

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

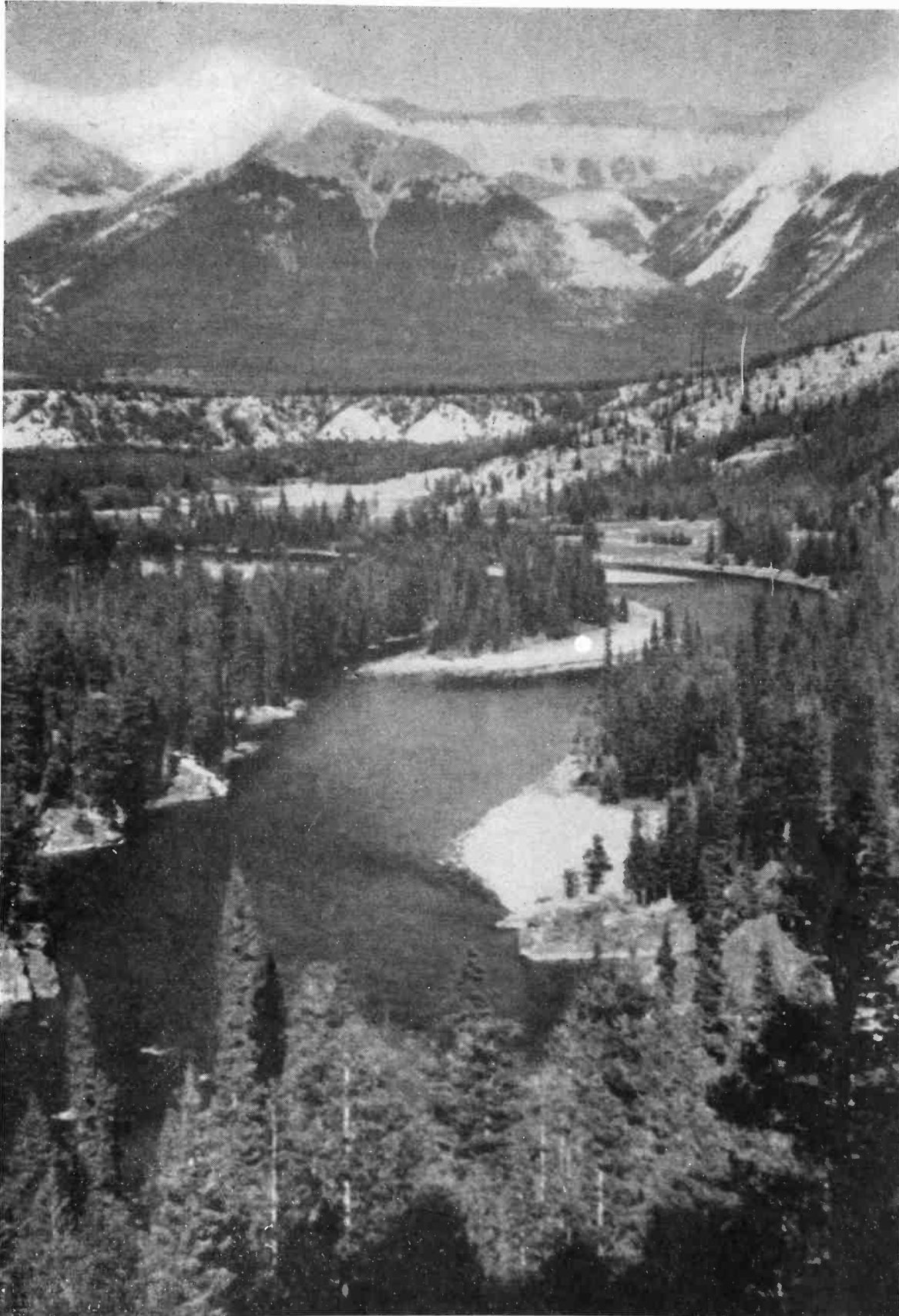
CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 16.

TORONTO, ONTARIO

August 15th, 1951



Western Broadcasters Meet at Banff August 30 - Sept. 1

The above photograph of the Bow River was taken from the Banff Springs Hotel, and is blown up from a 35 mm. color transparency.

No Other Medium Can Make This Claim

FLOODS and blizzards, calling for prompt action on the part of victims and other citizens, and split second dissemination of information to prevent further disaster, bring radio onto the scene to spread whatever information is needed to avert further mishaps. No other medium can make this claim.

ADVERTISERS have learned that, through radio, they can deliver their sales messages, not just to one, but to all members of a family, in a relaxed state, enjoying the music or other entertainment of their choice. No other medium can make this claim.

CANADIANS spend over sixty million dollars a year buying radio receiving sets. Since the end of the war, Canadians have bought over four million sets for their three and a half million homes. No other medium can make this claim.



The CANADIAN ASSOCIATION of BROADCASTERS

Representing 103 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

WAB MEETS AUGUST 30 TO SEPTEMBER 1

Lochinvars To Foregather At Banff

There's never a Western Association of Broadcasters convention that doesn't produce something new and startling, and doubtless this situation will obtain at the meeting in Banff August 30 and 31 and September 1. Seldom does the agenda of the meeting foretell just what industry-shaking event, move or resolution will be forthcoming, but neither is there ever any doubt about its appearance.

To date no expression of opinion has come out of the West on the Report on the Royal Commission on National Development in the Arts, Letters and Sciences. There will inevitably be an interesting discussion on that topic, when Bill Guild holds the floor on the Saturday morning.

Another man, who will appear with an idea, is Pat Freeman, CAB Director of Sales and Re-

search, who will show the broadcasters what he says might be the long anticipated but always deferred "perfect" rate card.

A clue to the line Pat's tack will take is to be found in his statement: "When you say to a broadcaster 'what is your rate?' he replies by quoting a great big segment that he sells once in a blue moon — his Class A, one-time, one hour rate, though virtually all his selling is in minutes." Pat takes over on the second (Friday) morning.

■ ■ ■

The three-day agenda reads as follows:

Thursday, August 30: Opening formalities; President's Address; minutes of previous meeting; and Jim Allard's report from the Canadian Association of Broadcasters.

Friday, August 31: After Pat

Freeman, the morning will be devoted to a Report on last year's Engineers' Conference, by W. F. (Doc) Souch; a talk on copyright and BMI services by Harold Moon. Friday afternoon will be given over to the annual golf tournament.

Saturday, September 1: The first meeting will be Bill Guild's report on the Massey Commission; a Discussion on Civil Defence; Election of Officers; Committee Reports and new business.

After lunch discussions will centre around completion of unfinished business and any new business which may arise.

At 6.00 p.m., delegates and guests will be entertained at the Marconi cocktail party, which precedes the annual dinner at which the guest speaker will be Dick Lewis of this paper.



WAB President
ED. RAWLINSON



CAB Manager
JIM ALLARD



CAB Sales & Research
PAT FREEMAN



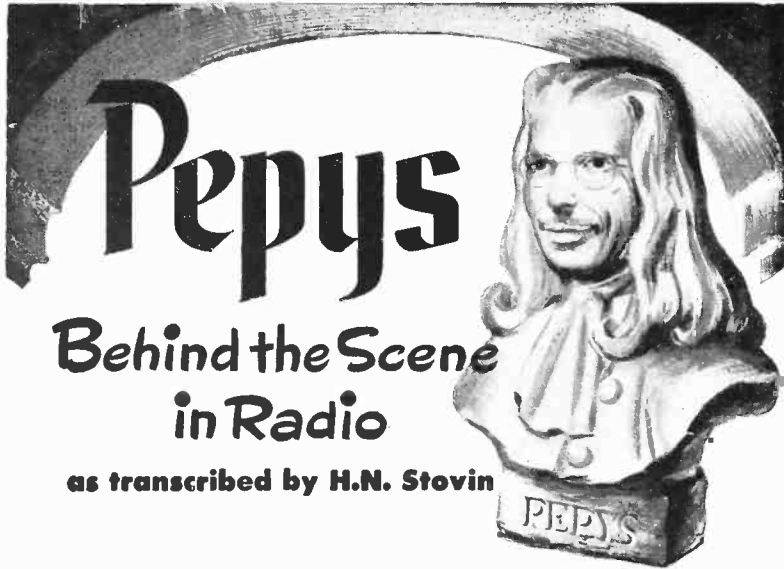
Info. & P.R. Chairman
BILL GUILD

more people
listen to
CKRC
than to
any other
Manitoba
station

for instance —
TOTAL WEEKLY
BBM 1950 FINAL FIGURES
DAYTIME 176860
NIGHTIME 170040

CKRC - WINNIPEG • 630 KC • 5000 WATTS

Representatives • All-Canada Radio Facilities • In U.S.A. Weed & Co.



Pepys
Behind the Scene
in Radio
 as transcribed by H.N. Stovin

"Have, over many weeks past, devoted diligent study to THAT Report, being honestly desirous of knowing where Radio may be improved. Do right heartily agree with its purpose and intents, but conclude that the criticism of Private Stations, that they do little to advance Canadian Talent, is not deserved by all alike ● ● ● For instance, Don Garrard, a Vancouver boy whose fine baritone voice has been trained by Vancouver's talented teacher Glyndwr Jones, was a semi-finalist in CIL's Singing Stars of Tomorrow; and has in many other programs brought credit to his native Province ● ● ● His ability so impressed world famous baritone John Charles Thomas that he accepted Don Garrard for a special eight weeks course at the Western Academy of Music at Santa Barbara, California. It was both a great honor and a great opportunity, since only eighty students are accepted, and that on their records. But — and here Pepys quotes Dick Diespecker — 'Young Mr. Garrard, having been accepted, found that there was a small matter of some six or seven hundred dollars standing between him and his opportunity' ● ● ● Station CJOR saw a chance to help worthwhile Canadian talent—and used it! They told the story on their air, and asked listeners to help. But first, George Chandler and his crew went down into the Station's funds and personally headed the list. Pepys says to THAT Report—'Here's another Private Station that did help aspiring Canadian talent'—and there are plenty of similar stories, from other stations, on our files."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
 & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

AGENCIES

By Art Benson

YOUNG & RUBICAM

Toronto. — Procter & Gamble Co. of Canada Ltd. has an extensive spot announcement campaign under way in 22 Ontario markets introducing its new detergent, Cheer.

MACLAREN ADVERTISING

Toronto. — Canada Dry Ginger Ale Ltd. has a spot and flash announcement series going to eight stations coast to coast in September advertising its ginger ale.

Christie's Biscuits returns the 10-minute five-a-week *Listen Ladies* to CKEY, Toronto and CHML, Hamilton, for the seventh season featuring Mona Gould with Howard Milsom handling the commercials.

NAMED VEEPEE

Toronto. — George Poland, manager of the Montreal office of Young & Rubicam Ltd., has been named a vice-president of the company. Poland has been associated with Y. & R. for 11 years and before taking over the management in Montreal was located in the Toronto office.

WALSH ADVERTISING

Toronto. — McCormicks Ltd. (Biscuits and Candies) has a series of spot announcements going to six Ontario stations until September promoting its exhibit at the Canadian National Exhibition in Toronto.

JOINS DAD'S AGENCY

Toronto. — Neil Copeland has joined the local office of Don H. Copeland Advertising Ltd. as account executive, effective September 1. Copeland was formerly program director at CKOC, Hamilton and prior to his two-year stint there was on the announcer staff at CKOX, Woodstock.

COCKFIELD BROWN

Toronto. — Canadian National Exhibition has a transcribed spot announcement campaign going to 18 Ontario stations along with CKVL, Verdun and CJAD, Montreal, until August 31. Flashes and chain-breaks are also going to six border American stations between WSYR, Syracuse and WJR, Detroit.

VICKERS & BENSON

Toronto. — Grove Laboratories starts a flash announcement series in October over 14 stations between CHNS, Halifax and CKNW, New Westminster, running until April, advertising Dominion CBQ Cold Tablets. Same sponsor has also scheduled a spot announcement campaign for Pfunders Tablets over seven stations between CHSJ, Saint John and CKWX, Vancouver, getting under way in September. Grove is also going into the Quebec market with spot announcements over French language stations (November-March) advertising Bromo Quinine Cold Tablets.

JAMES LOVICK

Vancouver. — The Associated Salmon Cannery of B. C. starts the five-minute five-a-week transcribed *Claire Wallace's Notebook* over 20 stations coast to coast commencing September 5.

WILLIAM GENT

Toronto. — Peller Ice Co. Ltd. has renewed *Hook, Line and Sinclair* (15 minutes once a week) over CFRB, Toronto and CKOC, Hamilton, for one year, featuring Gordon Sinclair, with Mike FitzGerald handling the commercials.

ARMAND S. WEILL

Toronto. — The Voids Company has scheduled a five-minute three-a-week newscast over six western stations between CKY, Winnipeg and CJOR, Vancouver, until the middle of October, advertising Voids Chlorophyll Tablets. Same sponsor has also taken five minute segments three a week on CKOC, Hamilton (*Rise & Shine*) and CKOY, Ottawa (*Musical Clock*) along with a flash series over CHUM and CKEY, Toronto.

L. J. HEAGERTY

Toronto. — Colgate-Palmolive Peet Ltd. has started the 15-minute three-a-week transcribed *Colgate Carnival* on 12 stations coast to coast. The program features Laddie Dennis, Monty Hall, Rick Campbell and advertises Super Suds, Colgate Shave Cream and Veto.

F. H. HAYHURST

Toronto. — Bromo-Seltzer Ltd. has replaced *Hollywood Star Playhouse* with the half-hour transcribed *Hollywood Open House* over CJAD, Montreal. Same sponsor has also taken three 15-minute segments of *Make Believe Ballroom* a week over CKEY, Toronto.

Templetons Ltd. has four radio campaigns under way across the country through September for Raz-mah and TRC tablets. The five-minute three-a-week *Gospel Singer* is going to eight Ontario stations and CKRC, Winnipeg, while various newscasts have been scheduled over 11 stations coast to coast. CJAD, Montreal, gets a spot announcement series, while the 15-minute once a week *The Old Clock* with Robert Jouglet goes to CKAC, Montreal; CHRC, Quebec and CKRS, Jonquière-Kenogami.

Albo Products (Montreal) has extended its spot announcement series, heard currently over eight Ontario, seven Quebec and five Maritime stations, until the end of the month, advertising Albo 50 New-Lac.

