homes

Plus  
Coverage in 7 additional Counties

### PROGRAM STRUCTURE

Basic affiliate CBC Dominion Network — Local shows meet network standards, add strong community flavor (some fed to network) — Programs specialized at audience favored times; day-by-day continuity ensures thru'-the-week penetration — Library: 78's, Lang-Worth, Standard and World — Continuity staff

### PROMOTION — MERCHANDISING

Program promotion thru' radio, daily newspaper, weekly newspaper — Staff co-operation on special merchandising plans — Data, as requested, on market, distribution, competition, test possibilities, etc.

IN U.S.A., CONTACT WEED & COMPANY; IN CANADA, ALL-CANADA RADIO FACILITIES.

\* BBM SURVEY 1952

980 CFPL LONDON, CANADA

## BMI CANADA

... welcomes the delegates and visitors attending the CAB Convention to Montreal.

Since BMI Canada was activated, it has maintained offices and staff in Canada's metropolis to service its composers, publishers and licencees.

We hope that we will have the pleasure of seeing you at our Montreal office and at our 8th floor headquarters in the Mount Royal Hotel. As ever, our staff will be happy to greet you in the languages of Canada's radio stations, French or English, and will be pleased to show you the wealth of music in these two national tongues which is available under the BMI Canada licence.

## BMI CANADA Limited

TORONTO  
229 Yonge St.

MONTREAL  
1500 St. Catherine St. W.

*In New Brunswick*

**CFNB**

*Dominates*

**Here are the reasons . . . .**

Diversified local programming is the main reason why more people in New Brunswick listen to CFNB than to any other station. 58% of all New Brunswick radio homes listen every week.

Thirty years of service to the people of New Brunswick has won a steady, loyal listenership for CFNB. That's why CFNB's audience is constantly growing and local and national sponsors continue to renew schedules.

Get complete, up-to-the-minute sales facts. Contact your All-Canada representative (Weed & Co. in U.S.A.) He will be glad to give you facts and figures to show you why CFNB dominates New Brunswick.

*LOOK TO THE EAST!*

**CFNB**

FREDERICTON, NEW BRUNSWICK  
5000 WATTS - 550 KCS.

# “You need modern methods to sell modern conveniences!”



**EVEN** a shrewd advertiser, 25 years ago, found the enormous sales power of radio hard to grasp.

Today, they all know that radio is the most persuasive, forceful, on-the-spot salesman ever to invade millions of homes.

Take a favourite daily show for homemakers\* as an example. This show has a total potential audience of 618,000. Twenty-five years ago, who would have dreamed of potential like that.

CFRB was the first to perceive the tremendous sales power of radio. Now, backed by over 25 years of solid ground-work, experience and success, CFRB has the background *and* the foresight to help you *sell*.

What's your problem? Want to move more breads, spreads, hair dryers, humidifiers? Call a CFRB representative. Let him show you how radio can be your best salesman.



**ANN ADAMS  
HOMECRAFTERS**  
(daytime B.B.M.)

Your prospects are 'at home' to radio . . . to CFRB. Your radio selling messages *reach, remind, result* in sales of your product.

As ever,  
**your No. 1 Station**  
in Canada's No. 1 Market

# CFRB

50,000 watts 1010 K.C.

**REPRESENTATIVES**

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