General Chairman, CAB Chairman: D. Malcolm McIvor

MONDAY, MARCH 9 (Open Meeting)
9.00 a.m. Committees and Proposals.
9.30 a.m. Chairman's Address of Welcome.
10.00 a.m. Keynote Speaker.
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".
10.00 a.m. "BEHAVIOR DYNAMICS IN BUSINESS" Wallace F. Waiteck, Vice-President, Wm. Esty Co., Inc., New York.
11.00 a.m. "OUR PUBLIC SERVICE RESPONSIBILITY" Fred Lynds, KCKW.
Fred Pemberton, CKSF.
Hume Ledbridge, CINB.
Vera Dahl, CPBC.
RCA Victor Tour of TV installation on Mount Royal to be leave front door of hotel at 12.15 p.m., leaving 1:15 p.m.
2.15 p.m. Annual Meeting, Bureau of Broadcast Measurement.
3.00 p.m. "PROGRAMMING FOR AUDIENCES" Wm. Esty Co., Inc., 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.

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.
2.30 p.m. Report of Standard Accounting Committee.
Norm Bottrell, 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.
2.45 p.m. "WHAT HAPPENS TO AM IN TV MARKETS".
Gene Seelos, Research Director, CBS Radio.
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
168 Sparks St.
Ottawa

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

CAB Member Stations

ONTARIO (37) — Continued
CHLO St. Thomas
CJJC Sault Ste. Marie
CJCS Stratford
CHNO Sudbury
CKSO Sudbury
CKGB Timmins
CFLC Timmins
CJBB Toronto
CHUM Toronto
CKFH Toronto
CKLW Windsor
CKNX Wingham

MANITOBA (6)
CKX Brandon
CKDM Dauphin
CFAR Flin Flon
CJRC Winnipeg
CJOB Winnipeg
CKY Winnipeg

SASKATCHEWAN (8)
CHAB Moose Jaw
CJNB North Battleford
CJBI Prince Albert
CCKC Regina
CKRM Regina
CFQC Saskatoon
CKOM Saskatoon
CJGX Yorkton

ALBERTA (10)
CFAC Calgary
CFCN Calgary
CXXL Calgary
CHFA Edmonton
CFRN Edmonton
CJGA Edmonton
CJGP Grande Prairie
CJCQ Lothbridge
CHAT Medicine Hat
CKRD Red Deer

BRITISH COLUMBIA (17)
CHWK Chilliwack
CJDC Dawson Creek
CFJC Kamloops
CJOG Kelowna
CHUB Nanaimo
CKLN Nelson
CKNW New Westminster
CCKK Penticton
CKPG Prince George
CJAV Port Alberni
CJAT Trail
CJOR Vancouver
CKWX Vancouver
CJMO Vancouver
CJIB Vernon
CKDA Victoria
CFLO 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 $550,000, 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 1/2% 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 by a margin of a station's gross revenue. Mr. Justice Cameron said in his 10,000-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 basis 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 prizes. 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 CJCT 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

The Associated Press

Press News
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 of 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 implications 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 1953-34, 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 Miss Brownlee, is that 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 high" 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 and 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 sale 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 semblence of logic in fiscal matters — went the unpopular $2.50 charge."

But the new plan, continued, "has even less to recommend it". There is no reason why the CBC should be made to depend, even partially, 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 our budget item on which Parliament should turn thumbs down."

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

Joe A. Hardy & Co. Ltd. — CHLT

Radio Time Sales Ltd. — CKTS

U.S.A.

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

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

The Voice of the Eastern Townships

CHL (English) 250kc 1000 watts

OXS (French) 500 kw 1000 watts

CHLT (English) 1250 kc 200 watts

SHERBROOKE, QUE.
Towards A Simon Pure CBC

Nobody seems to regret the passing of the radio listener license fee, as pressured 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, tucked 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 hogwash 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,-

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 late 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 business it is. 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 tomsinals. They soon found out though, 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 were they 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 glamour 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 somewhere, 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
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!

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!

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

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

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!

WORLD SALES AND PROGRAM DIVISION OF ALL CANADA RADIO FACILITIES, LTD. TOR
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

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

World Sales and Program Service

MONICA LEWIS
ROBERT MONTGOMERY
THE THREE SUNS
RAY BLOCH
JUDY CANOVA
DAVID ROSE

WORLD SALES AND PROGRAM SERVICE

CINCINNATI
HOLLYWOOD

www.americanradiohistory.com
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 supernmen? 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 flounder, 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.