MOVE MONTREAL OFFICE

Montreal. — F. H. Hayhurst Co. Ltd. has transferred its local operation to 1510 Drummond Street with a new telephone number of HARbour 0131.

HAROLD F. STANFIELD

Toronto. — Austin Motors (Canada) has a spot announcement campaign going to CKNW, New Westminster, through August.

CANADIAN BROADCASTER AND TELESCREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
 Empire 3-5075

Printed by Reg. Willson Printing Company, 3 Chester Ave., Toronto — Gladstone 4844

Editor: RICHARD G. LEWIS
 Business Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 News Editor: THOMAS C. BRIGGS
 Research Consultant: G. E. RUTTER
 Photography: ANTHONY TRIFOLI

Correspondents
 Montreal - Walter Dale
 Winnipeg - A. L. Garside
 Vancouver - Bob Francis



Vol. 10, No. 16.

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

August 15th, 1951

Let's Put The Horse Before The Chuck Wagon

When the Western Association of Broadcasters meets high up in the Rockies at the Banff Springs Hotel at the end of this month and the beginning of next, it is to be hoped that the salubrious mountain air will stimulate—as it invariably does—some new lines of constructive thought on the problems of free radio, especially in relation to the recent Massey Report.

A little bit of chop-licking over the gains that have been chalked up on the side of free radio is perhaps condonable. (They have been publicized ad nauseam.) But the fact still remains that charges of, generally speaking, poor programming, whether just or otherwise, remain unanswered, and providing this answer might well be labeled top project for the WAB.

The entire radio industry, and that includes its sponsors and their agencies, is fully aware of two needs. One is for the more adequate publicization of the work it is doing, especially in the field of local talent development. The other is to do even more in this regard. Unfortunately, while both these steps are being taken, they seem to be graded in the order in which we have listed them: first, publicity and then the subject matter (talent development) for that publicity.

It is our sincere hope that the WAB will not only deliberate but also act along these lines, and in the right order. Let us show our strength by acknowledging our weakness. It takes guts. But it can't fail.

■ ■ ■

What Price Culture?

The Massey Report notwithstanding, if culture could be weighed in terms of dollars and cents, the people of Canada already are loaded with the stuff.

The CBC, which exists primarily as a cultural medium, cost this country's 14,000,000 citizens \$5,481,488.26 in license fees alone last year. That figure does not include government loans and grants, nor does it show the Corporation's commercial revenue, totalling \$2,366,400.77. In spite of all this, it is perpetually in the red.



"These bright young people, all stockholders of the Canadian Broadcasting Corporation, have called to inspect their property. Turn around, please."

In connection with the grant of \$1,500,000 made to the CBC as a result of the Massey Report (Hansard, June 19, No. 4277), the term "interim" indicates that the government is contemplating further "payments on account." It is unlikely, however, that any additional grants to the CBC will be made without close critical scrutiny.

■ ■ ■

The table of CBC revenues shown below (as compiled from CBC Annual Reports) supplies proof that the cost of culture comes higher and higher from year to year. And the question is, does public interest indicate that enough of the people are getting value for their money?

	License Fees	Commercial Revenue
1941	\$3,140,259.79	\$ 895,066.39
1942	3,485,331.92	1,057,664.31
1943	3,701,690.24	1,243,553.08
1944	3,787,866.51	1,421,906.61
1945	3,783,452.62	1,639,159.97
1946	3,773,284.76	1,683,838.38
1947	3,906,841.17	1,781,290.24
1948	4,798,291.11	1,842,558.29
1949	5,135,374.65	2,217,129.91
1950	5,481,488.26	2,366,400.77
Totals	\$40,992,931.03	\$16,148,567.95

■ ■ ■

The People Are Pink

The people are pink. We wonder if the pigmentation might not be altered by adding the trace of another color to their radio diet.

Canada's independent broadcasters pride themselves on operating the most effective

of sales media. National advertisers use selective or spot radio to promote the sale of their wares. But both are neglecting their most important selling job—to explain their contribution to the free enterprise system, under which the people prosper and without which no independent business could exist. If the manufacture of toothpaste, cereals and other advertised goods provides part of the country's bread and butter, then free enterprise—that is to say, the right to sell them in a competitive market—furnishes the breath of life.

That "the people are pink" does not imply that they subscribe to the socialist philosophy. However, they are happy to accept the "gifts" of a benign bureaucracy, when it offers baby bonuses and old age pensions with one hand, while extracting the wherewithal to pay for them with the other. As long as the bureaucrats are able to maintain the illusion of catering to the public's instinct for self interest, the people will continue to be pink.

■ ■ ■

It is to this instinct for self interest that the broadcasters and their sponsors must defer if they wish to retain the favor of their pinkish publics. They have a job to do persuading the people that free enterprise in radio in particular, and business in general, is of benefit to them in service received and value given at no cost to themselves. Such benefits would include the programs they want to hear, better goods of all kinds whose high quality is maintained by the knowledge of the existence of the competitor around the corner, and so forth.

■ ■ ■

Two things have to be done by business to attain this end.

First, business of all kinds must be sure, beyond contradiction, that the goods and services it offers are better goods and better services than a government enterprise could offer. Then it must explain over and over again—and in the language of the ordinary individual—that when government goes into business it only sells for less only because the tax budget makes up the loss.

Joe Public doesn't associate his old age pension and baby bonus with the fact that he has to pay 50c for a 25c package of cigarettes, 7c for a nickel chocolate bar, and \$2,500 for a \$1,500 car. He just thinks the purveyors of these goods are soaking him to their own advantage.

This is why the public is pink, and unless radio and business set up an intelligent information system to tell them the truth, the shade will inevitably deepen.

CKAC, Montreal

Announces the appointment of

Omer Renaud & Company

as its Toronto representatives
with offices in the Bank of Nova Scotia Building
'phone EMpire 3-8481

Mr. Omer Renaud will be Toronto Office Manager, with C. W. "Bill" Wright acting as consultant. Mr. Kenneth Davis and Miss Gwen Dorsey remain with the Omer Renaud organization.

Thanks, Bill Wright and your loyal staff for a job well done representing CKAC in Toronto in these past fifteen years.

CKAC, MONTREAL

Phil. Lalonde,
General Manager

George Bourassa,
Sales Manager

Right From The Horse's Mouth



CKSF Cornwall can be as wrong as the rest in its weather forecasts—but it's never wrong about what happened yesterday. As a public service (a "must" with CKSF) it runs its own "weather station" in conjunction with the Dominion Meteorological Service. Temperature and rainfall readings, humidity and fire hazard estimates are broadcast several times a day.

The "weather station" is one reason why in Cornwall and the United Counties, CKSF can guarantee an advertiser a good listening audience in this progressive, active market.

CKSF and CKSF-FM

CORNWALL — ONTARIO

National Representatives: HORACE N. STOVIN & CO., Toronto and Montreal
JOSEPH HERSHEY MCGILLVRA INC., New York

HARDY OPENS NEW OFFICE IN TORONTO



Toronto.—Jos. (Quebec Market No. 2) Hardy is moving his Toronto representative office to new quarters at 11 Jordan Street (telephone WAverley 2438). It will function under the management of Bruce Butler.

The new set-up kicks off with the addition of CKNB, Campbellton, to the Hardy list of stations.

Joe Hardy has spent over 20 years promoting French radio, for his list of "leading regional stations of the French market." He is known in Toronto and Montreal radio circles as a genial and businesslike personality who prides himself that he never wastes a minute of a busy executive's time.

Bruce Butler, the new Toronto manager, is by no means new to Toronto advertising circles. He joins Joe with a solid background of newspaper and advertising agency experience. For the past six years he has been with L. J. Heagerty Ltd. as an account executive and radio time buyer. Previously he was with the Emmet advertising agency and the Peterborough Examiner.

He is a Toronto man—a graduate of St. Andrew's College. He took over the Toronto operation for Hardy as from the beginning of this week.

FOOTBALLERS FEAR TV

Port Credit.—Arrangements for the televising over WBEN-TV of the August 12 exhibition game between Toronto Argonauts and Hamilton Tiger-Cats were cancelled at the last moment when the Hamilton team refused to play unless given greater protection than was offered against the possible effect of the telecast on attendance.

The intended sponsors of the telecast were Canadian Admiral Corporation Ltd., Toronto radio and TV manufacturers.

BETTER CALL SWC

FOR DISCS, TAPE & T.V.

HOMICIDE — HUMOR
HORROR of the UNKNOWN

STRANGE WILLS

26 1/2-HOURS

Adventure & Mystery
Starring

WARREN WILLIAM

and a large supporting cast of players distinguished in dramatic radio.

Astounding True Stories based on the best 26 of 8,000 "Strange Wills" collated by writer-attorney Ken Crippen, LL.B., AB.

A series to amaze and stagger imaginations—build large and loyal listening—Sell Products.

Your rush note or wire will have auditions and brochures by return.

S.W. Caldwell
LIMITED

2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.

STATION CKNB

CAMPBELLTON, N.B.

Takes pleasure in announcing the appointment of

JOS. A. HARDY & CO. Ltd.

As

CANADIAN SALES REPRESENTATIVES

Effective Immediately

1010 West St. Catherine St.
MONTREAL
UNiversity 6-8915

11 Jordan Street
TORONTO
WAverley 2438

RADIO'S PAPPY RETIRES

Toronto. — An unequalled record of "firsts" in Canadian radio marks the long and distinguished career of E. A. Weir, who retired July 31 from the post of commercial manager for the CBC.

CBC acting general manager Donald Manson has announced the appointment of W. E. Powell, assistant commercial manager, to succeed Mr. Weir and the appointment of W. R. Johnston, formerly supervisor of acceptance and production for commercial programs, as assistant commercial manager.

Austin Weir's radio history dates back to 1929 when he became director of radio for the Canadian National Railways. He not only developed and extended the CNR's accomplishment as the first transportation company in the world to offer regular radio

programs to travellers, but brought Canada its first nation-wide network broadcasting.

Canada's participation in the first Empire Christmas broadcast in 1932 was directed by this pioneer who, two years previously, had brought the premiers of all provinces together with the federal Prime Minister for the first time in a National Service Loan broadcast. He kept his staff constantly on the move from coast to coast, linking Canadians across the country by radio for the first time.

As a result of these efforts, Weir was the logical choice as first officer to serve under the commissioners when the Canadian Radio Broadcasting Commission, forerunner to the CBC, was formed in 1932.

Commercial radio secured his valuable services for a brief interval (during which he pioneered in the use of transcription in Canada), but in 1937 he rejoined the CBC as commercial manager and supervisor of the CBC Press and Information Service. With organization of the first CBC national network in 1937, the establishment of rates and the development of acceptance standards for commercial programs all came under his direction.

The rapid growth of the CBC brought his talents as an organizer again to the fore in 1944 when he negotiated the formation of the second national network,

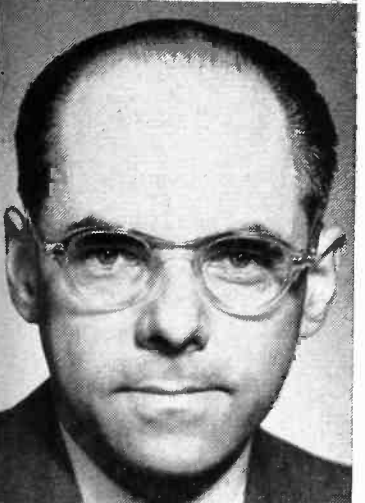
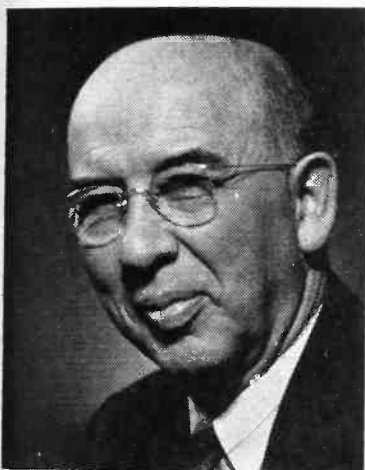
resulting in the present Dominion and Trans-Canada networks.

While his name has been prominent in radio for over two decades, Austin Weir started his career as a teacher in his native Dufferin County, Ontario. He soon dropped teaching, however, to study at the Ontario Agricultural College. Upon graduation, he joined the staff of the Ontario Department of Agriculture as assistant supervisor of the Farmers' Institute, later moving to Western Canada where he served on various farm publications before becoming manager and chairman of the board of trustees of the Province of Manitoba savings office.

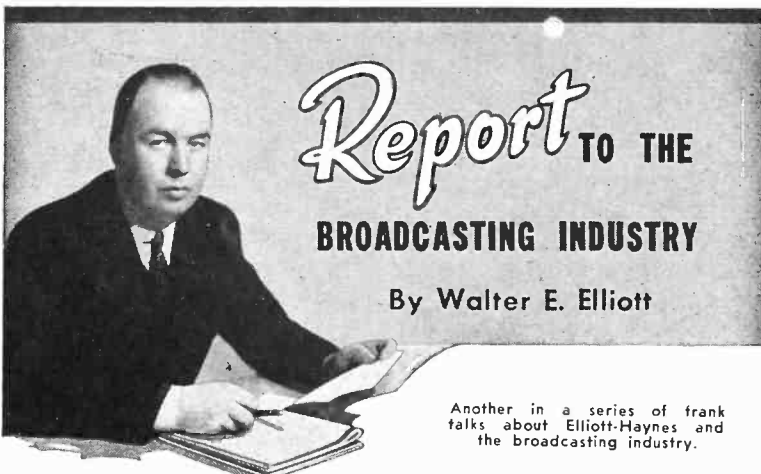
He joined the staff of the CNR in 1924 and was appointed to its London, England, office as the company's director of colonization advertising and press publicity in Europe.

Mr. Weir continues his association with the CBC in an advisory capacity, with emphasis on the development and study of audience surveys and listener reaction to CBC program service.

Walter E. Powell, who succeeds Mr. Weir, also is a veteran of Canada's pioneer radio days, as travelling supervisor of the CNR radio department and manager of its radio stations in Mcncton, Vancouver and Ottawa. He joined the Canadian Radio Broadcasting Commission on its inception in 1932, and was made assistant commercial manager in 1936.



Off the top: Austin Weir, Walter Powell and Ronald Johnston.



Area Studies

Question: How do Area Studies differ from city surveys?

Area Studies are telephone surveys conducted in city, town and farm homes surrounding the metropolitan centres. For example, in the 100-mile circle surrounding Winnipeg there are 71,214 homes which are not surveyed during the regular city surveys. Area studies, then, supplement the city surveys in covering wider areas where effective broadcasting can be measured.

Elliott-Haynes Area Studies in 11 markets and city surveys in 41 markets give survey coverage on three-quarters of the three million radio homes in Canada.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
UNiversity 1519

515 Broadview Ave.
TORONTO
GErrard 1144

More Alberta Radio Homes.. FOR LESS!

Via CFCN

You reach more Radio Homes for less money via CFCN, Calgary — Your best Buy in the Alberta Market. Here's why:

STATION	Radio Homes	Cost per 1000
CFCN	97,528	24.6c
#2	66,787	42c
#3	36,767	52.2c

(Figures quoted are 1950 BBM Daytime Averages and Costs are based on 1/4-hour "C" Time rates.)

CFCN—CALGARY FOR RESULTS!

THE VOICE OF THE PRAIRIES

ASK:
Radio Reps.
Toronto — Montreal
Winnipeg — Vancouver
Adam J. Young Jr., Inc.
U.S.A.

First in 3 Counties

1st in Sudbury County

DAY & NIGHT

1st in Nipissing & Manitoulin

DAY

WITH BONUS AUDIENCE IN

Temiskaming & Parry Sound

SEE THE NEW BBM SURVEY

CKSO
SUDBURY

NORTHERN ONTARIO'S

HIGH-POWERED

STATION

Ask

ALL-CANADA IN CANADA

WEED & CO. IN U.S.A.

RETAIL

Is Radio Right For Retailers?



By Laddie Dennis

A well-known radio artist goes out on the limb for the industry from which she derives her living in this provocative article on radio for retailers, which we are reprinting, with their kind permission, from the trade publication "Tots and Teens."

Checks show that the average retailer reading this column invests from 1% to 5% of sales in advertising and sales promotion of one sort or another. In many cases, for some unexplained reason, she usually feels that the medium of radio advertising is an extreme step. Now, is this really so? Is it "right" for the retailer, or not?

Having been closely identified with radio for close to 10 years, both at mike-side and through advertising agencies, I am, of course, on the affirmative side of the question. I am convinced that the spoken word plays a vital part in modern merchandising.

Surveys by leading networks have revealed that radio commands an unexpectedly large amount of the average person's waking hours. Of all the day's activities, working hours the sole exception, the average Canadian spends more time engaged in listening to the radio than in any other activity. It is obvious from this that the best place to find prospective buyers is at the radio. It is also a psychologically good time because that is when you will find prospects most relaxed,

and consequently, most receptive. It takes literally no energy to lean back and listen to a message; it does to hold a bulky newspaper, turn its dozens of pages, select a target and focus tired eyes on small print.

■ ■ ■

Some retailers, in thinking of advertising, are influenced by vast circulation claims of leading newspapers. As a result they envision their "ad" going into so many thousands of homes, multiply that by the possible reading members of each family and arrive at a figure that can be quite deceptive. If these people would investigate the readership ratings on metropolitan newspaper content, they would be disappointed to learn that consumer advertising copy has a very modest rating. And even the impressive headline of their "ad" may only have won a mere 3% of the readers they had hoped to reach. This can be understood when one considers the number of people (included in that impressive circulation), who buy a newspaper for one specific entertainment feature. They want to read the sport news or the comics or the social notes; they open the paper at that section and for lack of time or desire seldom go any further. If we do wish to consider this small percentage of advertisement "readers" (so different a proportion than the retailers or others reading trade or specialized announcements in their business paper) how can the average retailer hope to attract the attention of potential customers in the face of full-page spreads by high-powered departmental stores and super-markets?

Radio, on the other hand, the most intangible of all intangibles, offers carefully computed monthly surveys on audience-listening ratings, so that the time best suited to publicize specific merchandise can be chosen. In the case of children's wear retailers, they want to beam their message directly to the housewife and mother. The reason is obvious: although it's the husband who *pays the bills*—it's still the wife, and mother, who *spends the money!* One doesn't need proof of a survey to know that *during the day the listening audience is 90% female.* And incidentally, while we're on this point, it's



Alpha Milk's "Melody Hour," aired on CJOC from 6.30 to 7.00 p.m. Fridays, pulled an E-H rating of 31.9. Enthusiastic loyal listeners in Southern Alberta's richest market will respond to your sales message too!

"YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

Spud says . . .

I "MASH" THEM IN SUMMERSIDE ANYWAY!

Recently I raised \$3,000.00 for the Summerside Amateur Athletic Association. It only took me two hours to do it. I guess that's why they listen and love me locally.
—Spud.

CJRW
SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"

RETAIL

(Continued from page 8)

good to know that, in buying radio time, day rates are the most inexpensive offered by any station.

■ ■ ■

Everyone is agreeably surprised upon investigating the advantages and "extras" of radio advertising adaptable to consumer advertising by the retailer. Oftentimes there are many promotional angles exploited by the station itself, at absolutely no expense to the client, other than payment for actual broadcast time. Even in many of the larger centres, there are stations that buy newspaper space on occasion to promote a particular show (proof of the wisdom of combined operations); take pictures; have show cards made up and arrange for special window dressing; advertise the time of broadcast on their station trucks; arrange tie-ups with local movie houses; and submit a brief of the campaign's progress and plans.

And where else but on radio can you have, within half an hour of your 'phone call, a direct announcement channelled into the majority of homes in your town or city? This advantage can be appreciated by any retailer who has experienced the frustration of being overstocked in rainwear after a continued dry spell and then on a sudden wet day not being able to take quick advantage of "plugging" this item at the opportune moment. "Spot" or "flash" commercials prove very

R. E. "MAC" McGUIRE PASSES



Death came suddenly, in Campbellton, N.B., to radio's well-known and liked "Mac" McGuire, on Tuesday, July 31. He was 51.

Mac, who has been ailing for the past year, was stricken while on a business trip to Campbellton, N.B., on which he was accompanied by his wife.

He started in radio as a salesman in the Program Division of All-Canada Radio Facilities Ltd. in Toronto in 1938. Previously he had been in the automotive supply business, with the Taylor Pearson and Carson Company in Lethbridge.

In 1945 he left All-Canada to become manager of National Broadcast Sales. In 1948 he went into and took over management of the then sister company, Guild Radio Productions.

In 1949, he set up his own National Programs Ltd., which he operated until his untimely death.

Mac McGuire, who was one of the original men in the transcribed program business, contributed greatly to the early development of this side of radio. His strong and likeable personality will be long remembered and greatly missed by his friends in and out of the radio industry.

He leaves his wife, Marjorie and one son, Allan.

effective, too, a day or so prior to a special sale, and they are quite inexpensive.

■ ■ ■

Success stories of people who were progressive-minded enough to use radio to advertise their products are phenomenal. Just to mention a couple of examples of interest to readers of "Tots' and Teens' Merchandiser": retailers of

well-known water-proof baby pant took a 10-minute block of time over an Ontario station to help 'push' sales. That was on a Friday morning—by Saturday afternoon they had a 'sell-out.' A Toronto store took advantage of the large following of a 'teen-age club program to promote their 'teen-age clothing department with very gratifying results.

Crops Look Good Again!

We're looking forward to another good year in this 4-1 market. If you are planning any 51 - 52 campaigns get complete Saskatchewan coverage by adding CKBI.

Performance NOT Promises

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Here are...

Peterborough
Kingston
TORONTO
MONTREAL

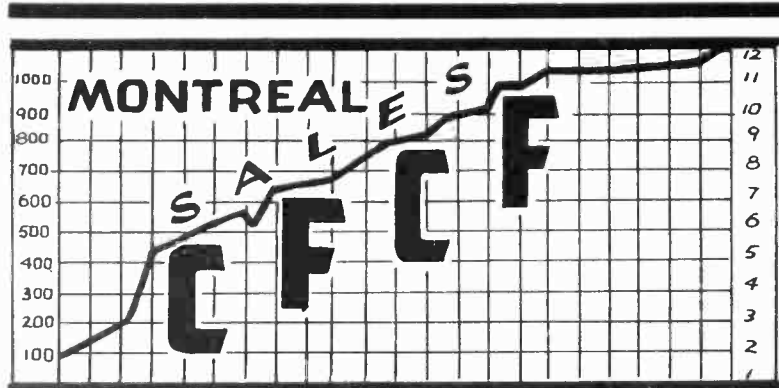
TWO CERTAIN ACES
for your
FULL HOUSE
of **COVERAGE**

between
TORONTO & MONTREAL
Only
CHEX and **CKWS**
PETERBOROUGH KINGSTON

Can fill this important gap and give you the benefit of two of the most important manufacturing and agricultural areas in Canada.

CHEX Peterborough & **CKWS**, Kingston

REPRESENTED BY: NATIONAL BROADCAST SALES IN CANADA — DONALD COOKE, INC., IN U.S.A.



LET Canada's FIRST STATION be your STEPPING stone to greater sales and profits in the vast Montreal market.

CFCF, wise in the ways of Programming, Promotion and Merchandise has what it takes to STEP up YOUR SALES.

Your advertising dollar gets results when put to work on Canada's FIRST STATION.



REPS:
ALL-CANADA IN CANADA
WEED & CO. IN THE U.S.A.



Meet our new Farm Service Director—W. H. (Bill) Henley of Sedley, Saskatchewan. "W.H.", as he likes to be called, was born on a farm at Sedley, and he remained on the farm until 1941. At that time he decided to try banking for awhile, but he left this to join the Royal Canadian Artillery. After three years of overseas service "W.H." returned to Saskatchewan and enrolled in the College of Agriculture at the University of Saskatchewan.

Besides his profound interest in everything concerned with agriculture, Bill enjoys music, and plays the piano very ably. All in all, everyone at CJGX is convinced that their new Farm Service Director is tops in the field!



THE RICHEST CROP AREA IN THE WEST!

Representatives:
Horace N. Stovin & Co.
Toronto, Montreal
Inland Broadcasting Service
Winnipeg
Adam J. Young, Jr., Inc.—U.S.A.

SATIRE

Back To Normal

By H. G. Bowley

Mr. Frisbee stood back and surveyed his work with quiet pride. He spoke aloud to nobody in particular. "That," he said, "is as fine a job of crating a radio as I have ever seen."

There was a wail of anguish behind him. His 12-year-old daughter, Molly, had entered the living room in time to hear his words.

"Oh, Daddy!" she cried, "you haven't crated the radio! I've just simply got to listen to *Homer Buskin and his Teen-Time Jam Session* this afternoon!"

Choking down his private opinion of disc-jockey Buskin, Mr. Frisbee contented himself with remarking that it would do the whole family good to spend a day without a radio. The radio's getting so it rules our lives," he muttered darkly. "A day of silence will be pleasant change. Anyway, the truck will be here first thing in the morning to pick up all this stuff. I'd like to tell you, young lady, that moving this family and all its belongings is a whole lot more important than whether you hear your radio programs."

Molly, rebellious but wisely silent, left the room just as Mrs. Frisbee entered it from the dining room. "Oh, John, you haven't crated the radio!" she cried. "Couldn't you have waited a few hours? Kay Blake is going to interview Mrs. Roosevelt on her home-makers' program this afternoon."

"To the devil with Kay Blake!" exploded Mr. Frisbee. "And Mrs. Roosevelt too!" he added daringly, tossing international amity to the winds. "There's work to be done around here. Half the stuff still isn't packed, and you're worrying about radio programs. Ye gods, woman!"

The next few hours were spent in strained silence, which as time went on preyed more and more on Mr. Frisbee's nerves. Just before three o'clock, on the pretext of going to the corner store for cigarettes, he sneaked out to the garage and listened to the three o'clock news on the car radio. As he moved to switch it off, a talk on gardening was announced, and he stayed his hand; Mr. Frisbee was an enthusiastic amateur gardener. The gardening talk was followed by music from *South Pacific*, of which he was inordinately fond. At 4.15, with a start, he simultaneously remembered the time and the drain on his battery. Sheepishly, he sneaked back to his crating.

After a hurried dinner, with everyone in old clothes and nobody very cheerful, he stood in the littered living room and dolefully contemplated the silent hours of work ahead. He looked speculatively at the crate which con-

tained the radio. His wife and daughter were in the kitchen, packing dishes. At the back of the crate was a wide space between boards. He put his hand in speculatively, and found the power wire. It reached easily to the nearest wall plug. He turned his attention to the front of the crate. It was pretty solidly boxed in; but he thought he could get his hand down the front of it just to reach the knobs, if he loosened one end of the top board.

When Molly and Mrs. Frisbee came into the living room a moment later, they found him with his left arm thrust deep into the vitals of the radio crate, frozen into what appeared to be a ballet-dancer's stance, right hand outstretched toward the hammer which lay on a truck just two inches beyond the tips of his fingers.

"For Pete's sake hand me that hammer," he snapped irritably.

Mrs. Frisbee silently placed it into his hand. A few vicious jabs with the claw end of it, and his left hand was free. He nursed it sullenly.

"What were you trying to do, Daddy?" asked Molly.

He opened his mouth to answer, thought better of it, and snapped his mouth shut again. Instead, he turned to the crate and began moodily prying the boards apart.