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.
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 when determining 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 — $85 monthly. With this program director knows what he can spend per month for maintenance, no more. If he runs over, he must go back to 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 1½ 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 ⅔ 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 other's 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 a 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, contacts the clients 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 $18,000. 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 "smallest" 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

Rexina 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, AI 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. AI is married and has 4 children, 3 boys and a girl.
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:

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 groundwork 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 today'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 committees 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 keep 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 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 masts 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 proviso, 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 jaw 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 unconsciously 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 Lewiste. 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 tell 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.
O\VER 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. Frog 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 Hirstle, 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 CRCL 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.

Deca is spinning I Love My Rosette 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 CFCC, 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. But 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.
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 HORBLOWSER** — Starring Michael Redgrave — great actor of our time — as The Indomitable Hero of the Sea. 39 half-hours.


**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...WIRED...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.

RAISE 20 G's FOR FLOOD AID

Toronto — At least three Canadian radio stations rallied their resources and raised almost $29,000 last week to aid flood victims in Europe.

In a 3½ hour program CHML, Hamilton ran up a total of $11,056 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 $3,200.

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 staff went before the microphones with jokes, music and pathos to attract their listeners' contributions.

CFBC and the local Kinsmen's Club joined forces to raise 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.

EXAMINING THE "TREASURE" following their direct mail teaser campaign throughout the advertising industry to promote "Treasure Island" — "Treasure Island" — are Bill Stephens (left) and Ernie Towndrow of the Stephens & Towndrow radio 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.

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., in Montreal
Donald Cooke in U.S.A.

SARNIA
ONT.

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

Northern Electric
Company Limited
A G E N C I E S

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 3½ 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 meetings, 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 counterparts.

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 glamour 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 behoves all of us to think a lot more thoroughly and to work a lot more zealously to the end that we may 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 dodger”, 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 pre-natal 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 doubted he could 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 toll for a station, rep or agency.

Thrust And Parry
During the assorted rebuffs and turn-downs I’ve enjoyed as an agency executive selling radio to national advertisers, I think I have probably been exposed to 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-
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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, and analyze those ob-

jections, dissect them, until you know all their strengths and weaknesses. Then prepare your count-

er-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 that the ad
guy who's right, who's on the right track, will die a despairing suicide.

You know what happened to the ostrich when he got too lazy to fly?

And the same thing can happen to salesmen, whether or not those salesmen are végetables or way down on the cat-and-dog end of the ac-
count list. All over the nation manu-

facturers are now putting more and more stress on sales training, on old-

fashioned didging, 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 the advertising public to radio advertising? One of the first one might be something like this: "Radio? Oh, I dunno. Nobody around our place ever listens to radio, so it can't do much good if no one hears it."

What the man who says this is really driving at is this: Radio advertising is too damn loud (what the average person hears during the daytime) listens. He's not aware of radio. When he does listen, it's just a passing thing that is there, something that maybe his daughter, wife or son turned on and tuned in affairs, ball games, election bulletins and weather forecasts.

The problem is to make him aware of radio and of the selective, planner, listening that goes on all over the country all the time. Handling this is fairly basic. You all know the formu-

las, 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 his office. He never hears it. Periodically, the account executive whips into the office with a bunch of orating 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 with the same kind of hobby something with his name on it. Something that will let him know that his show is being heard, not by a column of statistics where his associates in other businesses arguing about and disputing

anyway, but by people.

Now, this isn't too easy. There comes a point in promotional report-

ning, point-of-sale activity, mail re-

sponse and audience re-action be-

cause the advertising station cannot go without dissipating its profit. Yet to this advertiser, his investment, no matter how small, is mighty important. When he hears of a good of a good of a good offer, he places value upon it. When he buys radio, he ex-

pects full value. So, long since he has the opportunity for listener re-

action in the form of product pur-

chase to set in, everything that can be done to keep this sponsor's aware-

ness 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 hears shear, something very real and tangible. From his radio producer he gets copy — neatly set down, double spaced. Must we compare the attractive layout with the lustreless hunk of copy — copy which was never in-
tended 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. Adver-

tisement is home for dinner. He picks up his paper, checks closing stocks, sports page, comics, then casually leafs through the paper folded at seven, right where his ad happens to be. A neighbor drops in and there it is, in front of him. "Julia Kernel, Pats Vender." All the world must see it, because he can see it. 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 the listener heard the attractive's telephone? Where's his agency?

About all this situation really needs — before the sales which when they come, and which, if traced, was his radio advertising, will quickly make this advertiser a veteran who will not worry too much about nobody hearing his message — is the odd letter from the station mana-
ger or the sales manager, just to let him know that everything is going along fine. Tell him you were talking to one of the advertisers carrying his peasy the other day who thinks it's the 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 prac-
tice for any sponsor — and make sure they know all about the campaign and don't let them forget. Sometime the field man can do more to kill a renewal than any other single fac-
tor.

And this year, don't overlook the long-time, seasoned radio adver-
tsive. 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 it with our returns.