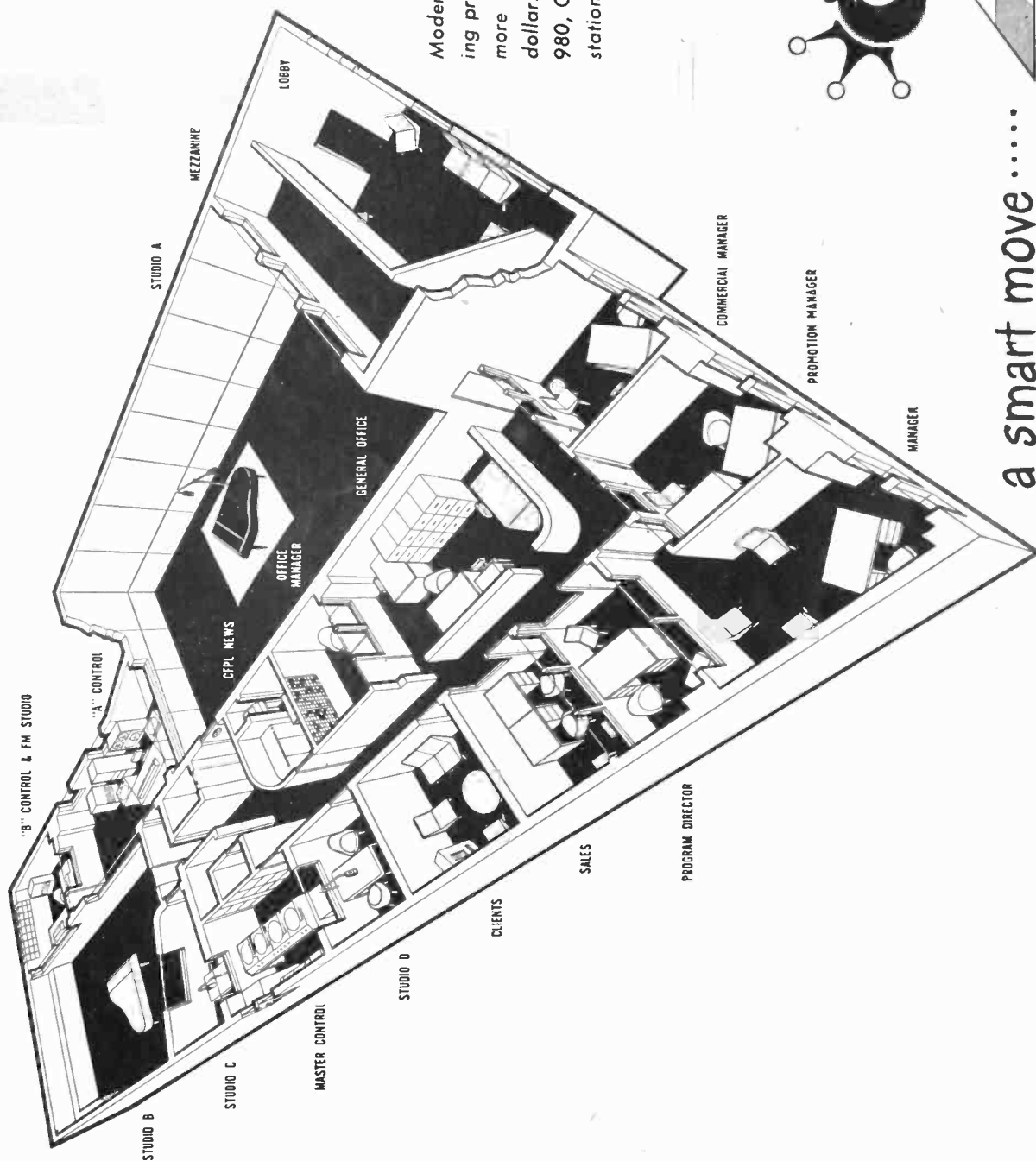
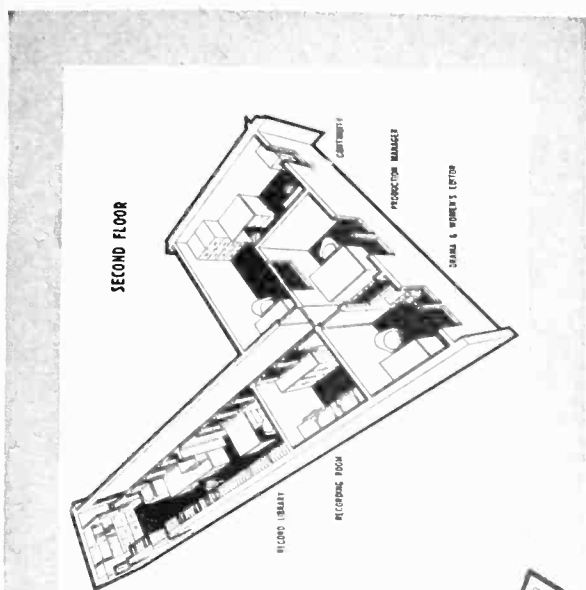
"Place is like the tomb," he growled. "What we need around here is a little music." There was a click, and the dial lit up. A few seconds later the air was rent with "On Top of Old Smokey."

"Can't they play anything worth listening to?" Mr. Frisbee asked plaintively as he spun the dial. But there was an undertone of satisfaction in his complaint, and his demeanor was suddenly more confident. He had something to listen to, something to swear at. Things in the Frisbee household were back to normal. The radio was going.

offers you
COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

the home of Mr. 980



Modern offices and studios mean smooth flowing production—efficient business operation—more listeners—better results per advertising dollar. Meet your Market at the home of Mr. 980, CFPL in London—Western Ontario's FIRST station.



Call All-Canada Radio Facilities or West & Company in the U.S. Do it NOW!

a smart move.....

Banff
is your
Chance
to hear
the acclaimed
JAZZ
CLASSICS
in the big
SESAC
Transcribed
Library

The Western Association of Broadcasters Convention at Banff is your chance to hear SESAC's incomparable JAZZ CLASSICS, Music by Maltby. Hear other SESAC series, too, including American Folk, Band, Concert, Hawaiian, Latin-American, Novelty, and Religious. The Library contains 4,000 selections, saleable scripts, a catalog of 1,200 Bridges, Moods and Themes, program notes, and classified and alphabetical indexes.

A Complete
Library Service
for as little as
\$50 A MONTH
 (Based on your advertising rates.)
SESAC, Inc.
 475 FIFTH AVENUE
 NEW YORK 17, N.Y.

GOVERNMENT

Senate Still Irked By Bureau Broadcast

EDITOR'S NOTE

Last November, an Ottawa free-lance writer, Frances Oakes Baldwin, did a piece which was used on the CAB Radio Bureau's "Report from Parliament Hill," criticizing the Senate. This broadcast is still reverberating around the Red Chamber.

Senator Thomas Farquhar, a former Liberal M.P., described the broadcast as "very untrue and misleading." He voiced the complaint that "nothing whatever was done by the (CBC) Board to prevent a recurrence of a broadcast of this kind," adding: "my suggestion is that the Government of Canada should take over all private stations and bring them under the operation of the Canadian Broadcasting Corporation." He amplified this remark with the further statement that: "the Federal Government is paying large sums of money, year after year, in an effort to provide good broadcasting service to the Canadian people. I think that if the Government were to take over all private stations, the Canadian Broadcasting Corporation could be operated on a sound financial basis."

As it is impossible to assess the validity of this and further Senatorial attacks on private radio without examining the script under fire, we have secured a copy and it is reprinted, in full, below.

The only comment we have to add is to quote Wilfrid Eggleston, who has devoted two of his "Capital Comment" articles in "Saturday Night (July 31 and August 7) to this incident.

He wrote: "A much more slashing attack on the Senate appeared some time later in 'The Ottawa Citizen,' but I have not heard any suggestion from the Upper Chamber that the Southam newspaper group should be taken over." In the second of his two articles, he said: "There are laws and conventions which protect the Canadian people from license in the press, and these should suffice for material which is broadcast over the radio as well. What has been made outstandingly clear is the gulf between the freedom of the press in Canada and the freedom of a radio publisher."

HERE IS THE BROADCAST

When it comes to the Canadian Senate, one could paraphrase the famous saying about the weather — "Everyone talks about the Senate, but no one ever does anything about it."

They've been talking about the Senate now ever since Confederation. A short time after a united Canada came into being, a leading newspaper, *The Week*, commented on the Senate in this manner.

"The Senate of Sir John MacDonald is nothing but a political infirmary and a bribery fund, nor is it possible to conceive any case in which a body so destitute of moral weight could render any real service to the nation."

However, Goldwin Smith put the government's point of view in these words:

"For every vacancy, there is a claimant who has done something, or expended something for the party, and whose claims cannot be set aside."

"The minister," he continued, "may feel as strongly as his critics how much the Senate would be strengthened, and his own reputation enhanced, by the introduction of some of the merit, ability and experience which do not take the stump."

"But party demands its pound of flesh," he concluded.

When the MacDonald government was in power, the motto of the Liberals was "Reform the Senate!" But once the Liberals were in power, Senate appointments by party continued. The only difference was—it was a different party.

There have been defenders of the Senate as well as critics, of course. One of its defenders was Mr. MacDonald himself. Sir John dubbed the Senate "that sober second thought in legislation." It was at this same period in Sir John's career that he told his secretary: "the rights of the minority must be protected, and the rich are always fewer in number than the poor."

Another defender of the Senate was Sir James Loughhead, Conservative leader in the Upper House for many years. "The Senate," he declared, "is a bulwark against the clamor and caprice of the mob."

Cartwright, a Liberal, was also a Senate defender. "It is not by any manner of means a trifling thing to say when I say that the value of a Senate is not what the Senate does, but in what the Senate prevents other people from doing," he said.

Today, most of us think of the Senate in terms of the modern description that it "does nothing

(Continued on next page)

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

CFBC — Sweeping The Country!

★ The May 1951 Elliott-Haynes AREA Survey for the adjacent 60-mile radius from Saint John indicates surely that "CFBC IS SWEEPING THE COUNTRY!"

For example, let's look at "POP THE QUESTION" — that wonderful morning and evening quiz show!

CFBC Rating	CHSJ Rating	CFNB (Fredericton) Rating
21.0	10.0	4.0
19.2	10.4	5.9
20.1	10.2	4.9

★ If buying for Fall and Winter — we urge you to consult with our representatives to discover how and why "POP THE QUESTION" is but one of the many reasons why CFBC is "Sweeping the Country!"

CFBC — SAINT JOHN, N. B.

REPS: J. L. ALEXANDER — Montreal and Toronto
 WEED & COMPANY, in the U.S.A.

CFBC
 The most progressive station in
 Quebec city...
 1000 WATTS 1280 KC
 The best buy for your advertising \$ in Quebec
 REPRESENTATIVES
 OMER RENAUD & G.
 TORONTO MONTREAL
 IN U.S.A.
 WEED & CO.

GOVERNMENT

(Continued from page 12)

in particular, and does it very well." It has even been suggested that the words "Rest in Peace" should be inscribed over the entrance to the Senate Chamber. Actually, however, the Senate is still capable of "preventing other people from doing a great many things."

While the government and the majority in the Senate are of the same political temperament, the Senate is content to drowse, concern itself with divorce bills, and occasionally make speeches about reforming the House of Commons. When a government of a different complexion is in power, however, things can be much different.

■ ■ ■

A Liberal Senate, for example, prevented the Conservative Borden government from achieving passage of a naval bill, even though it was passed by the House under the ominous shadow of German aggression. Not many people realize that the Canadian Senate has a thousand times more power than the British House of Lords—that this body, which is not responsible to the people and which is appointed for life, can virtually stop all legislation passed by the elected members of the people.

The Senate today has the power to hold up not only ordinary legislation but also constitutional amendments. It can veto amendments which do not require a British Act; and—by custom—those which do require a British Act are now always preceded by a joint address from the Senate and the Commons. Incidentally, the Senate has twice refused to pass the Address—once in 1914 and once in 1936.

Legally, the Senate is the equal of the Commons, except that it cannot initiate a money bill. It can initiate any *other* bill, however, and it can *amend* any other bill.

The same is not true of the House of Lords. The House of Lords cannot hold up a money bill for more than a month, and it cannot hold up any other public bill (except one prolonging the life of Parliament) for more than a year.

The Senate, however, has no inhibitions. It can throw out any bill, and go on throwing it out, as often as it likes.

In Great Britain, if the House of Lords becomes obstinate, the government can "swamp" it. That is, the government can appoint enough new Lords to outvote the opposition. But the same is not true in Canada. Section 26 of the B.N.A. Act gives our government power to appoint only four or eight extra Senators (over and above the normal 102).

■ ■ ■

Four or eight extra Senators at the present time wouldn't do much good. Just imagine that a Progressive-Conservative government has come to power at Ottawa, and the Senate is throwing out every bill passed by the government. In other words, the Liberal Senate completely refuses to play ball with a Conservative government.

To counteract this, the Prime Minister would be able to appoint a maximum of eight new Senators. At present, there are 11 Progressive-Conservative Senators. The rest are all Liberals. If the Liberals stay in power for another three or four years, there might not be a single opposition supporter in the Senate. In a situation like this, how far would appointing eight new Senators go? And the worst of it is, Senators are appointed for life—and they are notoriously long-livers on their old-age pension of \$6,000 a year.

Canvass any one of the 14 million Canadians that the census-taker will be talking to next year (*this talk was broadcast in November, 1950*) and he will probably tell you that reform of the Senate would be a good idea. Canvass any of the M.P.'s on Parliament Hill, and they will tell you the same thing. However, it just seems to be one of the jobs that is never done—and in the meantime it's costing Canadians several million dollars a Session. Besides that, there is the clerical staff at the Senate, the Senate Hansard reporters, and all the rest of the general upkeep.

In fact, if Mr. Abbott wants a nice quick way to realize a saving of several million dollars a year, he could abolish the Senate. It would probably bring complaints from only 96 of Canada's 14 million people. Those 96, of course, would be the Senators, who are—according to Senator John T. Haig—"the highest class of pensioners in Canada." There is only one weakness to this plan, however. The Senate probably

wouldn't pass the bill—and the Senate's consent is needed to make it law!

Besides, there is little likelihood of the government trying to save money in this attractive way. Since the Senate is always packed with retired House of Commons supporters of the government of the day, the party which happens to be in power always feels that reform is a good thing, but that it isn't a good idea to rush into it. And opposition M.P.'s—who have as much chance of receiving a \$6,000-a-year-for-life Senate job while they're in opposition as they have been appointed government whip—are usually all for reform—while they're in opposition. Afterwards, when the opposition members are devout supporters of the government, the need doesn't seem so urgent.

■ ■ ■

And yet Ottawa visitors who wander into the Red Chamber when it is supposed to be in Session, always come away disgusted. There is absenteeism in the House of Commons, but most of the M.P.'s should get gold stars for attendance compared to the Senators. Twelve Senators in attendance—out of 96—is a crowd.

■ ■ ■

Why don't more Senators attend to Senate business? Well, in the first place, there's so very little Senate business to do. With the Senate made up of members of the party in power in the House of Commons, it has become completely a rubber stamp for the Commons. Bills are passed

(Continued on page 16)

CHUB

NANAIMO, B.C.

"The Big Island Station" serving B.C.'s largest market outside the 3 metropolitan cities...

Now

1000 watts

1570 kcs.

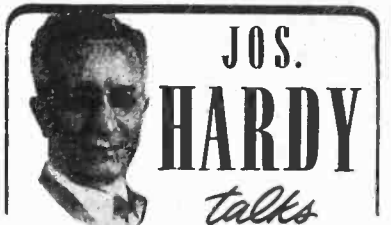
National Broadcast Sales

Toronto, Montreal

JOHN N. HUNT AND ASSOC.,
Vancouver

DONALD COOKE, INC.

New York



ON QUEBEC MARKET No 2

"In 1691, the Petit Pré mill at Chateau Richer, a few miles from the present city of Quebec, was the first user of harnessed water-power in North America. Today, the whirling turbines in Quebec Market No. 2 produce more than half of all the hydro-electric capacity in Canada—and the low-cost power so produced has brought about the extensive manufacture of primary products and the processing of goods which were formerly not carried on in this area. This is just one more reason for keeping Quebec Market No. 2 out in front in your sales plans—and for telling your sales story—in French—on these five Radio Stations. Ask Jos. Hardy!"

For any information on QUEBEC MARKET No. 2

and "TRANS-QUEBEC" Radio Group Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.

MONTREAL QUEBEC TORONTO REPRESENTING

CHRC	QUEBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS
CKNB	CAMPBELLTON	1000 WATTS

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 \$267,000,000.00.

● ● ●

82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 71,380

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

HORACE STOVIN IN CANADA

ADAM YOUNG IN THE U.S.A.

there is no substitute for results

APS
memo from *Witch*

Last fall we told our subscribers how we planned to make APS "the library that pays for itself".

- ▶ We promised that we'd make it the best musical library on the market.
- ▶ We promised to help them train better sales staffs—using radio's own technique—the spoken word.
- ▶ We promised to keep them abreast of important sales, program and management developments.
- ▶ We promised to give broadcasters a sensible price scale—and long-term price protection.

Did we succeed? Here—in the words of broadcasters themselves—is the testimony that makes us the proudest library group in the industry! Why not join us ... and learn why

There is no substitute for RESULTS!

"THE NEEDLE!"

This timely newsletter goes to APS subscribers each month, bringing them up-to-the-minute information and suggestions which station managers, programming and sales personnel can use productively in building more business. Written by a sales expert, it offers a wealth of ideas and facts unobtainable elsewhere.

We received the copies of "THE NEEDLE!" and they will be put to good use. I have every reason to believe they will result in additional business for us.
PAUL ELLIOTT, KRNT, Des Moines

Thanks for my first copy of "THE NEEDLE!" and very smart piece of work ... and a mighty valuable one for my department. I can see many, many sales campaigns coming up in '51.

NORM WILLIAMS, CJOB, Winnipeg, Man.

I would appreciate it very much if you could put us on the mailing list for three copies of "THE NEEDLE!" It is very helpful and I would like to have a copy for each salesman.

EDWARD A. WHEELER, PRES., WEAU-FM, Evanston, Ill.

Volume 1, No. 1 is a great success. Very pleased with the content of "THE NEEDLE!" and the sales help which you have included.

GEORGE VOLGER, KWPC, Muscatine, Iowa

If it is permissible to have more than one copy of "THE NEEDLE!", will you please send them to us? We think this new Associated Service will be of tremendous help in our sales approach. Thank you very much.

IRVING ZEIDMAN, PD, KNOE, Monroe, La.

"THE NEEDLE!" improves all the time. So much so in fact that we are examining them for better usage by our folks. If possible, we would like to request that copies be mailed directly to each of our salesmen here so that they may take a more personal interest in reading it.

STEVE RYDER, MGR., WENE, Endicott, N. Y.

I got your copy of "THE NEEDLE!" and it's darn good stuff. As a matter of fact, if it isn't presumptuous of me, I would like to have instead of one copy, three or four copies so that I can equip each salesman with one. I find that's much better than trying to pass one copy around.

SI GOLDMAN, MGR., WJTN, Jamestown, N. Y.

TRANSCRIBED SALES MEETINGS



These 30-minute, informal sales meetings on discs (six of them already in use) have been prepared for presentation direct to the station's sales staff. Each is conducted by Maurice B. Mitchell, APS vice-president and general manager. The series also features well-known guest speakers discussing various phases of more productive radio selling.

We had our third APS transcribed sales meeting and listened to "THE DEPARTMENT STORE AND RADIO ADVERTISING." We felt the comment contained in this particular program to be basically very sound and applicable to almost every kind of retail outlet even though you keyed it for department store only.

Keep up the good work. We'll be looking for #4 in the near future.

K. RICHARD CREITZ, WEEU, Reading, Pa.

IN-PERSON SALES AND PROGRAM CLINICS

Regional conferences, held throughout the country for APS subscribers, now provide on-the-spot aid and counsel on programming and selling. Four successful sessions have already been staged and others are scheduled for every region. Besides this, APS representatives regularly visit subscriber stations and often accompany station salesmen on their local selling calls.

This has been the most practical programming and sales meeting I've attended . . . practical for present day radio, that is.
DEANE FLETT, KTBS, Shreveport, La.

For the first time, one of the firms with which we do business is doing something helpful for their clients. Your service to radio stations in these meetings as well as the transcribed sales meetings is a real service and should be continued. Nothing like it has ever happened before.
C. L. BELFI, KTSA, San Antonio, Tex.

I appreciate your having this meeting in Atlanta. We had our sales manager and all radio salesmen here from our station. I hope you will continue to hold these meetings. I WOULD BE WILLING TO PAY MY SHARE OF THE COST OF SUCH MEETINGS.
JIM BAILEY, WAGA

Constructive for all segments of station staff. Wish more could attend. Gives over-all picture of radio which some lose sight of in day-to-day routine. Particularly appreciate amusing, yet pointed, needles shot at salesmen . . . wakes sleepers up, hypos hustlers. Many points of tremendous value which merit return engagement, no less than annually, with some station sales stories as result of meetings and et series.
JIM WOODRUFF, JR., WRBC

Your clinic that I attended in New York was all too brief. All of us need to be reminded of the fundamentals of good selling practice—your coverage of these known factors of good selling procedure, can be helpful to anyone in our business.
DICK GRAVEL, WTAG

This was the beginning of a new phase in library "merchandising" which has certainly been inspiring and refreshing. Once-a-year meetings like this should be planned. Working out the elementary questions in advance could help save time in the meeting.
FRED L. CORSTAPHNEY, WSLs, Roanoke, Va.

It was a wonderful meeting. The only trouble was that it was too short. We could have asked a thousand more questions.
JIM RYER, WMUU, Greenville, S. C.

I feel that this meeting was exceptionally interesting, informative, and certainly aided (I believe) in making the relationships between the program department and commercial department a good deal closer than it usually is. As you know, it is not unusual for a clash to exist between these departments. Emphasis on a closely-knit unit to make a radio station a success is always of prime importance. Thoroughly enjoyed the get-together.
PETER EDMAN, WVEC, Hampton, Virginia

This has been a most informative and a well-spent afternoon and I want to say that I certainly do appreciate the time you have spent and the trouble you have gone to to better equip us for more efficient station management and commercial sales.
MARY STEFFINS, WMUU, Greenville, S. C.

I was most impressed with the meeting. I believe it will bring about a more valuable use of our library. On the next meeting you might try and do a little missionary work on co-operation between program and sales departments. We have had it both ways at WTMA and now that the two departments work together, it is much more effective. It is a problem that exists in most stations.
R. J. SHADE, WTMA, Charleston, S. C.

APS Associated Program Service

151 West 46th Street, New York 19, N. Y.

"the library that pays for itself"

I have noticed an increase in enthusiasm for the art of selling and I hear more of the "facts and figures" type of sales talk being practiced around the office.

Incidentally, I have now heard the "talk" four times and have yet to be bored by it. In fact, I think I enjoy it more each time I hear it. We have dubbed it on the wire recorder and each time one of our boys comes in dejected over a refusal, he gets out the wire and plays it again!

Thanks a lot for the co-operation, and we'd like you to know that we are still enthusiastic about the library after using it almost 5 years.

GEORGE W. YAZELL, WCFC, Beckley, West Virginia

Congratulations on your excellent work titled "Some Fundamentals for Radio Salesman."

The manner in which you approached the problem and your prescription could not have been more impressive and could not have more suited us if you had made it exclusively for WDNC.

WOODY WOODHOUSE, WDNC, Durham, N. C.

**Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.**

I'm interested in knowing more about the APS library for my station. Will you send the facts right away?

Name

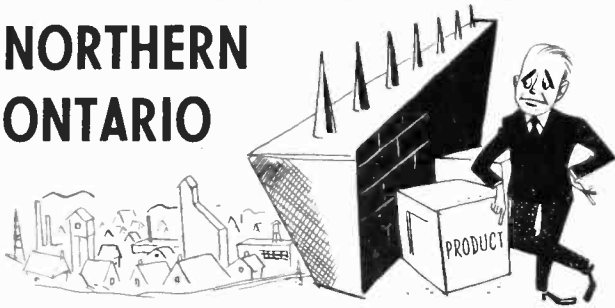
Title

Station

Street

City Province

NORTHERN ONTARIO



It's an Inside Job . . .

The people of the Kirkland Lake, Timmins and North Bay area are located behind a mineral formation that makes the reception of outside stations almost impossible. Yet . . . radio is still the primary means of entertainment and information. Sets-in-use in "the North" are almost double the Canadian average. These local stations earn over 94% of the audience. What's more . . . the mining and lumbering industries of Ontario's Golden North give these listeners a substantial income and make an active profitable market for your product.

CFCH North Bay 1000 WATTS—600 KCS. **CKGB Timmins** 5000 WATTS—680 KCS.

CJKL Kirkland Lake
5000 WATTS—560 KCS.

Represented By:

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
MONTREAL: MEDICAL ARTS BUILDING — FI. 2439
VANCOUVER: ROY CHAPMAN, 804 HORNBY ST. — TA. 7721

GOVERNMENT

(Continued from page 13)

automatically — rarely discussed. One indication of the unimportance of the Senate is the scant space it gets in the news reports to the nation. Lots of news about the House of Commons in session — yes. But nary a word of the Senate, unless it's a plan to reform it.

Many of the Senators, of course, are unable to work if there was work for them to do. Men of 80 and 90, men who are crippled, men who are constantly under a doctor's care, can't be expected to labor over legislation. But there's no reason, either, why the country should be paying such men \$6,000 a year.

There are, of course, able Senators. Stanley McKeen, the successful Vancouver businessman, is one. The self-made publisher, Rupert Davies, is another. The veteran newspaperman, Charles Bishop, is a third. The two women Senators, Iva Fallis and Cairine Wilson, are both able persons. So is hard-headed, business-minded Norman Patterson and the business tycoon, Alexander Neil MacLean. That valiant fighter against oppression, Thomas D. Bouchard, is yet another able Senator. It is easy to name them—but it is also tragic that there is so little for them to do.

Originally, the Senate was planned as being a protection of provincial rights. Each section of the country is given equal representation in the Red Chamber. The Maritimes have 24 members; Quebec, 24; Ontario, 24; and the West, 24. In the West, there are six Senators each for Manitoba, Saskatchewan, Alberta and British Columbia.

I'm willing to wager that you'll not find a dozen people in any section of the country, however, who can name the Senators for their area. As for a suggestion that their Senators represented them, that would raise roars of raucous laughter among most citizens. Because the Senate is appointed—not by the people it is supposed to represent—but by the government in power. Occasionally, the very same candidate which the people have vigorously rejected at the polls as a House of Commons candidate, will be appointed to the Senate as Senator for that area, a short time

later. The Senate is also unrepresentative, because no one but government supporters are ever appointed to it.

Ontario has had a Conservative government for a good many years now, but if an Ontario Senatorship became vacant tomorrow, what chance would an Ontario Conservative have of getting it? Alberta has been electing Social Creditors for some time now, but the Senators representing Alberta are still Liberals. And if every Saskatchewan Senatorship fell vacant at once, no one would give one of Premier Douglas's colleagues in Saskatchewan the chance of a match in a hurricane of being appointed to one of those seats.

There have been a number of remedies proposed for the problem of the Senate. One is that there should be an age limit. Can you imagine any private business employing men of 85 and 90 at salaries of \$6,000 a year—whether they attend to business or even bother coming to work at all? Then, why should the people of Canada play Santa Claus to such a group?

Others have suggested an elected Senate. Still others that half the Senators should be appointed by the provinces. And a really inspired suggestion is the Senators should be compelled to at least stay on the job . . . that is, if a Senator whipped back home after only a couple of days in Ottawa, he shouldn't be able to draw his \$6,000 sessional indemnity.

Still another suggestion is that the Senate should be abolished entirely. At one time, Canadian provinces all had Upper Houses. Today, the Province of Quebec is the only province which has retained its Upper Chamber. Five of the 10 provinces got rid of their Upper Houses because they found that they were too expensive for the amount of work they did. Four of the other provinces never did have an Upper House—and, evidently, got along very well without them.

To these people, a saving of several million dollars looks very tempting—particularly when the only thing that will be lost is the "finest old man's home in Canada."

But there's been talk of reform of the Senate for over 80 years now . . . maybe it will be another 80 years before anything is finally done about it.

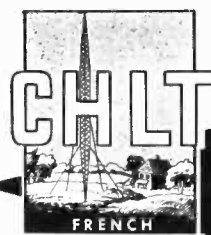
We don't sell Time
We SELL RESULTS



CKCW
MONCTON NEW BRUNSWICK

The Hub of the Maritimes
REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

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

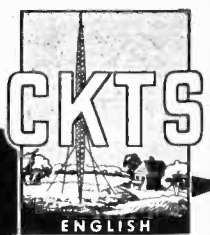


900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

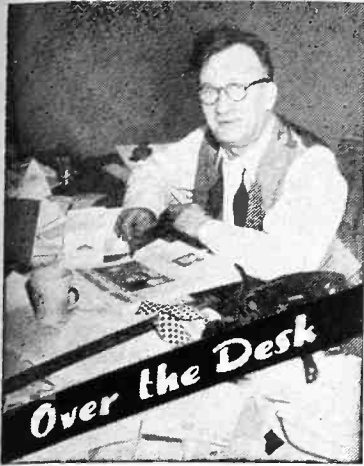
Quebec



1240 Kc. 250 Watts

Representatives

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



First Benson. Now Briggs.