For a variety of reasons, it seems improbable that the local rate, no matter how defined, will be elimi-
nated by the radio industry in the foreseeable future. However, that there is need for clear-cut defi-
nitions 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 we ensure that would-be chisellers are not

trolled. 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 and contribute to the well-being of the community from which he de-

rects his livelihood.

A "national" advertiser is one who utilizes 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 pro-

mote local outlets for his product, it is hardly reason-

able 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 adver-

tisers, still unclassified business with no matter how much 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 sci-

entific. 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 rel-

ationship between radio listening andivism, television and the increases.

And, of course, there is need for far 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 radio advertising agency would be provided. Such a compendium, supplemented periodically, would be of tremendous value.

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<th>CKOV</th>
<th>in B.C.'s Third Largest Market has by BBM #5</th>
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<td>daytime radio homes</td>
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<td>19,150</td>
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www.americanradiohistory.com
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.
B C A B

Personnel Is Prime Topic
At Victoria Meet

Victoria, B.C.—Bill Rea, owner-manager of KCKW, New Westminster, took over as president of the British Columbia Association of Broadcasters at its sixth annual conference held here February 12 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, CCKO, 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 defense authorities to "arrange integration of the Canadian broadcasting stations with the radio and civil defense 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 defense, 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.

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 of stations especially in the larger centres; that unless something is done to prevent the CBC, the Department of Transport from going ahead with this scheme, the country will be committed to it before the next election; that 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 increase 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 broadcasting stations 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. 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 his 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)

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 (vice-president) CKWX, Vancouver; F. H. Einhut (past president) CCKO, Victoria; Johnny Baldwin, All-Canada Radio Facilities Ltd., Vancouver; Ed Fersy, 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 (CJCB), Vancouver; Jim Stovin, Horace N. Stovin, Vancouver; Dave Hill, CKDA, Victoria; Jim Browne Junr., CKOV, Kelowna.

---photo by Associated Screen News---

**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. Isabel Stoddard 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.
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 percent 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?

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 needed no apologies 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?
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 crystal 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 double 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 22)

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.
No other MARKET compares with Southern Alberta

No other STATION covers this market

Ask your ALL-CANADA man more about the Bountiful Lethbridge Market.
(Continued from page 21) pointed out that newspapers operate with a similar cancellation clause. He felt that the main problem was the awareness 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 salesman 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 key 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 CAB'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 discussing 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 Hutchenson, the BCAB's summer meeting will take place at Nanaimo. The date will be announced.

B.C. cities with population over 10,000

* * *
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, merchandise 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 accented 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 75 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 AM 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.
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:

<table>
<thead>
<tr>
<th>British Columbia</th>
<th>Channel</th>
<th>Power in Kw.</th>
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</thead>
<tbody>
<tr>
<td>Vancouver (CBC)</td>
<td>2</td>
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</tr>
<tr>
<td>Prince Rupert</td>
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<tr>
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<td>100</td>
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<td>5</td>
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<tr>
<td>Nelson</td>
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<tr>
<td>Kelowna</td>
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<tr>
<td>Kamloops</td>
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<tr>
<th>Alberta</th>
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<tr>
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<td>Saskatoon</td>
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<td>North Battleford</td>
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<td>Prince Albert</td>
<td>11</td>
<td>50</td>
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<tr>
<td>Swift Current</td>
<td>14*</td>
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<tr>
<td>Brandon</td>
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<tr>
<td>Dauphin</td>
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<td>London</td>
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<td>Windsor</td>
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<tr>
<td>Kingston</td>
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<tr>
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<td>Kenora</td>
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<td>Fort Frantunes</td>
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<td>Quebec</td>
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<td>Sherbrooke</td>
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<tr>
<td>Riviere du Loup</td>
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<tr>
<td>Rimouski</td>
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<tr>
<td>Chicoutimi</td>
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<td>Campbellton</td>
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<td>St. John</td>
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<td>Moncton</td>
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<td>Newcastle</td>
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<tr>
<td>Woodstock</td>
<td>36*</td>
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<tr>
<td>Springhill</td>
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<td>Corner Brook</td>
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<td>Grand Falls</td>
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<table>
<thead>
<tr>
<th>Total Retail Sales</th>
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UP 21% IN ONE YEAR!

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<thead>
<tr>
<th></th>
<th>1951-52</th>
<th>1952-53</th>
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<tr>
<td>Hants County</td>
<td>7,975,000</td>
<td>9,552,000</td>
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<tr>
<td>Kings County</td>
<td>15,949,000</td>
<td>19,440,000</td>
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</tbody>
</table>

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 70% and you have a buying audience.