All outdoors is laden with salubrious summer smells, but they just come wafting in this office window coaxing me out to pick a flower, climb a tree or whack a ball. Correction, you can't whack balls sitting down, so that's out.

Damn vacations, anyhow—especially while I have to stay in and work.

But we still have week-ends at the cottage. You can't do away with cottage week-ends. And this is a long one, climaxed by a Monday (Civic) holiday; was a long one, by the time this gets printed.

Nothing to do for three blessed days.

Well, perhaps not nothing, exactly.

There are a couple of tanks that needed to be soldered together to catch the rainwater under the eavestrough, and run it into the house for ablutionary purposes. Ever try drinking the stuff? Tastes something like yesterday's warm beer.

Then there's that paint job. We have the white done, but there's still the trim. Have to climb on the wagon for that job, or else have an effect—green glass in the window.

And speaking of paint, the boat-house is just raw wood. Haven't been able to get at it all summer, because of high water. Pretty soon it'll be frozen up and we won't be able to get at it for

that reason. Icicles won't stay flat. So I guess it's a case of now is the hour.

Then there's the patch on the lawn where the grass just won't grow. To top soil it or make it into a flower bed. That is the question. But either way—now is the hour.

■ ■ ■

I don't know if Lionel the Lobster is responsible for this, but CKCW, Moncton, where this energetic crustacean spends his 24 waking daily hours, has hit on a way to keep supplied with announcers and other staffers, and right from its home town too.

Under announcer Mike Stephens, the station is in the course of establishing a broadcasting school offering, without charge, a 16-weeks course covering all phases of broadcasting, including announcing, writing and operating.

The faculty, under "Dean" Stephens, consists of Michael Wood, announcing; Jim White, engineering and operating; Roy Hicks, writing; Hubert Button, publicity; and CKCW bossman Fred Lynds who opens the course with an outline of station management.

One single spot announcement brought in 18 applicants of both



"DEAN" STEPHENS

(Continued on page 19)

QUEBEC MARKET NO. 2 HAS A NEW ADDRESS IN TORONTO

Jos. A. Hardy announces
the opening of his new offices at

**11 JORDAN STREET
TORONTO**

Telephone Waverley 2438

Under the management of
MR. BRUCE BUTLER

For prompt, complete service to Agencies and Clients

ALSO: The appointment of JOS. A. HARDY & CO. LTD.
as Canadian Sales Representative (effective at once) of
STATION CKNB, Campbellton, N.B.

CKLB Scores Again!

with another SLEEPER PLAY.

now

250 WATTS of Power Packed Sales Punch

Let us carry the sales
ball for you on our

\$62,320,000

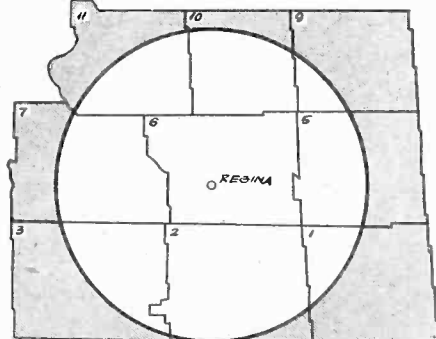
RETAIL SALES* GRIDIRON

(Oshawa proper: \$40,000,000)

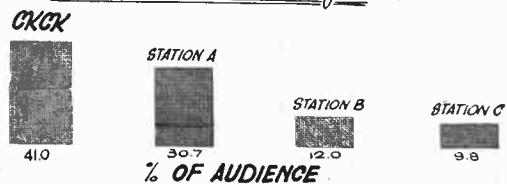


• 100 MILE • AREA STUDY

by ELLIOTT HAYNES
1951



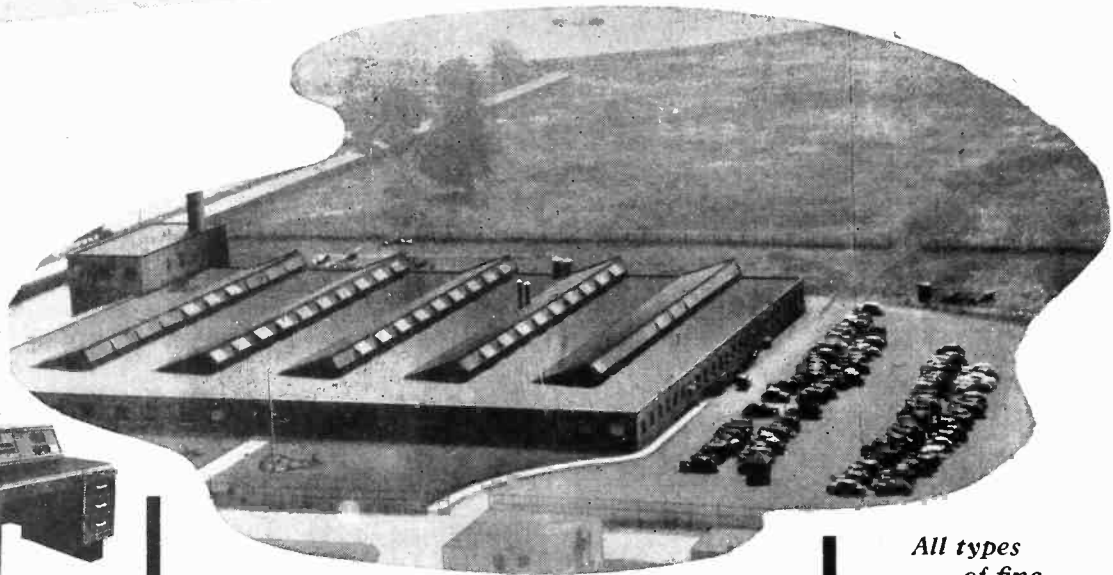
CKCK leads the field.....



CKCK

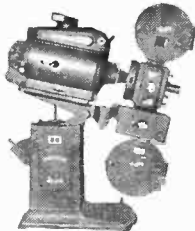
THE FIRST STATION IN SASKATCHEWAN

ACHIEVEMENT AT BELLEVILLE

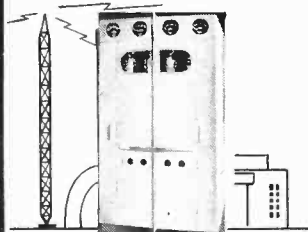


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

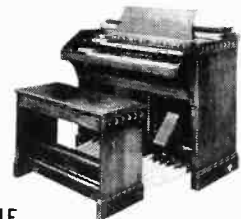
All types of fine radios for the home



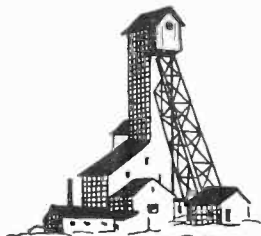
Motion picture Sound Systems for theatres of all sizes.



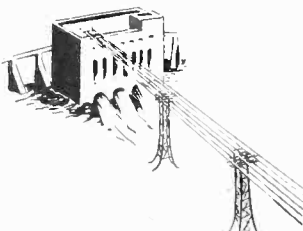
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN Music's most glorious voice For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote telemetering . . . Specifically engineered for the Canadian Central Station industry.



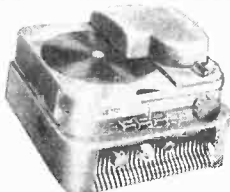
Fire Alarm equipment and systems for buildings or municipalities.



All forms of manual and Traffic Actuated Traffic Equipment and Systems.



The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



Electronic Soundwriters Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

OVER THE DESK

(Continued)

genders to seek a desk in CKCW's Little Red School House of the Air. In three days, the total had risen to 51, from whom will be picked those who show prospects of justifying the course. Successful students may earn a position with CKCW or be helped into jobs elsewhere.

■ ■ ■

Broadcasting schools are steadily growing in number across Canada. In the early forties, Professor G. E. Reaman of the Ontario Agricultural College in Guelph conducted such a course. Queen's University has summer seminars in the radio art. Lorne Greene's Academy of Radio Arts and the Ontario Government's Ryerson Institute hold forth in Toronto, as also does Marjorie Purvey. In Winnipeg, there's Les Garside's class. And in Vancouver, CKWX, in co-operation with the University of British Columbia, conducts a course presumably similar to the one being launched by CKCW.

■ ■ ■

That perennial bachelor girl, Laddie Dennis, heard currently on Colgate's Casino (CKFH), and the same sponsor's Carnival Who Am I? has changed her mind. She'll be middle-aisling it August 22 with Jim Burke, a free-lance writer and editor of *The Caliper*, journal of the Canadian Paraplegic Association. Incidentally, her article *Is Radio Right for Retailers?* appears elsewhere in this issue.

■ ■ ■

Ten-year-old Lloyd Langstaff of Fort Frances should grow up to be a firm believer in private radio since station CKFI's mammoth boy-hunt restored him to his family when he wandered away and became lost.

Lloyd had been out picking blueberries with his family about 10 miles northwest of Fort Frances, and became separated from the party about 1 p.m. in an area which is the most rugged in the Rainy River district, full of rocks, dense bush, swamps and grass that grows over an average man's head.

All afternoon a search was conducted by the family, assisted by a number of neighboring farmers, but without success. Towards evening one of the searchers notified

the Fort Frances police. It was out of their territory, so they called the radio station.

CKFI immediately flashed an alarm for volunteer searchers. This was at 7 p.m. Fifty men immediately went to the area where the lad had last been seen. By sign-off time, over 200 men were combing the woods, having been joined by the Provincial Police and one private aircraft.

The all-night search proved fruitless. Next morning the station moved in again and the army of searchers swelled to 600. Before the day was over, five planes, one of them from Kenora, had joined the hunt. Police dogs were flown in from Manitoba.

The boy was found, safe and sound, late that afternoon, just as the local newspapers were coming off the press with the news that he was missing.

■ ■ ■

A peek into the crystal ball indicates that success isn't too far distant for the new production house of Habler-Hamilton, at the content of whose circular letter offering Canadian radio shows for sale I took a mild pike in this here colyume last issue. I should like to predict that Peter Habler, a sound-thinking individual who takes praise and criticism in his stride, will have program(s) on the Canadian air this fall.

■ ■ ■

Veteran Montreal broadcaster Cory Thomson of CKVL, Verdun, last week celebrated the end of his twentieth year at the microphone with the comment that his sentence is an indeterminate one.

Also last week, a Quebec Provincial heard a news flash aired hurriedly by CKVL's Marcel Beuregard to the effect that a prisoner had made a break from the local hoosegow. He looked up, saw the man, recognized him from the description, nabbed him and drove him back where he belonged.

■ ■ ■

When Vancouver Province radio columnist Dick Diespecker took his vacation, he had to go back to work a day early because he had all his friends write a guest column each, and he was one short.

As Wayne and Shuster said of their own column, "It may not make sense, but it saves Diespecker a day's work."

Others saved Diespecker a day's work apiece with columns including these observations:

(Continued on page 20)

MORE PEOPLE LISTEN TO CKWX MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

MORE PEOPLE LISTEN TO CKWX MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

MORE PEOPLE LISTEN TO CKWX MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

980

on your dial



SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

NOTES TO YOU!

"FAR FAR AWAY"

Records Available

Jim Byrne
Maple Leaf (Folk)

Charlie Kunz
London (Pop)

Ozzie Williams
London (Pop)

AND OTHERS

Write us
for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE. TORONTO 5

cics

SELLS

in

Stratford

OVER THE DESK

(Continued from page 19)

Raymond Massey: "TV has given American show business the biggest jolt it has had since the nickelodeons started calling themselves 'theatres' around 1910."

Lucio Agostini (discussing Gordon Sinclair): "In musical circles it is often the practice to exchange artists between one country and another. Does anybody know a radio critic in Siberia?"

Lister Sinclair: "Critics do have influence, but not on writers. Writers are only influenced by other writers."

Claire Wallace (making new resolutions): "I'm not going to laugh too much at my own jokes,

if any."

Fletcher Markle: "The only intelligent radio now extant originates in Canada."

Wayne and Shuster: "TV has brought the family closer together. Nobody ever leaves the house anymore. They can't afford to."

Gisele (after three months in Hollywood): "I have been waiting for some wonderful, magical thing to happen. Why hasn't it happened?"

Harry Junkin: "The three best scripts I've ever written can't even be given away."

Ted Hockridge (in London): "I could show you Nell Gwynne's dressing room."

J. Frank Willis: "I was paid off . . . in a glass of ginger ale, which I later learned was pretty open-handed treatment from a

radio station director in 1926."

Restaurants, like any other business, exist to make money. But isn't there a limit? One morning last week, Frank Tumpane, Globe and Mail columnist, held forth effectively and factually about the pernicious tipping habit where it is now mayhem or worse to deposit less than a quarter when we redeem our hats, and went on to point out that this quarter does not go to the girl but to her employer.

I have another beef.

I invariably lunch (and often dine) down town, and divide my patronage between a number of "medium" eating places. Almost always the meal is offered on a table d'hote basis, soup, main dish and dessert being offered for the one price.

The meat dish finished, it would

be normal to expect the girl to proffer the menu to hear what I want for dessert. This seldom happens. Rather she ambles over and asks if I'll have coffee.

My point is that dessert is included in the price of the meal. It seems little short of fraud, therefore, to try and save on the dessert by not offering. One girl might forget to ask, or perhaps two or three. But in my experience this is the rule rather than the exception, and I've been letting them get away with it — until now.

■ ■ ■

CJOB's new approach to the block system on drama is paying off in listeners, the Winnipeg station claims. With its Sunday through Friday 9.30 p.m. drama block well established, these transcribed shows are pulling consistently higher ratings than anything else in this market in the same time. The shows doing the job for CJOB are *Favorite Story*, *Dramas of the Courts*, *Diary of Fate*, *The Damon Runyan Theatre*, *Secrets of Scotland Yard* and *Famous Court Dramas*.

■ ■ ■

Billed as the zaniest, easiest give-away show on the air, the same station's *Money Mad Studio Party* is fast becoming one of Winnipeg's most listened-to features. Sponsored by "Your Independent Neighborhood Storekeeper," *Money Mad* is designed to bring attention to the small community businessman as opposed to large chain store operation. The neighborhood storekeeper is supplied with entry forms to the *Money Mad Studio Party* which he encloses with merchandise orders. This enables his customers who apply to appear as contestants on *Money Mad*. Each week, no less than 10 applicants are approved and the applicants invited to appear in Studio "B" at CJOB.

On the air, it's money, money and more money. A total of \$500 is given away each program for answers to the simplest, craziest questions imaginable. Each contestant plugs his or her independent storekeeper. It may be crazy but it is at least something new and different in participating sponsor shows that's creating a terrific amount of interest and an overwhelming demand for those entry blanks.

■ ■ ■

Dick Smith, salesman, who worked in Regina with Jack Sayers some years ago, joined the sales staff of CKWX, Vancouver, and found himself once again working for Sayers. Recently Smith had been with CKNW and previously with CJAV, Port Alberni.

Other staff changes include Peter Spring, former *Daily Province* reporter, joining the CKWX newsroom; Leslie (a girl) Mather, from Odeon Theatres, joining the writing staff; Vic France, joining the technical staff and Alan Jordon, announcer, coming from CKOK, Penticton.

■ ■ ■

It seems quite a piece away, but I'm getting geared for the take-off (via CPR) for Banff and the WAB Convention. Thence Vancouver. And that cleans off the desk for this issue. Buzz me if you hear anything.

INTRODUCING ANOTHER ORGANIZATION THAT SELLS THE CALGARY MARKET SUCCESSFULLY

Radio Gains Readers for National Magazines

- Calgary Distributor of Curtis Line Publications Stimulates Newsstand Sales via CFAC.
- "Magazine Review" Shows Marked Results — 800% Spot Gain For One Publication.



"As magazine wholesalers, we are aware that a variety of factors can affect the continuing sale of magazines . . . the weather, the cover, the feature contents, general distribution, the dealers' attitude, etc. Through CFAC's 'Magazine of the Air' however, we have developed a force which exerts a very positive influence on magazine sales. Through CFAC, we've been able to stimulate interest in certain of the slower-movers, we've capitalized on various outstanding articles, and we've been able to integrate the merchandising efforts of 100 neighborhood dealers in a co-operative drive for increased sales."

"This is the second season for our 'Magazine Review', and we recognize again a continuing impact on newsstand sales. Perhaps the best example is our recent promotion for Harpers. After one mention on 'Magazine Review' dealers who never had sold any copies at all began to get calls. CFAC was the only medium used, and as a direct result Harpers' sales soared 800%. We are inclined to regard this record as being significant . . . not only as an individual incident of traceable reaction, but as an evidence of what can be done when circumstances are right. Sales of Harpers have continued at an advanced level ever since."

Signed—M. SHAPIRO,
Mgr., National News Co. Ltd.

- Every day, CFAC sells a host of items and services for a wide variety of active advertisers—to the same people you regard as YOUR customers and prospects. Get the details on how CFAC can sell for you too . . . from the station itself, All-Canada Radio Facilities in Canada, or Weed and Company in the U.S.A.

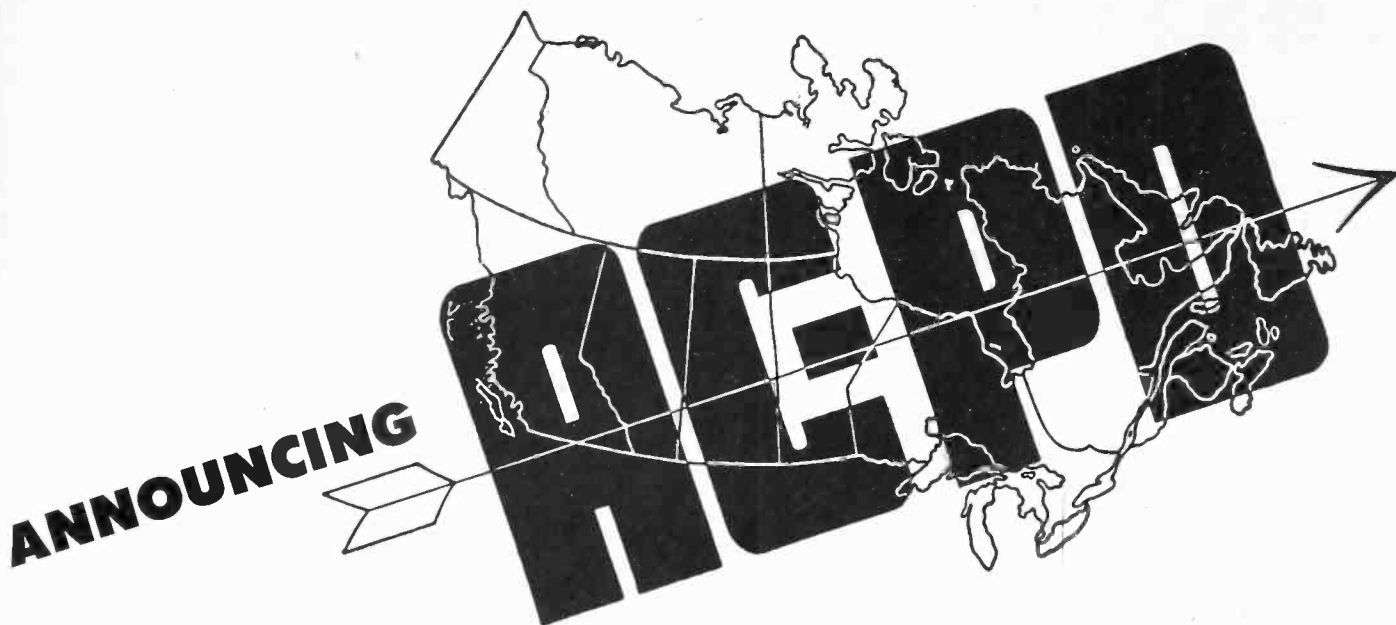


THE STATION
MOST
LISTENERS DIAL

THE STATION
MOST
ADVERTISERS BUY

(Check ELLIOTT-HAYNES AUDIENCE REPORTS—Daytime & Nighttime—Calgary City & Rural Area)

Here is the answer to fall and spring programming problems



NEW IDEAS
NEW SHOWS
AND NEW PRICES!

Check these plus features:

- ↳ **GENERAL LISTING**
Many top ranking shows, with new additions to this year's roster.
- ↳ **YELLOW PAGES**
For an answer to those programming and sales ideas, consult this brand new division in this year's listing.
- ↳ **DOLLARS AND SENSE SECTION**
The tried and true shows of the AC-PD library. "Thrift is not only a virtue but a profit as well."
- ↳ **SHORT SUBJECTS SECTION**
Don't miss this section! It contains a wealth of new ideas and many different program subjects.

PROGRAM LISTING

for

1952

Effective August 15th, 1951

ALL-CANADA PROGRAM DIVISION
 VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL
 A DIVISION OF
ALL-CANADA RADIO FACILITIES LTD.



Consult the yellow pages for the answers to your program problems.

Call your All-Canada man for auditions and full details.

OUT SEPTEMBER 1st

Canadian RETAIL SALES INDEX

1951-52 Edition

Compiled by G. E. Rutter

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups.

Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

RESERVE YOUR COPY
AT THE PRE-PUBLICATION PRICE

NOW

Published price . . . \$ 5.00 per copy
Pre-publication price \$ 3.50 per copy
\$10.00 for 3 copies

USE THIS FORM

PRE-PUBLICATION ORDER

R. G. Lewis & Company, Ltd.,
163½ Church St.,
Toronto 2.

As soon as published, rush us _____
copies of the 1951-52 edition of "CANADIAN RETAIL SALES INDEX," regularly \$5.00 per copy, at the pre-publication price of: 1 copy—\$3.50; 3 copies—\$10.00; additional copies—each \$3.00. Post paid.

Check Here	
Cheque Enclosed	<input type="checkbox"/>
Ship C.O.D.	<input type="checkbox"/>
Bill Us	<input type="checkbox"/>

Signed _____

BCAB

Radio Needs Gen On Defence Policies

Vancouver. — Because radio is the only medium of mass communication which can reach the public immediately before, during and after an enemy attack, the industry should be put in the picture about government policies for radio during emergencies.

This was the keynote of the summer meeting of the B.C. Association of Broadcasters, held at Nelson, and was embodied in a resolution asking the CAB to get from the federal authorities "the general plan for the use of broadcasting facilities" during an attack.

The resolution was the highlight of a lengthy discussion of radio in civil defence, in which Major-General C. R. Stein, provincial director of civil defence, discussed radio's function in the defence scheme.

The call for data on the government's policies followed the line of a recent speech in Vancouver by George Chandler, of CJOR, who said then that the government must give station operators an idea of what would be expected of them, officially, if the stations were to be prepared.

BCAB's resolution also proposed that the CAB seek federal financial help for setting up emergency equipment, and that it determine what emergency equipment is available.

It was pointed out that most such equipment is no use commercially to the stations, and that its installation would only be as a public service during an emergency.

General Stein told the meeting that communications were the lifeblood of a civil defence setup,

and that radio was vital because it reached people in their homes, and they were used to radio as a medium.

The industry, he suggested, might adopt the motto, "We Serve," in relation to its work during an emergency.

He mentioned the value of portable and car radios, which would remain serviceable if power lines were knocked out, while transmitters used emergency power units.

The General said now was the time to begin training key persons throughout the civil defence organization, and this included those radio people who would have special responsibilities.

A two-man committee, George Chandler of CJOR and Maurice Finnerty of CKOK, Penticton, who is also MLA for Similkameen, was set up to work with the CAB's committee on protecting the interests of private radio in any legislation arising from the Massey Report.

George Chandler, past president of the BCAB, also received a presentation for his "great contribution to Canadian radio." He is at present also chairman of the Civil Defence Committee of the CAB.

F. H. Elphicke, manager of CKWX, Vancouver and president of the BCAB, made the presentation.

M. V. Chesnut, of CJVI, Victoria, chairman of the BCAB's Civil Defence Committee, took part in the discussions and introduced General Stein.

Wanted

EXPERIENCED announcer - operator who wants to get ahead and share in unique company profits plan for station going to 1000 watts. Apply in writing only to:

STATION CKFI

Fort Frances Ontario

EXPERIENCED ANNOUNCER

Wanted for Montreal station. English-speaking, single preferred. Opportunity for freelance work. Send all details in first letter, including telephone number.

Box A-100
Canadian Broadcaster
& Telescreen
163½ Church St. Toronto

PROGRAM DIRECTOR

Wanted for west coast station. 1000 watts, no network. Must have record of success. Write giving full experience, enclosing testimonials, stating salary expected.

Apply Manager

CHUB

NANAIMO B. C.

METROPOLITAN ONTARIO STATION

has opening for

EXPERIENCED TIME SALESMAN

Capable of earning \$10,000 a year.

Drawing account and commission basis.
No house accounts.

Reply in confidence to:

Box A-99, Canadian Broadcaster & Telescreen

**WE ARE PROUD
TO ANNOUNCE THAT WE
ARE NOW
REPRESENTING**

CKAC MONTREAL AND
THE FOLLOWING RADIO STATIONS ACROSS
CANADA

CKCR Kitchener
CKMR Newcastle, N.B.
CHNO Sudbury
CKCL Truro, N.S.
CKMO Vancouver, B.C.
CKOX Woodstock

OMER RENAUD & CO.

TORONTO: BANK OF NOVA SCOTIA BUILDING
TEL.: EM. 3-8481

MONTREAL: 1411 STANLEY STREET
TEL.: BELAIR 9541



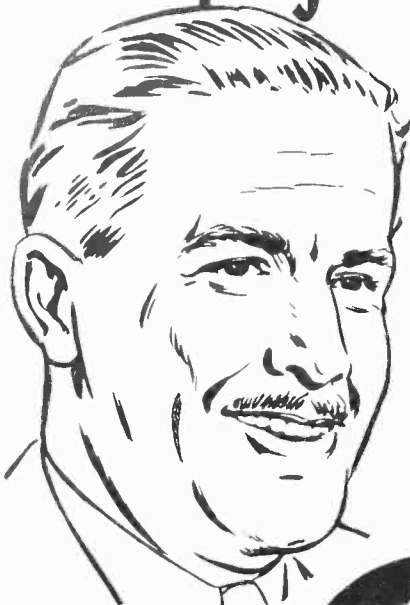
"The Canadian Wheat Board says the 1951 wheat crop will be one of the best in years." (BUP—July 31, 1951.)

Common sense says your advertising message should be heard in the rich hard wheat belt. It will be heard in this market — and bring RESULTS, if you appoint CFQC your Saskatchewan sales manager!

RADIO REPS can tell you how **CFQC** SELLS SASKATCHEWAN!



DUDLEY PATTERSON Winnipeg's News Man



**ON THE HOUR
— EVERY HOUR**

Big things are happening in the world—people are anxious to get the latest news—and Dudley is the man to give informed news broadcasts. His thousands of listeners are impressed when he gives news of your latest product!

See our reps...

Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver
Donald Cooke, Inc.
U.S.A.

GJOB

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



PROFESSIONAL AND SERVICE Directory

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

PROGRAMS

TELLO-TEST — Radio's oldest and most resultful, most commercial telephone quiz. Low weekly rates, high saleability. Caldwell Ltd., Simcoe House, Toronto. (O)

METROPOLITAN BROADCAST SALES — Radio Programme Specialists — Producers of "Mother Parker's Musical Mysteries" and "Did I Say That?"—EM. 3-0181. (P)

RADIO ADVERTISING FOR RETAILERS—A monthly service for the Broadcaster, consisting of Commercial Continuity, Copy Starters, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. Free samples on request. Available exclusively thru All-Canada Radio Facilities Limited, Program Division, Toronto.

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU — Press Clipping, Lineage Research, Checking Service, 310 Spadina — Toronto; 1434 St. Catherine St. W.—Montreal. (L)

RECORD'G SUPPLIES

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

RESTAURANTS

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

SINGING

HELEN BRUCE—International lyric soprano, 15 years stage, concert, radio. Popular classics, opera, etc. Audition disc available—Zone 8449. (U)

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present shows: "Bruce Webb Show," "Danforth Radio Folks"—GE. 8360. (U)

ACTING

JANE MALLET — Heard on most national programs since radio began, is available for some spots and commercials. PR. 5502. (P)

LIONEL ROSS — Juvenile—10 years' Professional Radio and Stage experience. Available for Radio — Stage — Films. 29 Northcliffe Blvd. — LA. 8612. (O)

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or MI. 7653. (P)

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

RENA MACRAE—Commercial — acting, mother-housewife type, testimonials, etc., substantial experience — Rinso, etc. Phone MO. 1593. (R)

BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, teen parts a specialty — English, French, Scotch dialects. HY. 3063. (O)

ROXANA BOND — WA. 1191. (L)

JOSEPHINE BARRINGTON — A character actress and leading woman of experience in Canadian radio and theatre. Available for calls — MA. 3904. (L)

ANNOUNCING

JAFF FORD—At your service. CFRB—Princess 5711. (L)

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers pro-

BOOKS

gramming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.50, postpaid if cheque enclosed with Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, order Book Dept., Canadian

TELEVISION PROGRAMMING & PRODUCTION is "enlightening, good reading, most concise and informative text available," says the New York Times. Richard Hubbard, the author and a veteran of 15 years in TV and allied arts, is one of the greatest basic theorists in the medium, and his book will become a "bible" for the industry. Price \$5.25, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church Street, Toronto 2, Ont.