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

AN ALL-CANADA STATION
A WOOD & CO. STATION

Canadian Broadcasters & Telescreen
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 1950 LACASSE ST.
TORONTO MONTREAL

P.S. Call Len Headley or Ed Tragnor, 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 300 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. Aliard.

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.

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

1/10th of the People buy
1/5th 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

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

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Factory
2442 Trenton Ave.,
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World pioneers in the development and manufacture of radio and television station equipment.

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“Do, throughout the year, tell buyers of this my diary, that ‘A Stovin Station’ gathers proof of that well-known fact that alert Managers of those goodly radii do each man does head up an organization — to their community, their listeners — proven results of which we are all proud!”
one and all others who scan the
a Proven Station.’ And do now
g pictures of the friendly and
ich make up the Stovin family.
one objective — to render service
vertisers, both national and local.
earned and held provides those

STOVIN

entesatives
NIPEG • VANCOUVER

Proven Station”
ENCORES

A selection of articles and speech digests from the past year

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STATISTICS?

1952 BBM

<table>
<thead>
<tr>
<th>DAY</th>
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District 15

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<td>96%</td>
<td>91%</td>
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</table>

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 •

The Pot o’ Gold drew 35,918 Letters in one week!

Get the most fabulous Sales Story in the North today... phone National Broadcast Sales at EM. 6-3718.
Advertising extends the frontiers of mankind's standard of living. It has provided a true partnership between the producer and the consumer. It has extended Canada's industrial development.

Advertising is a monument to the part that modern business techniques play in our present-day world.

Organizations such as yours must publicize the principles of public service, by making available the supply for demand, or creating the demand in the minds of the public.

Private enterprise is being challenged everywhere in the world, and that is particularly so in Canada and the United States.

There is a continuing campaign of misrepresentation that points to the wrongs of private enterprise, and never to its manifold advantages and benefits. This applies in the Federal field, as well as in the Province of Saskatchewan. Over the past 30 years, a continuing trend towards government ownership in business, has been taking place.

The trend is a dangerous one. In my opinion, there exists a general ferment against freedom, and government development of the chemical industries, and the control of steel industries, and the control of coal.

Socialism is still socialism no matter whether it masquerades as a development in modern government.

It is worthy of note that Mr. Gerald Godsoe—who was chairman of the Wartime Industrial Control Board and Central Ordinator for Controls during the war, and knowing the power of government and the way in which its authority can reach and control the individual, used these words recently: "Probably the most dangerous development of all occurring today is the growth of the state control under our free enterprise governments, Dominion, Provincial and Municipal. I mean by it as the most dangerous as we seem, at least in some measure, to be aware of the evils of communism and the fallacies of socialism, but I do not believe we have yet awakened to a realization of what actually is occurring and just how much it affects us, in the constant and continuous growth of our government."

Government business denies efficiency, for bureaucrats need not be concerned with cost or loss to the country. Indeed Mr. Churchill has summed it up in these words: "In addition to the school of those who believe that governments cannot make nations rich, that wealth is gathered only by individual exertion and enterprise; that state expenditure is almost profligate and wasteful; and that the interference of the state has been the standard of public well-being."

I believe in private enterprise. I want to see it preserved. It is worth fighting for. All business is big business as compared with business of 20 years ago. The great animals of the West were big, but they died for lack of brain. Big business cannot survive by brain alone in a world threatened by Communism. It must have a heart. In its personnel relations it has displayed that heart. Its work has been predicted on the knowledge that workers are not automatons; that workers increase productivity in direct proportion to the preservation of their personal dignity; that morale is elevated by the administration of labour policies, fairly and uniformly; and that the mental and physical well-being of the worker, is requisite and necessary to his making his full contribution to industry in particular and society in general.

Social security functions have been, in increasing measure, considered a function of the state in recent years.

Business in assuming social security responsibilities is contributing maximum safeguards for the preservation of economic freedom without which, as I have already stated, political freedom cannot long survive. Maladjustments between business and labor, create complex morale problems which result in dislocation and social upheaval. Good personnel relations contribute to the maintenance of industrial peace with which private business may base its defense. The state, as the standard of moral and ethical standards, is a crime.

To merchandise the concept of private ownership, certain generalizations may be deduced:

Social security is with us and will either be entirely administered by the state, in which case taxation will continue to rise to a point where it will be a function of the state, or business will have to expend tend provisions for retirement allowances, social and educational benefits, group insurance, and other measures that make for a better way of life. Management in its own interest must provide certain minimums of social security.

Many corporations are now taking over the accustomed responsibilities of the state in expanding social services voluntarily rather than under compulsion and in doing so, are performing functions primarily occupied by the state, as in the fields of safety, sanitation, health, education and security.

Business with a knowledge of its responsibilities can do this work more effectively by example than can the state by coercion.

In these days when much is made of the social need of production for use, rather than for profit, and where the state is going more and more into business, organizations such as yours can do much to foster the knowledge that the public welfare demands that Canadians develop the will to do rather than the desire to lean upon the state. All of us should realize that it is as true in the economic field as in the physical world, than no man ever became strong and powerful as a leaner.

Canadians should realize that the state can only distribute what citizens give to the state, or to use a colloquialism — nothing comes for free.

Sources of misunderstanding, in the public mind, of private enterprise, must be removed.

The profit motive is a major subject of misunderstanding. It must be (Continued on page 33)

KITCHENER-WATERLOO
Continuously
Keeps
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Radio-Active
CKCR
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Radio Station Advertising Representative
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Toronto, Ontario
Telephone EM. 3-9594

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

www.americanradiohistory.com
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.
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. If 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 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 wages that are raised 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 deals 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 or gross profits, among the largest corporations—47 cents provided for material and supplies—9 cents was expended for wages—4 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 leave 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 56¼ cents out of every dollar was expended for materials—11½ cents for taxes—27 cents for salaries and wages—3½ cents was ploughed back into the business for new buildings, machinery, inventory, etc., and only 1¼ 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 a hogshead 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 spathy. 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 is and what communism does 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.

Profits 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 men and professional men must assume greater 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-defense 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 30, 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:

GRUENEAU RESEARCH LIMITED
Marketing Research
20 Bloor Street West, Toronto, Ontario
2052 St. Catherine Street West, Montreal, Quebec
**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 coiffed 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.

* * *

Let me tell you the Philadelphia story.

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 1,200,000 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 listening. And AM radio is being courted, their own AM industry, people became more selective in their listening, and put it squarely up to the broadcasters: "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. But I presume that the 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 TV 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

---

**A 150 SPONSORS**

**And MORE Use CKLD Daily**

CKLD is located in Thetford Mines, Quebec — the World's Richest Asbestos Mining Centre. Business is booming in this rich area where 4000 men work the four main asbestos mines and average $1.15 an hour.

**1230 Kcs 250 Watts**

Contact our Representatives: Jos. A. Hardy & Co. Ltd.
Montreal, Quebec, Toronto

---

**YOU CAN'T MISS IT (OR WITH IT)**

**CJBU**

**BELLEVILLE - TRENTON**

**ANOTHER ALL-STOVIN STATION**

---
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

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In British Columbia it's CKWX

most people

DIAL 980

(Continued on page 36)

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 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 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 grunt- ing 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 gloweringly 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 lookey 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 audi- ence 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 de- gate 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)
(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 strings — 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 in- creasingly to be an irritation to others’ listeners. It is the sets in use figure who should be brought up. The billion dollars’ worth of electronic equipment, for reasons I think of shabbily programming, bad production, bad promotion, have been allowed to go rusty and to gather cobwebs. And gas is not being used as much as it should. If management will take that as its direct task, to increase in sets use in the same way, 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 is 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 gummy, 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. But I take 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.

Bill Kaland of WNEW coined a phrase that pleased 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 what to do. We’ll have 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 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 La- Bine. 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 say here today make you think it isn’t an ideal way to live. That is to have both that up-to-date old-school which anybody 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 television, 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 got into it in two years. They do the same tired things with the same tired faces and the same phony 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 on once in a while. She’s got to change her personality, lest she gets so dull that the fickle lover will walk and look elsewhere, perhaps to the other di- menional movies or something. TV must fight against these same things. TV and AM must fight against dull- ness and monotony, being lackadaisical, and the lick and a promise method.

—November 5, 1952

KEITH A. MACKINNON
CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail Box 542
OTTAWA Phone 4-5905

Page Thirty-six Canadian Broadcaster & Telescreen March 4th, 1953

GREATERT ORTAWA
is 42% FRENCH*
with an ANNUAL INCOME
OF $90,177,825

CKCH
Studies — 121 Notre Dame S.
Hull, Quebec

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

*Over 100,000 French-speaking Canadians.

On CKFH

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

RETAIL SALES

CKFH BBM
York County: $1,273,500,000
D: $13,120
N: 135,010
Greater Toronto: $1,108,532,000
D: $92,800
N: 157,530

P L U S
A Big Bonus in Halton, Ontario,
Peel and Simcoe Counties.

M1, 6921 in Toronto
Radio Reps. in Montreal,
Wedge & Co. in New York

KEITH A. MACKINNON
CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail Box 542
OTTAWA Phone 4-5905
Like one white pea in a pod

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, television, 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"

---

**WELCOME to MONTREAL**

From The Folks At

**RADIO TIME SALES (QUE.) LTD.**

Now representing in Montreal:

- **CJAD** — Montreal
- **CKTS** — Sherbrooke
- **CKBB** — Barrie
- **CKTB** — St. Catharines
- **CCH** — Halifax

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**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 see 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.

Furtbanism 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.

EDITORIALS

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 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 daily 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 regulation 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 picketing and arguing with your 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 coiling turtle doves, not daring to disagree with anyone about the smallest matter, in case they should buy your 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 is devoted to factual reporting of the day's news of the world, the country and the community.

In addition, there are entertaining features, such as the funnies, poets' corners and all the other bits and pieces which is an institution seems to be to provide disc jockeys with miserable material — those of whom one can read, that is.

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

None of these come under the heading of editorial.

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 commenting upon public affairs, and they are subjected to an incessant ruling and regulation 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 picketing and arguing with your 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 coiling turtle doves, not daring to disagree with anyone about the smallest matter, in case they should buy your next batch of spot announcements from the guy next door.

Now then, what is editorializing?
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.

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**Richard Hume**

Publisher.

An Advertisement of Canadian Broadcaster & Telescreen

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March 4th, 1953

Canadian Broadcaster & Telescreen Page Thirty-nine

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, CFBR used to have a commercial for Bromo-Seltzer in which two commentators, John Collingwood Beadle and Brock King, and later Beadle and Bill Church, 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 on the air in the rather dramatic procedure when the Steel Company of Canada flew a Toronto agency man and one-time CKYF, 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. Thus was chosen to come out editorially in support of the company and against the strikers.

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

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I'm sorry, gentlemen, but you can't decide to get into this editorializing racket. All-Canada or Spence Caldwell for sample discs and turn the whole package over to the sales department. 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 questioned 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 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 course and a convention and get him to sit down and evolve a general policy.

At 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, of course, you decide to take the weak line of least resistance and label yourselves as independents. Even then you will be well advised to sort your voice to carry any weight at all, to let it be known which parties you are going to support or be in opposition against.

Your "Report from Parliament Hill" could be expanded to help provide material on which to base public relations, especially when the House is in session and the member is discing 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.

For 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 louzy station. Maybe they will have 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 depth of your respect in the fence of your community.

There isn't much more to say. Responsibility and integrity 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 prizing salesman with an idea and six bits, started a tri-dee 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 investigative.

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.
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
AM and FM
800 KC.
The Good Neighbor Station — Windsor, Ontario

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.

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, but exists only in your mind.

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 television 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' booths were used for the control room and film studio. We were unbelievably crowded.

The original studio equipment included a three-camera chain of Du-mont 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 for the "Live" has 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 fanning pan. 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 purchase.

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 propels us forward. 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 $90,000 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 100 hours.

We have a staff of 90 people. We are just completing a million-dollar-plus television building with that studio and 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.

March 4th, 1953

Canadian Broadcaster & Telescreen

Telescreen Page Forty-one

AM OR FM

"You're on the air to stay"

with

MACHLETT TUBES

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... to provide reliable, low-cost operation at all power levels.

OVER 50 YEARS SPECIALIZING IN TUBE MANUFACTURE EXCLUSIVELY

DOMINION SOUND EQUIPMENT LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

Advertising Department
Dominion Sound Equipment Limited
4040 St. Catherine St. West, Montreal, Que.

Drop Into
CJON'S SUITE—Mt. Royal Hotel

Monday, March 9 — 5 p.m.-7 p.m.

For Some
NEWFOUNDLAND "SCREECH"

If you are attending the CAB conference, CJON will be looking forward to seeing you.

P.S.—Milder drinks for the weak in heart and persons with ulcers.

A GROWING MARKET

Building permits issued in Prince George during 1952 were up over 100 percent from 1951. Total for the year was $2,147,280 compared with $910,775 a year ago.

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

AM OR FM

"You're on the air to stay"

with

MACHLETT TUBES

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... to provide reliable, low-cost operation at all power levels.

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A Broadcaster Encore

BROADCASTING WITH THE FARMER

By Omar Broughton
Farm Director, CJOC, Lethbridge

Agriculture has always been the mainstay 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 the same circumstances we would have had 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 come up — and some are disagreeable — soon gives the would-be farmer plenty of opportunity to reorient. 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 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 experts twice daily giving district points, which is excellent coverage. This part of farm programming was handled well.

We contacted farmers' organizations such as the Farmers' Union of Alberta, Livestock Feeders' Association, and the Pure-bred 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.

R.S.V.P.

YOU are cordially invited to CJEM's family of listeners.

YOU shall be welcomed into their homes.

YOU must know that Mr. Edmundson has the second highest per capita income in Canada.

CJEM is the only bilingual station in the Maritimes.

SUCCESS insurance in this market.

Before you reach the bottom of the Budget Barrel make sure CJEM is on the list.

CJEM
Edmundston City, N.B.
1000 watts
Reps: Stovin in Canada - Adam Young in U.S.A.

WE WISH SUCCESS to C.A.B., and those at the convention. To help make this a bigger year for all, is their intention. The broadcaster . . . the client . . . the ad man, all combine. To make for better listening for folks all down the line. We too, believe in radio — we know better needs. We have ideas and "know-how", that will sell a product too. So, if some prospective client has read this thing so far . . . Please look below, and you will know just who and where we are.

ART McGRGORE
FRANK DEAVILLE

Woodhouse and Hawkins advertising

1115 BAY ST, TORONTO
KINGSDALE 4861
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 interviewee should be used to advantage. One is that the person doing a job knows it better than anyone else and it also serves to acquaint them with a public which they serve. I think it goes without saying that anyone who is vitally interested in the job is doing the opportunity to tell about it and this goes for the farmer as well as the experimenter, the politician, and 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. There are new breeds. This goes for beef and dairy cattle, sheep, pigs and poultry.

There is always new farm equipment coming on the market and 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 now relatively 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 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 prize stock, whether it be vegetables, grains, 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 ten years. We are at the Lethbridge, Calgary and Edmon ton 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 the 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 especially 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 out 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

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(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 populated 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 dream 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 business-men 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 have been given great new rights of centuries ago, have similarly fallen prey to a ruthless and inhuman political situation. The conditions of land tenure in China are very similar to those which Russia had, for in China the land is very limited and in much fewer hands. We are told by YNCA 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 enforcing 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 reason other than there seemed to be general corruption in all levels of government in Egypt — but it's significant also that Farouk had acquired for his personal use one-third of the good land of the Nile Valley's six million acres. The remaining two-thirds has been divided amongst a number of the country's million 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.


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: : : More INTEREST for the Listener — More PROFIT for the Advertiser : : :

“SALEMANSHIP-IN-PERSON-ON-A-MASS-SCALE”
A whole crew of influential selling personalities who are believed in by the very people you want to do business with you.

“ADVERTISER-ACCEPTANCE”
Employed more extensively and more consistently, by more and more advertisers.
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“CIRCULATION-VALUE”
Lowest cost-per-thousand of any Manitoba Station.
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Delivering the right prospects for your proposition, in the right frame of mind.
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A professional approach to your problem based on group-thinking and group action, and the localized application of international experience.

“MERCHANDISING EXTRAS”
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REPRESENTATIVES CANADA...H. N. STOVIN & CO. U.S.A. DONALD A. COOKE INC.
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 the majority of 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 past 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 positivity, not negativity. To continue having any influence on the community, business must come up with positive solutions to the problems of a changing, increasingly complex and somewhat bewildered society.

Nor does this mean the society is 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 erroneous impression 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 the practice of any 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 profession could be a very practical and worthwhile 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 editing the political community, 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 broadcasting editorial comment would have to take its example from the Canadian newspaper industry, which clearly labels editorial opinion as opinion, divorcing it from the factual and impersonal 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 to follow our 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 the 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. It is to be hoped 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 Corporation will be the issue 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 not merely broadcasting, but broadcasting has become a basic means of communication of news, ideas and information.

We pointed out that all other forms of mass communication are subject to the general framework of the law of the land—the law which applies to all citizens, and the 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 can set high standards and everything they publish remain under strict control by a government agency (the Canadian Broadcasting Corporation). The government agency is itself not under the direct control of Parliament but of the executive arm, the government that may happen to exist.

The correction of this situation is of basic importance. As William Ernest Hocking points out in his Freedom,

"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, viz-a-viz 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 criticism in proportion to its clarity and persuasiveness. To this rule, a government resting on popular support, suffers, not by the contrary, just to the extent that public opinion is a factor in the tenure and livelihood of officials and parties. But, as we have seen, a public's or the press' peculiar form of temptation to manage the ideas and images entering public debate. If, then, freedom of the press is to survive and become a reality, government must set limits upon its capacity to interfere with, regulate, control or suppress the voices or the press or manipulate the data on which public judgment is formed. What we mean by a free society is chiefly one in

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**TOTAL DAY AUDIENCE** 76,950 HOMES

| 1/2 hour program | 13 cents per M. homes. | Spot announcement | 6 cents per M. homes. |

**TOTAL NIGHT AUDIENCE** 43,530 HOMES

| 1/2 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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For Give-away Shows

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

CONTESTS ASSOCIATES

25 Homewood Ave., Toronto HU. 5739
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 infrasion, 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.

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See the ELLIOTT-HAYNES presentation
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RCA Victor Television Specialists 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:

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

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.
One day Kate Atkite 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 be the headline because of the commercialism, or supported, at our expense, of their commercial service.

Nowadays the news stories are commercial ventures on CHAB.

When Kate Atkite visited Moose Jaw, we had only commercially originated and broadcast her show, but we used it to illustrate our promotions service to our sponsors and to dramatize the value of the station to him.

Instead of ignoring the opening ceremony of the new car display, we broadcast a promo.

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 department store dealers.

• • •

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 event to an insurance agent.

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 “city” 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

1,260 OF THIS PAPER’S TOTAL CIRCULATION OF 1,828 ARE NATIONAL ADVERTISERS & AGENCIES

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 46 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. Bank of Nova Scotia
Benninger Moos & Company Ltd. Bulova Watch Co.
W. K. Buckley Ltd. Canada Dry Ltd.
Bulova Watch Co. Canadian Lumber Ltd.
Canadian National Exhibition Canadian General Electric Co.
Canadian Industries Ltd. Canadian National Exhibition
Canadian Oil Companies Ltd. Canadian Western Auto Co.
Colgate-Palmolive-Peet Co. Ltd. Continental Casualty Co.
Department of Highways Department of Labour
Department of National Defence Department of National Health
Drug Trading Co. Ltd. Dutch Bull Importers
Ex-Lax Ltd. J. C. Enco (Canada) Ltd.
Ford Motor Co. of Canada Ltd. Gigleto Safety Razor Co. (of Canada) Ltd.
Hobb’s Glass Ltd. Household Finance Corp. of Canada
Imperial Oil Company Imperial Tobacco Co.
S. C. Johnson & Son Ltd. Kraft Foods Ltd.
L. K. Liggett Co. Ltd. Mother Parker’s Tea Co.
McColl Frontenac Oil Co. Ltd. McKesson & Robbins Inc.
Peller Ice Co. Ltd. Reliance Shoe Co. Ltd.
London Oil Co. of Canada Ltd. Sir. Lawrence Starch Co.
The Telegraph Publishing Co. Templeton’s Ltd.
The Telegram Publishing Co. Toronto Daily Star
Trent Valley Bakers Trenton Oil Co.
George Weston Ltd. White Laboratories Ltd.
Chat. Wilson Ltd.

C FOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.
A Broadcaster Encore
AN ADVERTISER ANALYZES TIME

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 cannot 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 had 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 soap 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. I write all these because 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 and 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 push to merchandise during the day 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 forced into taking his ease, may tune on the radio as a background accompaniment to his reading of the sports page and his magazines. Proof of this is the result of personal surveys which

(Continued on page 52)

Wheat, coarse grains, Seed grains, Live Stock, Dairying, Poultry, Feed grains, hay.

INDUSTRY

Meat Packing, Oil Refining, Foundry & Machine, Steel Fabricators, Woolen 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.
March 4th, 1953

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!
show the woman buying her husband's tie, 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 immunity 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 on their own.

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 is first, in a market blanket, 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 our own industry, and with newspapers forced to price themselves to the point where advertisers feel 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 stand --- we go."

---November 19, 1952

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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 SOS 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 you get 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 laxative. You can move people into liking 40 below zero weather, or poverty, or advertising razzle dazzle for the welfare of the elementary canal. It just can't be done.

The big problem of the average Canadian is better education. 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 wondrous 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 lickner'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 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 in- timate 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 announce- ments 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 goods in the past. 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 lazy row and her boy friend who were sitting on a telephone wire. And he said to her — "Honey, dear, are you going to marry me?" And she said, "No, I don't cheat. But I'll sit still while you do."

I'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 defined, and really operation. We should balance it up by doing such a
terrible 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 ain'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 manly 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 — why, 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 know 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 counting 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 minis- ters, to the teachers, to the people you know will be interested. Mer- chandise this work. You've got time to do a trade survey on the astounding- ly 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 Devotion.

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 weak- nesses to slander and malign us. Our sins are venial ones. A little pur- gative 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 com- munity 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 broad- cast from the Hospital for Crippled Children over CFCF, Montreal. One

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

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of the announcers they had on the job interviewed a little crippled boy who had 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 voice.

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 damn sad that my wife and I had tears rolling down our eyes. I thought you could just see 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 CFPL, and 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 limping from ear to ear—though it wasn't a pretty sight to see her crooked little legs scrambling along that polished floor. To her that corridor must have seemed a million 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 laying 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 you live in, look at the people on the streets of your cities. Not as possible purchasers of laxes, 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

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 liceneess.

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
220 Yonge St.

MONTREAL
1500 St. Catherine St. W.
In New Brunswick

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.

As ever, your No. 1 Station in Canada's No. 1 Market

ANN ADAMS
HOME CRAFTERS
(daytime B.B.M.)

Your prospects are 'at home' to radio...to CFRB. Your radio selling message reaches, reminds, results in sales of your product.

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