EDUCATION

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

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

ENGINEERING

TRANS - CANADA STEEPLE-JACKS—Painting and inspection of Transmitter Towers. Fast, dependable work. 530 King St. E. — WA. 0766 — Toronto. (L)

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

PHOTOGRAPHY

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

Serving over . . .

45,000 French-Canadians. Dialed by the entire population of the Oil Province for the best musical programs.

CHFA

EDMONTON

680 KC. 5000 WATTS

"La voix française de l'Alberta"

— SEE OMER RENAUD & CO. —



TALENT TRAIL

By Tom Briggs

HALL OF FAME

Just met an account executive who was so keen that his son's name would become a household word, he had him christened "Detergent."

■ ■ ■

SOCIALISM MARCHES ON

Now they're nationalizing crime in England, just to make sure it doesn't pay.

■ ■ ■

LATER THAN YOU THINK

Tom Briggs' valedictory before taking off for his holidays: "Have a good time while I'm away."

■ ■ ■

WRONG DIAGNOSIS

Then there's the commercial manager who's suing his doctor. He's been taking blood pressure pills for years and just found out he has no blood.

■ ■ ■

PHARE AND WARMER

From the bottom of the barrel we proffer Alex Phare's weak retort to our sapient crack in last issue about closing the trapdoor of the Austin—"When did you ever shut your trap?"

■ ■ ■

DALES' TALES

One good thing about the Massey Report—it'll keep Walter Dales in copy for "Station Break" for years to come.

■ ■ ■

SIGN OF THE AM TIMES

Help stamp out TV!

■ ■ ■

WANT AD

Aggressive business newspaper editor is willing to trade his Roget's Thesaurus and a case of beer for a good gag book. (Pints, that is.)

■ ■ ■

S'LONG

One more column like this and they'll be offering me a spot on a breakfast program.

For radio productions with genuine warmth, color and rhythm, blended with atmosphere captured from life in Quebec's bush country, try *Fiddle Joe's Yarns* (Trans-Canada network, Tuesdays, 9 p.m. EDT). In this series, for a number of weeks past, J. R. Tremblay, venerable Montreal character player, has been let loose to portray a person who, by any name, has fascinated him for many years—the habitant of Quebec folklore.

Much of the material in this best of CBC summer productions has been supplied by Tremblay himself. The man who did much of the original work and adapting for radio is Charles Wasserman. From these two men, assisted ably for producer Ken Withers, has come a group of radio shows that none can dislike on the grounds that it is either low-brow or high-brow. Instead, the tales of Fiddle Joe Busque, gleaned from the rich lore of the St. Lawrence's shores of many years ago, make the finest of entertainment.

They make the kind of listening that one looking for a smattering of historical background could enjoy, and they contain an interesting study of the people of the period which would please others. But still more would classify *Fiddle Joe's Yarns* as just good entertainment, simply because they are sound stories well told, plus a bit of easy humor and appropriate music.

Tremblay, it appears, is a bit of a Joe Busque himself, or rather is in a position better than most to understand this fellow he is portraying. Close to 70, the age of the series' hero, Tremblay has often taken stage roles of *un type d'habitant* in his 50 years of acting, latterly with the Gratien Gelinas *Fridolin* revues. Add to this a certain amount of love which Tremblay must have for the part and it becomes obvious that the title role, or at least half of it, has been perfectly filled.

The other half—Fiddle Joe as a young man—is played and sung by Jean Pierre Masson, an effectively versatile performer who makes the tricky flash-back device work out well.

Joe is thoroughly a character. He is primarily a violinist—any other occupation he may have had being undisclosed—and is therefore one whose services are most often in demand. He is also a story-teller of great experience, or so he would have one believe, which makes him all the more welcome wherever he goes. Joe is a bit of a philosopher too, which heightens his pleasure in living and gains him respect in the community.

The conception of Joe probably came first to Tremblay and the stories were made to suit this mythical personage, thereby fitting a host of unrelated tales into a connected series. With a format thus established, the rest must have appeared simple except for

the great research problems undoubtedly met and solved in making this collection of what are said to be authentic folk tales. The result has been well worth it.

■ ■ ■

Tremblay, Wasserman and Withers are not entirely responsible for the quality of this gem. Much of its lustre comes from a number of Montreal players like Clement Labour and Henri Poiras. Respectively, they handle the parts of two delightfully impossible creatures known as Baptiste Levesque and Casimer Cousineau. Another bright spark, Georges Toupin, usually takes the broadcast's changing lead role from week to week and makes a good thing of it. It would be impossible to overlook the fine work done by Richard Kronold as Jack Boyd, the boss of the lumber camp, or Jack Zolov, in the role of Pierre Garneau. For the music which fits the plays naturally, listeners can thank Arthur Morrow.

■ ■ ■

One thing only might improve *Fiddle Joe's Yarns*. It is possible to try too hard to create atmosphere by using a French-Canadian accent. Most of the players, if not all, are French-speaking, as their names seem to indicate. Yet when Frenchifying the English of the series, they go a little too far and sometimes obscure the meaning of what they say. No doubt these fellows speak flawless English too and have to work hard for the French-Canadian inflection demanded, but atmosphere, like food seasoning, should be subtle so as not to sicken.

As I said earlier, though, this series is more than just passing entertainment and deserves a life longer than fleeting radio waves can give it. In fact, it is my first nomination for a niche in the as yet non-existent Canadian Museum of Memorable Radio Productions.

■ ■ ■

RMA REPORTS JUNE SALES

Toronto.—Radio receiver sales in Canada for the month of June amounted to 31,832 units, the Radio - Television Manufacturers' Association of Canada reported here this month. Total sales for the first six months of this year amounted to 290,109.

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

PUBLICITY-RADIO WRITER

—now with top-flight U.S. radio-television shows, must return to Montreal. Excellent experience, university graduate, age 25. Moderate salary requirements if job is engrossing and has future.

Box A-98

Canadian Broadcaster & Telescreen
163½ Church St. Toronto

CJCH HALIFAX

The
Number

One

STATION

In

The

Maritimes

Number

One

MARKET

24 HOURS
ON 500 WATTS

REPS:

TORONTO:

Paul Mulvihill
Room 300, 21 King E.
WA. 6554

MONTREAL:

Radio Time Sales
(Quebec) Ltd.
1231 St. Catherine W.
MA. 4684

CJCH HALIFAX

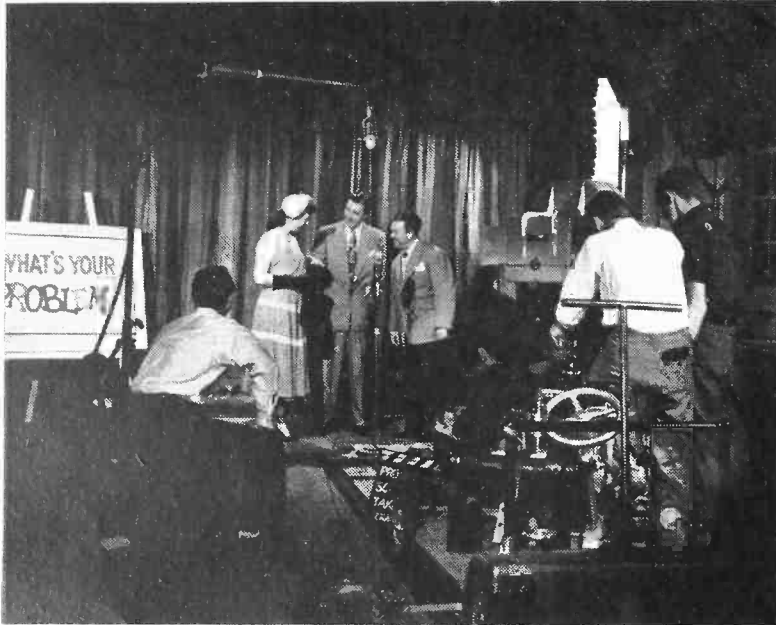
CANADIAN TELESCREEN

Vol. 4, No. 12.

TV and Screen Supplement

August 15th, 1951

"Accidentally Yours"



—Crawley Films Ltd.

THIS SCENE FROM "ACCIDENTALLY YOURS," a film on home safety, being produced for Molson's by Crawley Films Limited, shows Stan Francis, radio emcee; Fred Davis, of radio station CFRA, Ottawa and Barbara Hamilton, well-known actress of Toronto and New York, as they go through their paces for the first "take." Director George Gorman is seated on the left, while cameraman Frank Stokes is hunched over the camera. Jean Pierre Senecal (below camera) and Munroe Scott are production assistants.

TV SET SALE DROPS IN CANADA

Toronto. — Sales of television sets for the month of June in Canada totalled 493, the Radio-Television Manufacturers' Association reported here this month. This represents a large drop from this year's monthly average sales of about 3,300, but increases the Canadian TV receiver population to 57,983. These are distributed as follows: Windsor—24,710 or 43%; Toronto-Hamilton — 20,545 or 35%; Niagara Peninsula—9,579 or 17%; and "other areas"—3,059 or 5%.

So far Canadians have invested \$27,283,801 in television sets, 35% (or \$11,007,218) of which was spent during the first six months of this year. The average value of each set is about \$475.

Flash.

CKDA FIRST in Victoria!

(See Elliott-Haynes and Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS

BELL WORKING WITH CBC ON TV

Toronto.—Following the signing of a five-year contract between the Canadian Broadcasting Corporation and the Bell Telephone Company for the establishment of a TV network service, plans have been announced for the extension of the existing coaxial cable in Buffalo to Montreal and Toronto. The project was announced jointly by the New York and Canadian Bell companies.

Although no final agreement has yet been reached on the laying of the international cable, it is expected that it can be ready by the time CBC stations are ready to go on the air, probably during the early months of 1953. The cost of renting the cable and service from the telephone companies is reported to be about \$225,500 a year.

The Canadian Bell will undertake to lay cable between the two cities and a border point, where it will be joined to the Buffalo cable.

Montreal. — Temporary towers have been erected at Montreal and at Rigaud Mountain, 33 airline miles away, by the Bell Telephone Co. of Canada to test prospective sites for radio-relay stations in the new Buffalo-Toronto-Montreal microwave system. Portable equipment is being used in transmission tests for the new system which will relay television programs and provide more long-distance telephone circuits.

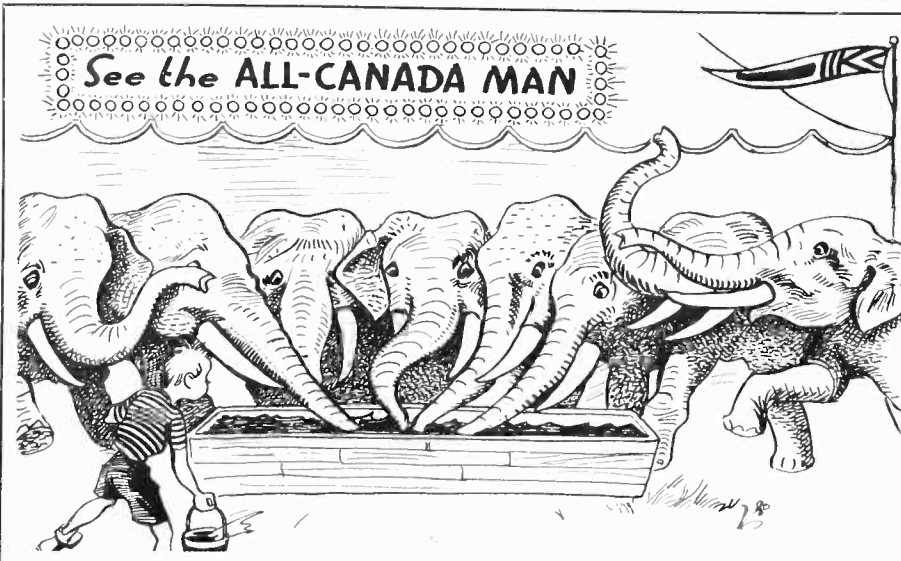
When this test is concluded, the equipment will be transferred to other prospective sites on the route to Toronto, via Ottawa. Fourteen stations, spaced 30 miles apart, will be needed on this route. Tests for a station at Fonthill, between Buffalo and Toronto, already have been conducted.



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service
at
Radio Artists Telephone
Exchange



ARE you sending a boy on a man's errand?

There are several important New Brunswick counties that are not watered with your sales message unless you use CFNB.

Your sales trainer will get more co-operation from a well-fed territory—saturated by New Brunswick's big pump—

CFNB Fredericton



Squirrel,

the largest selling

peanut butter in B.C.

uses B.C. Radio

exclusively!

The British Columbia Association of Broadcasters

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni

- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



"For Intelligent Buying We Depend on BBM"



J. W. (JACK) MOORE, advertising manager of the Maple Leaf Milling Company, Limited, is a past vice-president of the Association of Canadian Advertisers and former member of the Board of Directors.

J. W. Moore says he depends on BBM figures to take the guesswork out of radio time buying

"FOR INTELLIGENT BUYING of radio time we depend on BBM. Whether it's one station or across the board — spots or half hour shows — BBM takes out the guesswork for us as to coverage. After that it is up to us and the show."

BBM is YOUR Service

The Bureau of Broadcast Measurement is a tripartite organization sponsored jointly by Advertisers, Agencies and Broadcasters.

It provides statistically accurate information on the areas in which a given proportion of radio owners actually listen to a radio station.

AS EVER, THE NO. 1 BUY
IN CANADA'S NO. 1 MARKET

The 1950 BBM figures show CFRB's BBM coverage as 619,050 daytime and 653,860 night time—more than one fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB 50,000 watts
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited