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CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 18.

TORONTO, ONTARIO

September 19th, 1951

CENTRAL CANADA BROADCASTERS CONVENE AT TORONTO, SEPTEMBER 24-25



Salesmen They Know And Believe

The buying public is daily confronted with all sorts of bargains and novel contraptions, presented to them at their doors by salesmen they have never seen.

Some of these salesmen do some business, but in the main the public prefers to trade in the familiar stores and to have their needs attended to by the merchants and clerks they know — in their own communities.



National advertisers know that the most effective means of reaching prospective customers for their goods is through the familiar voices of the announcers on their local community radio stations. These are the voices which, three hundred and sixty-five days of the year, tell them quietly, and in their own language, how to bake a pie, do their house cleaning, keep themselves healthy or get better service from their cars.

Your message will go down deeper if you entrust it to a community radio station.



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

THE CENTRAL ONTARIO MARKET

By G. Alec Phare
Man.-Dir., R. C. Smith & Son Ltd.

The broody hen, sitting beady-eyed on her nest, probably never gives a thought to the miracle-package she covers. To the engineer, an egg represents perfection of design—the gourmet marvels at its taste-affinity for bacon—the packaging expert knows he can never produce a package as perfect—the philosopher sees the egg as an age-old symbol of resurrection — while the "person" most concerned, the hen, simply incubates! She doesn't think about what she is sitting on.

This story has nothing to do with eggs, but there is a purpose to this piece of pedantry. (A tweedy and loud-voiced Radio Critic recently referred in his column to this writer as "pedantic." Should he ever look up the word in the dictionary he will realize that it is not likely to be applied to him.) Those of us who are concerned with the marketing of a product are often apt to believe that the national market is the only market worth aiming at, that to "go national" is the outward and visible sign of success. It isn't necessarily true. Many, many a business has failed because it tried to spread its efforts from coast to coast prematurely, instead of doing a good local job and getting established in the market that was right at its doorstep. Hen-like, it did not think about the wonderful thing it was "sitting on."

There is no apology, then, for this story on the wonderful thing this Central Ontario Market of ours is. There is nothing particularly new or startling in the facts, figures and reasons here gathered. In fact, readers will probably know them all already. Maybe, however, they have not seen them all gathered into one place. Or possibly—and this is the purpose of this story—a re-reading of part of Central Ontario's story will remind us of things we had half-forgotten, and give us new respect for the huge and available market that it is.

Draw a mental triangle on the map of Ontario connecting North Bay, Windsor and Ottawa. You have Central Ontario. Then, just as the hen stretches her wings to cover her furthest-off chicks, extend that triangle a little to include Sault Ste. Marie, Fort William and Port Arthur on the west, and Montreal English on the east, and you have that greater market area which is more loosely termed Central Canada. There you have 30 cities, 27 towns of 5,000 and up, and 61 centres of 2,000 to 5,000; besides a huge non-urban market with at least 40% of the total purchasing power.

Look at our triangle on the map, and you will be immediately struck with its small size. What is it — a new national park or something? It is almost lost in our total area of 3.8 million square miles—and its greatest width is only about 700 miles out of the 4,280 miles which we traverse in going from Atlantic to Pacific. We forget that Canada is the third largest country in the world, top-

ped only by the U.S.S.R. and China; and that we are either
(Continued on page 6)



Welcome to Toronto... CCBA Delegates!

RCA Victor Studios,
Top Floor, Royal York Hotel
"Where your better Transcriptions originate."

CHLT FRENCH 900 Kc. 1000 Watts
CKTS ENGLISH 1240 Kc. 250 Watts
SHERBROOKE QUEBEC
 The Voice of the Eastern Townships
 Quebec

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

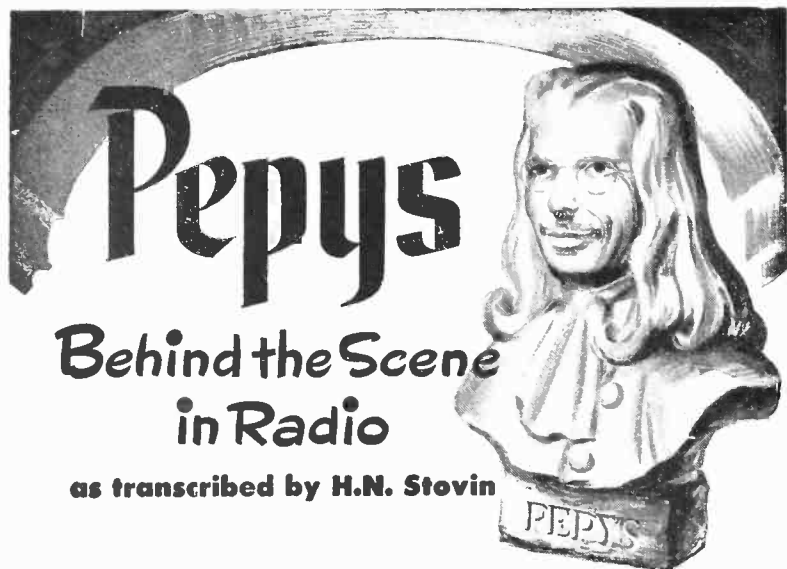
EXPERIENCE[★] sells the rural market from Owen Sound to London

★EXPERIENCE in this case is just another word for CKNX. Twenty-five years' experience building up a loyal audience assures the advertiser sales delivery in the rich Western Ontario market. Buy this audience now. It's harvest time 52 weeks of the year at CKNX.




The ONTARIO FARM STATION

REPRESENTATIVES **JAMES L. ALEXANDER TORONTO & MONTREAL**



"With the 1951 Canadian National Exhibition come and gone, do reflect on its huge crowds, on the way in which it presents merchandise and services to Mr. and Mrs. Canada, and no wonder it is patronized year after year by alert merchandisers, with many others seeking to get space. And then to realize that Radio does present goods, services, entertainment, education and news to a greater number every day than pass through the gates of the Ex. in its whole two weeks. It may be that we do not speak enough of the truly amazing power of Radio, for it is truly the miracle of our times ● ● ● CFOR Orillia, who has long told the story of its powerful influence over a large and loyal audience, now reaping healthy results, in that it has no less than 123 sponsors whose place of business is outside Orillia; so to Meg the flower-seller's stand to buy them a white camelia by way of congratulation ● ● ● From Maurice Lacasse of CJEM Edmundston, N.B., progress reports on their new building, which is to be a modern flat-top building, with 200-foot steel pyramid for antenna installation, and all the surrounding grounds landscaped with flower beds. Which is fine progress, and more reports as work progresses ● ● ● Much healthy progress, too, in Cornwall, which thriving city is now growing so quickly that even life-long residents have to 'ask a policeman' at times. And, less Pepys be accused of over-statement, we have this on the solemn assurance of Fred Pemberton of CKSF. This busy industrial city is now largely on a three-shift basis, and alert time-buyers will not overlook the potentials of the market among mill-workers there. To give real service to the 11 p.m. shiftworkers, CKSF now remains on the air till 11.45 p.m. A proven audience, a new late time segment made available because of popular demand—these look like a worth-while suggestion with which to close."

"A STOVIN STATION IS A PROVEN STATION"



HORACE N. STOVIN

& COMPANY

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
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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 Orillia	CKCW Moncton	
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John	
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland	
	CJBP Belleville		

AGENDA

CENTRAL CANADA BROADCASTERS ASSOCIATION 1951 CONVENTION ROYAL YORK HOTEL TORONTO

Monday, September 24

HALL B

- 9.00 a.m.—Registration.
- 10.00 a.m.—President's Remarks—Ralph T. Snelgrove, CKBB, Barrie.
- 10.30 a.m.—Minutes of Organizing Meeting—Tom Quigley, CFCF, Montreal.
Adoption of a Constitution—Ralph Snelgrove.
Financial Report—Tom Quigley.
- 11.00 a.m.—Report of T. J. Allard, General Manager, Canadian Association of Broadcasters, dealing with:
 - (a) CAB Activities.
 - (b) Royal Commission.
 - (c) Summary of WAB Convention.
- 11.30 a.m.—Panel: Program Exchange.
Bill Hawkins, CFOS, Owen Sound.
Dick Mungham, CKBB, Barrie.
Dick Lewis, Canadian Broadcaster & Telescreen.
- 12.15 p.m.—Adjourn for Luncheon.
- 2.00 p.m.—Panel: Co-Operative Advertising.
Gordon Keeble, S. W. Caldwell Ltd., Toronto.
Ernie Paul, Aikin-McCracken Ltd., Toronto.
- 2.30 p.m.—Panel: How To Increase Sales.
(Members to be announced.)
- 3.30 p.m.—BMI Canada Ltd.—Report of General Manager, Harold Moon, on:
 - (a) Music Classification.
 - (b) Copyright.
- 4.00 p.m.—Civil Defence—T. J. Allard.
- 4.15 p.m.—"Research You Can Do"—Mark Napier, J. Walter Thompson Co. Ltd. and Chairman, Canadian Advertising Research Foundation.
- 5.30 p.m.—Cocktail Party.
- 8.00 p.m.—Panel: Technical Developments.
An Open Forum on Engineering Problems.

Tuesday, September 25

PRIVATE DINING ROOMS 4 AND 5

- 9.30 a.m.—"The Ideal Rate Card" and CAB Sales Report by Pat Freeman, Director of Sales and Research, CAB, Toronto.
- 10.15 a.m.—Panel: Programming For The Rural Listener.
(Members, consisting of station personnel and agency and sponsor representatives, to be announced.)
- 11.15 a.m.—News Broadcasting:
How To Get It—John Cruickshank, CKNX, Wingham.
How To Use It—Tom Darling, CHML, Hamilton.
- 12.30 p.m.—Official Luncheon—Guest Speaker: Richard G. Lewis, Editor of Canadian Broadcaster & Telescreen.
- 2.30 p.m.—Panel: Agency-Station Relations.
Cam Logan—Cockfield, Brown & Co. Ltd., Toronto.
Bob Amos—F. H. Hayhurst Co. Ltd., Toronto.
Doc Lindsey—Baker Advertising Ltd., Toronto.
Olive Jennings—Grant Advertising of Canada Ltd., Toronto.
Kay Dale—MacLaren Advertising Co. Ltd., Toronto.
- 4.00 p.m.—Panel: Programming For Listeners.
Len Evans, CHLO, St. Thomas.
Gord Archibald, CHOY, Pembroke.
Wally Slatter, CJOY, Guelph.
Ralph Parker, CFPA, Port Arthur.
- 4.45 p.m.—Report of Nominating Committee and Election of Officers for CCBA and CAB Boards of Directors.

CANADIAN BROADCASTER AND TELESCREEN

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September 19th, 1951

The CBC Has Failed

A. Davidson Dunton, chairman of the Board of Governors of the Canadian Broadcasting Corporation, is still persisting that if television is not brought under public control it will become essentially non-Canadian. In fact he is laboring the point.

Mr. Dunton's most recent utterance along these lines was contained in an address he delivered to the Third Annual Conference of the Institute of Public Administration of Canada in Winnipeg on the background of the Massey Commission. He pointed out that, denied state control, "television will become an offshoot of American broadcasting."

CAB general manager Jim Allard commented on Dunton's remarks to the effect that one of the artificial irritations existing between groups of Canadian citizens "is created by the consistent assumption of the Canadian Broadcasting Corporation that privately-owned broadcasters cannot be just as good Canadians as anyone else, simply because they are not employees of the state."

■ ■ ■

As has been pointed out frequently, and most recently by Dr. Arthur Surveyer, a member of the Massey Commission who filed a minority report which disagreed with the Commission's main report, in the broadcasting business the CBC is practically the sole importer of American radio programs. And this plain fact makes Dunton's statement all the more fantastic.

For some reason not lacking in logic, the CBC has taken upon itself the task of encouraging and promoting Canadian talent. No one can or does criticize such public-spirited motives, though it is hard to conceive how else the publicly-owned CBC could justify its existence.

What it does, in effect, is to prevent private stations from forming their own national networks and restricts the number of hours of the broadcast day in which they may play transcriptions. In this manner, it reduces to a minimum the amount of American talent the private station may employ. On the other hand, it studs the schedules of its own networks with the same American artists it does everything in its power to prevent the private stations from using.

■ ■ ■

If it would face the facts, the CBC would have to admit that it has failed signally to attract Canadian listeners with its own productions and uses these American and other imports to bolster listenership, hoping that some of the audience will stay with it when the American program of its choice ends and is followed by a CBC offering.



"No forum would be complete without an eminent member from—hey, where is he?"

When a government sets out to supply the public with electric power, a telephone service or a railroad, its alleged purpose is to fill a public demand. In broadcasting, however, the modus operandi is otherwise. The purpose of the government broadcasting system is to force on people programs they would just as soon do without, and make them pay for getting them.

The Massey Commission and the CBC notwithstanding, Canada listens to private radio. If the CBC wants to win the country for listeners in radio, and lookers when TV comes, it has to start thinking in terms of public demand. Otherwise it is sending its signals straight up into the air. The CBC is well into its second decade of trying to wean people from Boogie to Beethoven. It is an extremely regrettable fact, but a fact none the less, that the CBC has failed.

■ ■ ■

The Power of Purpose

Two engineers, with the same list of attributes, started out into the competitive world of business to make a living.

The first engineer said, "I'm going to make myself a hundred thousand dollars." Then he added, almost as an afterthought—"I guess I'll build a bridge."

The second engineer approached it in a different way. He said: "I'm going to build a bridge. It is going to be a good bridge, a bridge that will not only fulfil the function of a bridge, but will be a show-piece for tourists all over the continent and an example to tomorrow's engineers of just what a good bridge should be."

The question is: who got the hundred thousand dollars? And no one will express surprise at the answer—the second engineer.

This same principle can be applied not only to the general operation of a business, where the man most likely to succeed is the man who finds out just what kind of a mousetrap is needed and then sets out to build a better one than has ever been built before. It applies to the salesman, who doesn't go out to ram his product down every prospect's throat just to increase his volume and so his commissions. The salesman most likely to succeed is the man who considers how his product—or service—can best be made to be of benefit to the man he wants to buy it.

In advertising there is a grave danger of selling a man the advertisement or campaign he **thinks** will do the job for him, rather than the deal which the salesman, who should be an expert, **knows from long experience** will do it. (This statement is open to debate, but it must be admitted that while it may be easier and more immediately profitable to let the sponsor call the tune today, a firm stand for the right vehicle will pay off in the long run.)

■ ■ ■

Radio programs, whether they are produced by an advertising agency or a radio station, can be created in two ways. They can either be something to fill in a vacant period, or the period between the commercials, or they can be devised to fulfill a desire in the lives of the listeners—from a standpoint of entertainment or information. But it has to be remembered that the desire of the listeners is the desire they express themselves rather than one that is expressed allegedly for the good of their souls but is in actual fact conceived over their dead bodies.

■ ■ ■

Programs with a purpose may be designed to elevate, to educate or to inspire. But this is not essential. Time signals scattered through a breakfast broadcast have a very real purpose. Information about road conditions and train arrivals serves a useful purpose too. A stirring program of martial music will send the family to work and school with their heads held high in the air. A program of scintillating swing music will inspire relaxation and general enjoyment. Soft chamber music serves as a sleep-inspiring lullaby at the day's end. These are basic fundamentals—a b c's to any radio man.

■ ■ ■

The second engineer, mentioned in the first part of this article, set out, with singleness of purpose, to build an exemplary bridge. He left the revenue question to take care of itself. Possibly this parable contains a message for business—publishing business—radio business—advertising business—all business.

MEMO TO ADVERTISERS

RESULTS POSITIVE!

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

- CKPC BRANTFORD, Ontario.
- CKFI FORT FRANCES, Ontario.
- CHVC NIAGARA FALLS, Ontario.
- CKLB OSHAWA, Ontario.
- CFPA PORT ARTHUR, Ontario.
- CJIC SAULT STE. MARIE, Ontario.
- CHUM TORONTO, Ontario.
- CKNX WINGHAM, Ontario.
- CHLP MONTREAL, Quebec.
- CJNT QUEBEC CITY, Quebec.
- CFBC SAINT JOHN, New Brunswick.
- CKEN KENTVILLE, Nova Scotia.
- CFAB WINDSOR, Nova Scotia.

REPRESENTED BY

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building
100 Adelaide Street West
Toronto, Ontario
Telephone EMpire 3-9594

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

Central Ontario (con't.)

larger than all Europe" (*Time*) or "a shade smaller than all of Europe" (*Tide*), dependent on which publication you read!

But our little pie-shaped segment is the most densely-populated area in the whole Dominion. It contains more than one-third of Canada's population, and is growing more rapidly than is the country as a whole. Here is concentrated almost 40% of all the Retail Sales of Canada. Study the per family purchasing power of our seven largest cities, and you will find that first, second and third places are taken by cities inside our triangle, with Ottawa \$5,202, Toronto \$4,691, and Hamilton \$4,202. It is both a quantity and a quality market, and all of it lies within easy reach.

What about its permanence? How does it make its money? In a word, what makes the market? It holds the greatest concentration of manufacture in the whole nation, turning out 50% of all goods produced in Canada, for a total in 1950 of \$6½ billion. Since the end of World War No. 2 (the word "end" here is used loosely) this section of Ontario has attracted more than 350 new plants — about 35% of the Canadian total. Its expanding income is soundly diversified. Its agricultural, dairy products, beef cattle, fruit, vegetables, tobacco and mixed farming provide 27% of the national farm income.

Equally diversified are its manufactures—it provides almost the whole of Canada's production of automobiles, agricultural implements, bicycles, carpets and starch; the great bulk of abrasives, non-ferrous metal products, leather, soaps, rubber goods, cordage, clay products and a host of others. For reasons such as these many Canadians believe that Central Ontario will eventually rival such giant industrial centres as the Detroit-Cleveland area.

In a justifiable enthusiasm for Central Ontario, it is not to be inferred that the surrounding balance of the province is commercially neutral territory. The fact is that Central Ontario owes its industrial importance to its place on the Pre-Cambrian Shield, which is in the main developed outside our triangle.

Ontario leads all provinces in mining with about \$320 million a year, or 35% of the national total. Over-all forest production accounts for 20% of the national total. And rapid expansion of new resources is going on throughout Ontario. Newly-discovered iron ore deposits have upped known reserves to over one billion tons, with annual production of three million tons expected by 1952. And these are in addition to fabulous iron deposits now being developed outside the boundaries of Ontario.

Base metals, generally, are attracting much attention at the present time, in view of the growing industrial demands for magnesium, barium, strontium and others. Further north, radio-active minerals are being successfully sought other developments are under way in asbestos and nickel; new deposits of copper, of which

the entire continent is in need, will add to both industrial and defense programs; and more than \$100 million is going into the expansion of the pulp and paper industry—although already 80% of all U.S. newspapers are printed on Canadian paper.

And, back of all these and important to every industry, are the vast areas of potential hydro power waiting for development as industrial capacity requires it. During the post-war industrial expansion in Central Ontario there has been an increasing demand on power-generating facilities, and new sources of power are now under construction, with a wealth of potential power still in reserve.

Having, then, paid tribute to the tremendous portion of the province of which Central Ontario is only, geographically, a small part; and acknowledged the indebtedness, it is only fair to point out that highly-developed and inexpensive power is not the only factor which makes industry profitable in this area. Flexible and plentiful transportation by water, rail, highway and air is, too, a major factor in making this Central Ontario Market readily accessible. Transportation, communications, and the greatest concentration of both wholesale and retail outlets in Canada all com-

(Continued on page 8)



W. Keith Murray has been appointed Manitoba Representative of Gooderham & Worts Limited, Distillers, it has been announced by Mr. J. T. Thompson, General Sales Manager, Toronto.

Mr. Murray, formerly Continuity Editor of Radio Station CKRC and Editor of the "All-Canada Quarterly," will make his headquarters on the 8th floor of the Lindsay Building, Winnipeg.

In addition to his duties with the Beverage Division of the Company, Mr. Murray will act as Sales Representative for the Industrial Alcohol Division.

Mr. Murray is an Executive Member of the Winnipeg Junior Chamber of Commerce, and an active member of the Radio Broadcasters Club of Winnipeg and St. Boniface. He holds the rank of Sub-Lieutenant and is Director of Public Relations for the Navy League of Canada (Manitoba Division).

Educated in Winnipeg, Mr. Murray received the coveted Governor-General's Medal in 1945.

Mr. 980 Kicks off for fall...



- Intercollegiate Football
 - Amos 'n' Andy • Our Miss Brooks • Red Skelton • Double or Nothing • Guy Lombardo • Don Wright Chorus • Ford Theatre • Mark Trail • Contented Hour • Lone Ranger • Championship Fights • Edgar Bergen • Cisco Kid • Suspense • Kate Aitken • Great Gildersleeve • Claire Wallace • Burns Chuckwagon • Boston Blackie • Monarch Moneyman • Father Knows Best • Leslie Bell Singers • Singing Stars • Roy Ward Dickson • Simon's Sports Club • Hardy Family • Dr. Kildare • Beulah • Club 15 • Musical Mysteries • George Murray • Tide Show



Always a big crowd pleaser, Mr. 980 comes up this fall with a galloping host of greats on the entertainment gridiron. With that lineup of all-star favorites it's a pretty safe bet that Mr. 980 will have a bigger following of fans than ever. Next Chalk-Talk you have with your client, plan on a smart aerial offensive via "the home of Mr. 980", CFPL, London - Canada. For reservations call ALL CANADA here, or WEED & CO. in the U.S. Do it now!



A GREAT GROUND GAINER



member station, C. C. B. A.

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

CENTRAL ONTARIO

(Continued)

bine to make Central Ontario a profitable market.

With increasing mileage of arterial highways for transport, a significant measure of industrial de-centralization is going on—to the advantage of the whole area. World Wars 1 and 2 brought increasing numbers of workers into the major cities, with consequent straining at the seams in matters of housing, telephones, and the like. Now, in increasing numbers, the small towns of Central Ontario are finding urban industry turning to them for the things the larger cities lack—new supplies of labor, available sites, less-expensive land, and proximity of workers to plants. It is a healthy development, and one which can go on for a long time yet, for in the further de-centralization of industry and in the growth of the smaller towns lies the next chapter in the story of Central Ontario's industrial prosperity.

Mention has already been made of communications. For those with goods or services to make known, Central Ontario offers a concentration of media and a coverage that cannot be bettered anywhere in Canada.

The combined circulation of metropolitan daily newspapers alone gives an 80% saturation of all families living in our triangle. Even the use of only one major daily will give 80% coverage in Toronto City Zone, 67% coverage in that city and its entire Retail Trading Zone; and 34% coverage of the whole of Central Ontario—a \$3½ billion Retail Sales Market—distributed in no less than 551 centres and spider-webbing over their rural routes. And the circulations of metropolitan daily newspapers is on the increase.

Central Ontario is particularly well-served by its weekly newspapers—and a powerful advertising influence they are, too. Of Class A weeklies, 24 papers offer a total circulation of just over 80,000 copies, to serve half a million population. Besides these are 51 A.B.C. weeklies and some 185 C.W.N.A. and other weekly newspapers which cover the area fully and are of proven reader interest. And this does not include foreign-language publications, which are available if some special section

of the population is to be reached in its native tongue.

And Radio probably offers more complete coverage in Central Ontario than any other medium or combination of media. According to D.B.S., 94% of all Canadian homes are equipped with radio sets. In our triangle, the figure is higher than the national average. Daily newspapers, by comparison, reach a little better than 50% of Canadian homes. Radio reaches practically every home in Central Ontario—with a local appeal which no nationally circulated medium can equal. Central Ontario's privately-owned radio stations—and there are 43 of them—have an enviable record of public service accomplishments and community-interest broadcasts, and as a result, have both merited and received the loyalty and confidence of their listeners.

There is more—much more—to be said about this worth-while Central Ontario market. More, in particular, needs to be added as to its eastern limits, particularly as regards English-speaking Montreal and district. That area will be dealt with by another pen than mine. This, then, is but a preface, though the theme will be unchanged—if you live in the triangle bounded by Windsor, North Bay and Montreal, then Canada's richest market is at your doorstep.

POLICE BUY BROADCAST

Vancouver.—The Police Department here has taken a five-minute nightly period on CKMO to keep citizens informed of the department's activities and to instruct the people on special occasions to reduce traffic tie-ups.

It is believed that the broadcast plan, announced here this month by Chief Constable Walter Mulligan, is the first to be sponsored in Canada by a police force. The time will also be used to announce road and weather conditions.

In addition to the broadcast, special arrangements have been made whereby the police may interrupt regular programs on the station to make emergency announcements.

STORK MARKET

Bill Rea, manager of station CKNW, New Westminster, became the father of a nine-pound girl last week. Mother, daughter and Rea are all doing well.

Best Wishes to
**CANADA'S FIRST
CCBA MEETING (1951)
FROM CANADA'S FIRST
STATION
CFCF MONTREAL (1919)**



Good luck to the Central Canada Broadcasters Assoc. May your first meeting be a pleasant and productive one!



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

Miss Beautiful Barrie Says—



E. A. BOYD, REALTOR, says: "We placed one spot announcement over your station, August 30th, to sell a piece of property in Barrie. We received 17 calls within an hour, and were still getting calls the next day. Needless to say, we are more than pleased with the results CKBB produces."

CKBB

Serving
Simcoe
County

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



One of the most ambitious promotion stunts engineered by a Canadian radio station was staged this month when CJRW, Summerside, arranged a week-end plane trip for Toronto and Montreal time buyers to Prince Edward Island. Some 23 agency and radio people went along on this all-expense-paid safari to the "Garden Spot of Canada."

Station manager Al Bestall, along with station staffers Bob Schurman and Ned Conlon, made guests aware of the P.E.I. brand of hospitality. J. K. Curran, station owner, came up with an itinerary which included deep-sea fishing, golf at the Green Gables Club, a station tour, and time for relaxation at the Links Inn.

Pictured above, members of the Toronto group are: left to right—(kneeling) Fred Smith, Spitzer & Mills; Al Percival, Ronalds Advertising; Alex Bedard, Radio Reps; (standing) Art Benson, C.B.&T;

Bill Ross, Radio Reps; Bob Amos, F. H. Hayhurst; Don Fairbairn, Reynolds Advertising; Victoria Murphy, Radio Reps; Neil Copeland, Don H. Copeland Advertising; Jack Slatter, Radio Reps; Doug Marshall, J. J. Gibbons Ltd.; Mike Haight, Tandy Advertising; Frank Flint, McKim Advertising; Peter Harricks, Vickers & Benson Ltd.; Bob Bradshaw, James Lovick; Mel Welsh, Wm. Orr & Co.; Al Bestall, CJRW; Vic Dyer, MacLaren Advertising. Anti-clockwise on the steps—Pilot Chuck Traynor, Maritime Central Airways; Olive Jennings, Grant Advertising; Mary Newton, Harry E. Foster Advertising; Helen Anderson, E. W. Reynolds; Irene Weaver, Grant Advertising, and Phyl Sivell, J. Walter Thompson Co. Ltd. Montreal's contribution to the trip were: Del Sherman, Radio Reps; Mickey McGuire, McKim Advertising, and Ken Munro, Stevenson & Scott Ltd.



You'll cheer, alright!

Because every time your advertising message is heard on the persuasive voice of **CFQC** you've scored for more sales!



THE RADIO HUB OF SASKATCHEWAN

ASK RADIO REPS!

600 KC
5000 WATTS
CFQC

Mail Call

September 19, 1951

Dear Central Broadcasters:

We're looking forward to meeting you at Toronto. Of course, we'll have SESAC discs with us so you can hear the transcriptions that are making broadcasters pick up their pens to write us such words as "great," "wonderful," "superb."

We know you'll agree with the broadcasters at the recent Banff meeting who called SESAC the biggest library value. It's a complete library service for only \$50 to \$67.50 a month, based on advertising rates.

Cordially,

Lou Tappe
John Casey

SESAC, INC.

475 FIFTH AVENUE

NEW YORK 17, N. Y.

CKLB Scores

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

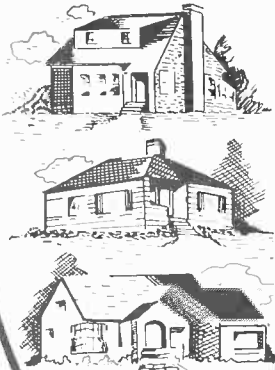
Oshawa Proper	\$40,000,000
1951 Population	37,500



Alexander in Canada — McGillvra in U.S.A.

*Based on 1950 CRSI figures.

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!



ASK:

Radio Reps.

Toronto — Montreal
Winnipeg — Vancouver

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

VERBATIM

Above All Other Liberties

First in a series of reprints of talks by radio commentators. This is one of three such talks by Sam Ross, assistant manager of CKWX, Vancouver, in his Sunday evening series, "Sam Ross Reports."

The issue of freedom of information was brought before the public of Canada the other day.

The medium involved was radio. It started when the deputy under-secretary for external affairs wrote to the Canadian Association of Broadcasters for opinion on a draft of the United Nations' convention on freedom of information.

It came to public light when the general manager of the Canadian Association of Broadcasters replied that Canada should first clean house before supporting lofty principles on an international scale.

Freedom of information means freedom of speech, freedom of radio and freedom of the press. They are one in principle. They are the single cornerstone on which all other freedoms exist.

The struggle for freedom of information goes far back into history of the British Commonwealth of Nations—into the days when attempts were made to license the press or impose stamp taxes to curb publication and circulation. They go back into the reigns



Sam Ross

of the Georges when there was an endless series of arrests and prosecutions on charges of libel on the government.

Slowly, these various forms of restriction on freedom of speech and the press disappeared, either through repeal of the Acts, or through disuse of powers, but without the establishment of any positive statutory protection for either freedom of speech or freedom of the press.

In effect, the various pieces of legislation and regulation were infringements on freedom of information, which is the term now used to cover publication of news either orally or in print—over the radio or in newspaper or magazine.

Canada has not been free of efforts to control information, and one example is the Accurate News and Information Act which the

Alberta Legislature passed in 1937. It gave the government power to require publishers to print any statement furnished by the government regarding any news item or editorial previously carried by the newspaper. It threatened the source of news, and it condoned libel because it declared "no action for libel shall be maintainable" as result of anything printed pursuant to the legislation.

The legislation, however, never became effective. It was ruled beyond the authority of the Legislature and died before it could be put into effect.

Existing radio control in Canada has always created a fear that the government—through the Canadian Broadcasting Corporation—could exercise complete control over the broadcast of news and opinion. It was this point which led the radio executive in Ottawa to suggest that Canada should first clean house before endorsing a principle set forth by the United Nations.

The argument is built on regulations established by the CBC and still in existence. They give the CBC power of censorship if it desires to exercise it.

The point at issue is not the enforcement of the sections. They are not being enforced today, and the news that is broadcast by radio stations is neither checked nor edited by the CBC. The news is the sole responsibility of the individual stations.

The point at issue, however, is the existence of the power. It is there for use if desired, and the fear exists that the power of censorship can be exercised either by the CBC itself or on instructions from the government.

Freedom of information is essential to a democracy, and it cannot be exercised while there is fear. The necessity of freedom of information was recognized many years ago when John Milton wrote: "Liberty to know, to utter, and to argue freely, according to conscience, is above all other liberties."

The words are just as true today as they were in Milton's day, and the danger to freedom of information always exists. It is a principle for which there must always be a struggle—just the same as individual liberty cannot be taken for granted even in a free country such as Canada.

There is nothing of privilege in freedom of information or its distribution by a newspaper, a magazine or a radio station. It is simply the same right and responsibility held by any individual. It is nothing more than the freedom of all men to speak their minds openly and without fear, and according to their conscience.

Any agency for distribution of news is governed by the same laws of libel, delamination and decency that apply to all individuals and corporations. There is no difference . . . except that radio and press are more vulnerable because they provide news and opinion every day of the week.

There are so many ways in which freedom of information can be abridged that it is necessary

(Continued on next page)

WHO IS FIRST IN HAMILTON?

★ **CKOC - 38.6%**

NEXT STATION - 31.9%

MORE CONCLUSIVE
PROOF THAN EVER
THAT

CKOC IS

FIRST IN HAMILTON

SEE YOUR ALL-CANADA MAN

*ELLIOTT-HAYNES — JAN. to JUNE, 1951

(Monday Through Saturday — 9.00 a.m. - 6.00 p.m.)



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddle
- 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

Acceptance!

in the toughest market of all . . .

In only six months' operation in the big, competitive, Toronto market, CKFH already has attracted such choosy national advertisers as:

- Addison Industries Ltd.
- British-American Oil Co.
- Bulova Watch
- Colgate-Palmolive Peet Co. Ltd.
- Goodyear Tire and Rubber Co.
- Lever Bros. Ltd.
- Tip Top Tailors
- Toronto Star
- Household Finance
- Arthur Murray Studios
- Smith Corona Ltd.
- T. Eaton Co. Ltd.
- Reliance Petroleum
- C.C.M.
- Life Magazine
- Laura Secord
- Sherwin-Williams Co. of Canada
- Singer Sewing Machine
- Geo. Weston Ltd.

(To mention a few.)

Advertisers like these buy with discretion. They pick an outlet that pays off. Need we say more?



for some legislative action to be taken by Parliament to clearly set forth the right of access to information, and the right to supply information.

In 1944, Canada's great co-operative news-gathering agency—The Canadian Press—passed a resolution expressing its belief in the world-wide right of interchange of news, and that such a right should be protected by international compact.

The resolution was sent to the then Prime Minister, the late Mr. Mackenzie King. In his reply, Mr. King endorsed the principle of free exchange of international news as essential for informed opinion on international affairs and indispensable to the maintenance of peace.

A copy also was sent to the Progressive Conservative leader at that time, John Bracken. Mr. Bracken declared the democratic nations the world over would face a grave and menacing crisis if the peace did not bring a guarantee of freedom of the press . . . an unlimited guarantee in a language that would not permit quibbling or misrepresentation.

A copy also was sent to the C.C.F. leader, M. J. Coldwell. He said he was in hearty accord with the resolution and believed the people the world over were entitled to factual news of events wherever they occurred.

The Federal Social Credit leader at that time—John Blackmore—took the same view. He said he was wholly behind any move to ensure the free exchange of news as an essential bulwark of our freedom.

Those were views expressed in 1944. Yet today conditions permit a radio executive to suggest to a senior official of a government department that Canada should first clean house before going into the international sphere with endorsement of the principle of freedom of information.

■ ■ ■

It is one thing to endorse a principle. It is another to apply the principle. There is only one way in which the principle of freedom of information can be firmly and solidly established.

It is to write into the British North America Act certain principles of liberty, including the right to free and untrammelled publication of news by radio, by newspaper and in magazines within the laws of the land and beyond any discriminatory legislation or censorship.

If that were done, then regulations dealing with any one of the three media of mass communication would be beyond the power of any government, and Canada could clearly, and without fear, place her seal of approval on any convention endorsing the essential liberty—of freedom of information at home and around the world.

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

CJIC

COVERS THE RICH NORTHERN ONTARIO MARKET OF SAULT STE. MARIE AND ALGOMA.

NO OTHER CANADIAN RADIO STATION CAN BE HEARD IN THIS AREA.

USE CJIC TO REACH THIS \$33,000,000 ANNUAL PAYROLL MARKET.

SITUATED IN THE STEEL AND PAPER COUNTRY

Sell Algoma with

CJIC

SAULT STE. MARIE

REPRESENTATIVES

J. L. ALEXANDER
TORONTO — MONTREAL

J. H. MCGILLVRA
UNITED STATES

CKPC

Brantford

Ontario

The Community Station

Serving this rich industrial
area of Ontario.

FOR SALES RESULTS IN THIS
PROSPEROUS SOUTH-WESTERN

ONTARIO MARKET USE

CKPC

BRANTFORD


The Voice of the Telephone City

Representative

JAMES L. ALEXANDER

TORONTO

MONTREAL



**Report TO THE
BROADCASTING INDUSTRY**

By Walter E. Elliott

Another in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Station Studies

Question: "In survey cities, are some stations excluded from the survey reports?"

Answer: All stations that obtain 10% or more of the available audience are shown in survey centres, whether they are Elliott-Haynes Ltd. subscribers or not. (Example—WBEN in Buffalo.) In addition, stations may subscribe and wish their ratings shown in the report, even though they average less than 10% of the audience. All other stations recruiting less than 10% of the audience are not shown in Elliott-Haynes Ltd. Reports.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
University 1519

515 Broadview Ave.
TORONTO
GErrard 1144



I shouldn't have bragged to Charlie Edwards on the train en route for Banff and the WAB that in 28 years in Canada I had only had one day off sick, because I no sooner arrived than I retired to bed with a flu virus—an unromantic procedure at best.

However, a temperature of 103 is not to be sneezed at even in Banff, and even had I wanted to get up, I had Chuck Edwards and CHAT's Bob Buss practically sitting on me. So that was that.

The smile of the event came the morning I phoned down to room service for breakfast (Melba toast and weak tea) at about 9.30, to be informed that I'd have to wait because Mr. Buss had issued instructions I was not to be disturbed until 10!

I had to give the meetings a miss, but Press News' Jack Enefer kindly and ably filled me in, so that you might be regaled with the comprehensive play-by-play contained in our last issue.

Just when the delegates and the guests were heaving huge sighs of relief, and getting ready to go down to Calgary to see the football game, I fooled 'em and got better in time to deliver my speech to the annual dinner, which went to prove that you can fool some of the people some of the time, but you can't keep some people in bed forever, including a virus.

Just what Vancouver has done to deserve such punishment is hard to describe, but after rising from bed at Banff to deliver myself of a speech, I proceeded to Tiny Elphicke's "Pacific Paradise" to hold forth once, or rather twice, again to the Executives' Club at the instance of CKWX's Jack Sayers at the Advertising

and Sales Bureau of the Board of Trade, sponsored by the same station's Sam Ross.

With characteristic hospitality, Tiny Elphicke had the foursome of fellow travellers, of which I was a part (Hugh Horler of MacLaren's, Tom Sloan of the BBC and Spence Caldwell of the firm of the same name), to dinner and arguments at the Terminal City Club. The following day, George Chandler had Horler and me for lunch at the Vancouver Club along with MacLaren's Vancouver radio director, John Hoyland.

Adorning the table, among other liquids and solids, was a bottle of my favorite fruit, pickled walnuts. The label on the bottle interested me and I am handing it along in case you feel the same. It read like this:

"Pickled Walnuts. John Burgess & Son Ltd. Famous dates of a famous house, founded in 1760. 1805, supplied Lord Nelson's Victory. 1818, praised by Lord Byron in 'Beppo.' 1823, recommended by Sir Walter Scott. 1910, supplied Captain Scott's Antarctic Expedition. 1911, Royal Warrant to King George V."

The pickles, believe it or not, were freshly crisp and delightful.

■ ■ ■

Spence Caldwell is doing a re-take at the CCBA of the contest he ran at the WAB. It went this way. Guests guessed the number of people who entered his contest. The prize was a king-size bottle of you know what which held about six quarts. The contest was tied up between Jim Love and Bill Lamb, both of CFCN. They flipped, and Jim called it wrong, but accepted the lush prize in Bill's behalf from WAB president Ed. Rawlinson, as pictured.



Caldwell, Rawlinson & Love

The golf tournament was, as usual, productive of prizes for everyone who swung a club. Notable among these was the Weed trophy which was captured by



Spud says

"Keep Your Eyes 'Peeled' On This 8 Million Dollar Local Market!"

Almost a quarter of the retail sales for the entire province in Summerside where my local weekly BBM is 100%.

—Spud.

CJRW
SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"

CBC's George Young. Another was the prize won by Bob Hosc, manager of Saskatoon's CKOM, who won the prize donated by CFQC of the same city. The prize was a knife sharpener. Blair Nelson said CFQC would be glad to add a knife to go with it.

■ ■ ■

"Speeches and obits written while you wait; circular letters, offset printing; we deliver." While this isn't quite the legend on his letterhead, it is vaguely descriptive of the new business which has been set up in Vancouver by one-time CJCA copywriter Harry Bowley, who joined Walter Dales in Montreal when he emerged from the army in 1946 and is now located under the firm name and style of Copycraft, at 751 Granville Street, Vancouver.

Harry is best known to the radio gang for his contributions to Dales' *Station Break*, and also for his work on such radio features as *To the Women*, *I See by the Papers* and *The World in Print*. CBC recently used a play of Harry's, *The Big Splash*, on the Maritime network, and Maclean's ran his article, *Cinderella: this is the way it really happened*, not long since.

■ ■ ■

If you can't get the market story across to the agencies, take the agencies to the market, seems to be the slogan of Summerside, P.E.I.'s station CJRW, according to a night letter from Art Benson which stirred my slumbers in the Hotel Vancouver the other morning.

Art wired to advise me he was "leaving Friday noon for week end in Summerside along with a bunch of agency types, as guests of CJRW."

This sort of enterprise, backed by the programs the people want to hear, should put this station on the merchandising map in pretty short order.

For all too long we've been in the habit of referring to the eastern provinces as "the sleepy Maritimes," only because they have been hesitant to proclaim their assets from the rooftops. For years now, Lionel the Lobster has been laboring to destroy this fallacious idea. Now it would seem that CKCW's Lionel is being joined by CJRW's Spud. Nice work! Other Maritime stations please copy.

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.
80 RIVERSIDE DR. TORONTO 3

CBC

LIGHT AGENDA FOR CBC BOARD

Montreal. — Transfers of the licenses of radio stations CKFI, Fort Frances and CFDA, Victoriaville, will come before the Board of Governors of the Canadian Broadcasting Corporation for recommendation during its three-day meeting here beginning September 27.

In the case of CKFI, the transfer being applied for is from J. G. McLaren to Broadcasting Station CKFI Limited, while the requested transfer of CFDA is from Pierre Brisson to Radio Victoriaville Limitée. CKFI is also seeking an emergency transmitter license.

Requests for recapitalization of stations CJAT, Trail; CHEX, Peterborough; and CKWS, Kingston, are expected to be reviewed by the Board. CJAT's proposed recapitalization is with 60,000 preferred and 20,000 common

shares and issuance of 37,200 preferred shares to present common shareholders on a pro-rata basis. Proposed recapitalization of the Brookland Company Ltd., effecting CHEX and CKWS, is with 7,500 preferred and 10,000 common shares.

The following requests for share transfers are also being made to the Board: 1 common share in Edmundston Radio Limited, effecting CJEM; 2 common shares in Central Public Service Corpora-

tion Limited, effecting CJBR, Rimouski; 11 common shares in Atlantic Broadcasters Limited, effecting CJFX, Antigonish; 2 common shares in Evangeline Broadcasting Company Limited, effecting CFAB, Windsor, N.S. and CKEN, Kentville; 185 common and 19 preferred shares in Acadia Broadcasting Company Limited, effecting CKBW; and 1,283 common shares in News Publishing Company Limited, effecting CKLN, Nelson.

WANTED

Bilingual announcer for Maritime station. Must be able to speak both languages without accent. Salary will depend on qualifications and experience.

We are willing to train candidate showing remarkable ability in handling both languages.

The right man can carve an interesting career for himself in one of New Brunswick's most progressive and liveliest towns.

Apply immediately and send audition record in both languages to:

STATION CJEM

EDMUNDSTON — NEW BRUNSWICK

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.

MR. STATION MANAGER . . .**GIVE A SALES-AND-AUDIENCE
SCHEDULE WITH NEW PROGRAMS**

*Here's a sample listing for guaranteed results in moving the yardsticks
in sales and audience promotion . . .*

BEATRICE KAY SHOW

26 half hours or 78 quarter hours with America's greatest song stylist and interpreter of the gay nineties. A unique personality; tops in radio, T.V., stage and screen.

PASSING PARADE

312 quarter hours with Canadian-born John Nesbitt. This famous story-teller with the "Golden Voice" brings to your audience interesting, true stories of the world we live in.

AT HOME WITH LIONEL BARRYMORE—310 quarter hours with one of the most fabulous figures of stage, screen and radio—Lionel Barrymore, telling fascinating true-to-life stories in this series.

JUMP JUMP OF HOLIDAY

HOUSE—97 quarter hours of sparkling entertainment for the juvenile audience. 25 episodes in sequence, perfect for Christmas promotion and sales, and the remaining 78 suitable for year-round sponsorship.

CHRISTMAS ON THE MOON

26 quarter hours available. A Christmas fantasy about the journey to the Moon of Jonathan Thomas and his teddy bear. Their experiences have the same wondrous appeal that children of all ages find in "Snow White" and "Alice in Wonderland."

WORLD'S BEST SELLER

26 half hours of new entertainment. Stories of today's people and today's problems are skillfully related to the ageless wisdom of the book that out-sold all others—The Bible!

CINNAMON BEAR

25 quarter hours available in sequence. A unique pre-Christmas story of the Barton twins in the land of make-believe and their adventures with Cinnamon Bear.

M.G.M. THEATRE OF THE AIR

A full hour show starring the most glamorous talent Hollywood has to offer—Ava Gardner, Jose Ferrer, Zachary Scott and many others. There are now 78 programs available in this series.



WE WISH to extend a hearty welcome to the delegates to the first annual meeting of the Central Canada Broadcasters Association.

BEST WISHES AND GOOD LUCK!

E-LIFT TO YOUR STATION GRAMS AND FEATURES!

HOLLYWOOD'S OPEN HOUSE

Half hours of comedy, drama, music. Each program is chuck-full of entertainment, with Jim Neche as master of ceremonies and Ray Block and Enrico Alriguera with their famous ensembles.

MICKEY HARDY'S FAMILY

Half hours with Mickey Rooney, Lois Stone, and Fay Holden in a wonderful, rollicking Hardy story that millions love.

HAPPY THE HUMBUG

Quarter hours. This series has won its audience appeal many times, with 12 episodes designed for pre-Christmas scheduling and designed for scheduling between Christmas and New Year's. The remaining are suitable for playing throughout the year.

AUTOMOBILE RADIO SPOTS

200 sparkling 30 and 60 second earcatchers. The only *complete* automobile spots on the market today! A great many categories to give your automotive sponsor entertaining, consistent advertising.

THE ADVENTURES OF DR.

KILDARE—78 thrilling half hours starring Lew Ayres and Lionel Barrymore in their original screen roles. Entertainment at its best!

CRIME DOES NOT PAY

78 exciting half hours available. Tense, hard-hitting melodrama that millions enjoyed on the screen! Each episode brings you a top cast headed by a well-known Hollywood player.

THE ADVENTURES OF MAISIE

78 half hours with Ann Sothern as the girl with the happy faculty for finding trouble—plenty of action, romance and excitement!

MAGIC CHRISTMAS WINDOW

25 quarter hours available. A popular pre-Christmas show sure to catch young, eager ears as Susan and Peter press their noses against the magic window and it disappears, leading them into wonderful adventure.

Consult your new 1951-52 Program Listing for new ideas and new shows now available.

For further details call your All-Canada Man to-day. Right away!

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER

• CALGARY

• WINNIPEG

• TORONTO

• MONTREAL

Mail Call

September 19, 1951

Dear Western Broadcasters:

Meeting you at Banff was like renewing a treasured friendship. We will long remember your many courtesies and kind hospitality.

We want to express appreciation, too, for the opportunity to play SESAC transcriptions for you and for the flattering things you said about our library service.

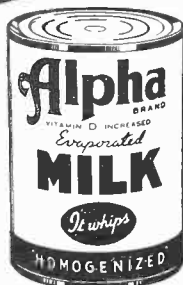
Cordially,

Alice Heinecke
Lou Tappe

SESAC, INC.

475 FIFTH AVENUE

NEW YORK 17, N. Y.



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

SELECTIVE RADIO

Witness To Radio's Power

By Tom Briggs

In Central Canada, from Fort William to Montreal, where congregates one quarter of this nation's population, business in general is just as competitive as a lot of people coaxing a lot of dollars from a lot more people for the greatest concentration of various goods in a booming country can make it.

In the middle of this struggle for increased commerce is radio, ever striving to make both sides of the counter content by helping to sell more goods on the one hand, and assisting in supplying the people with more of the abundance of a rich land on the other.

How well they are succeeding and the methods they employ is a story of smaller stories. Here are some of them.

At station CFPL in London, the major newscast of the day had been aired at 1 p.m. for five years but suddenly a subtle need for change was felt when it was discovered that not as many radios were picking up this news as was considered possible. The resulting change in time called for research, a change in programming and aggressive promotion.

With the advent of a great many new industries and businesses in London, and a general speeding up of business following the lethargic war years, CFPL felt there was a strong likelihood of a noticeable change in daily living habits. Lunch hours had been shortened in retail business, industries had staggered and altered lunch hours, but people were still able to go home for lunch.

Although Elliott-Haynes surveys continued to show a consistently high rating for the station's one o'clock news, CFPL considered that it should have been growing faster than it was. Comments were received by the station's staff which revealed that people were missing the news.

But it wasn't until a survey conducted at the Western Fair last year was made that a trend was indicated. More surveys were carried out during the following year to establish definite results, because it was similar probing

that had made the station set the time of the present newscast years earlier. By last June results showed that an audience increase of 15 per cent could be expected if the time was changed to 12.30. The change was made, but it was a surprise when the projected increase was realized during the first month.

The newscast runs for 15 minutes, read by Pat Murray, and was recently purchased by the Shell Oil Company, six days a week. Now, two full-time news editors have been assigned to sort and rewrite the national and international copy from the wires of Press News, while news in the Western Ontario district is filed by more than 800 correspondents in the area. For big news breaks the station also records the telephoned reports of its field men for direct use on the air, to supplement prepared reports.

Promotion for the Shell news consists of a concentration of station-break announcements and pictures of Pat Murray run in 38 weekly newspapers in the district, as well as advertisements in the daily *London Free Press*. Other publicizing of the newscast is done with large portraits of the newscaster mounted on Shell-yellow cards and these appear throughout the area, mainly at service stations.

It is expected that Shell dealer relations will be strengthened by the personal calls of Murray and a luncheon for London dealers is being planned to follow a visit to the station's news rooms and newscast.

For the past 11 years, Jackson's Bakeries of Hamilton have sponsored *A Starlight Concert*, along with spot announcement campaigns, on station CKOC, bringing about sales successes that, on at least one occasion, amounted to more business than the bakery could handle.

Earlier this year the bakery wanted to expand its "party service" department and bought a two-month evening spot announcement campaign. By the middle of June the announcements had to be suspended so that the department could catch up with back orders.

Again, recently, Jackson's started making a loaf smaller than its regular line and production averaged about 130 loaves a day before advertising on CKOC

These National Sponsors are using . . .

"POP THE QUESTION"

THE MARITIMES' GREATEST QUIZ SHOW!

- ★ Robin Hood Products
- ★ Chase & Sanborn
- ★ Marven's Biscuits
- ★ Ogilvie Products

CFBC

SAINT JOHN, N.B.

Representatives:

J. L. ALEXANDER — Montreal & Toronto
J. N. HUNT ASSOCIATES — Vancouver
WEED & CO. — U.S.A.

SELECTIVE RADIO

got under way. At the end of the first week of advertising on its program and announcements, the bakery's production hit a daily peak of 1,000 loaves. Lately, with the campaign eased off to a point where demand can be held at a constant level, an average of over 900 loaves daily has been maintained.

To give small hardware stores in its area an opportunity to get sponsorship of programs which individually they could not afford, radio station CFOS, Owen Sound and the Ontario Retail Hardware Association collaborated to put over a system of co-operative programming at Christmas time, so successful that it has become a permanent feature.

Three years ago the ORHA proposed that the station get behind a series of commercials on the theme: "Shop for Christmas in your local hardware." The Association felt that if the station contacted its member stores in the district they could be sold a series of spots on a co-operative basis.

One of the difficulties raised by such a plan was how to include mentions of all stores participating in such a small time period. It was decided instead to offer the stores a series of half-hour musical shows, called *Holiday Varieties*, into which three commercials, supplied by ORHA, could be inserted, each mentioning the 14 stores participating.

The basis on which each store was rated for its share in the cost was a three-group plan broken down into "main street Owen Sound stores," "back street Owen Sound stores" and "rural." The plan since its inception has been accepted each year by the hardware men, who are impressed with the low cost made possible not only by the participating arrangement, but by the co-operation of their Association in supplying ready-made commercials and jingles.

On CFCH, North Bay, the first spot announcement in a series aired recently resulted in the sale of three electric refrigerators on the same day by North Bay Motors Limited. At least one other machine was sold the next day.

The company was introducing the newest product of the International Harvester Company to the area, and the immediate sales were "largely due to the radio advertising campaign," according to Ben Croghan, the store manager.

Later, Croghan was able to say that "as a specific example of the pulling power of CFCH, I sold three refrigerators within an hour, and each buyer volunteered the information that he or she had heard my 'spot'."

This same power of radio, however, is continually being applied in another direction, its ability to transmit information rapidly being put to work in the public interest.

An example of this occurred late last month when the Hammer family, living near Barrie, suffered a fire which destroyed their home and nearly all possessions. The 10 children in the family lost everything but what clothes they had on their backs, but even they were more fortunate than the baby who was being

bathed at the time.

When the report came into CKBB about 15 minutes after the house had become an inferno, station manager Ralph Snelgrove put an appeal on the air for immediate aid. He then contacted the Barrie Air Cadet Squadron, in which Fred Hammer was a member, which soon had an emergency fund organized. Minutes later a donation of \$25 had been received from a service club.

The Cadets swung into action, calling at homes and picking up clothing, furniture and food, and loaded it into trucks loaned by local businesses. Much of the clothing and furniture is being stored until the Hammer family can rebuild.

Then there was the case of a child being lost in Hamilton last week, which is a common occurrence in any city, but nonetheless serious.

A frantic mother called station CKOC to tell of her two-and-a-half-year-old son being lost, requesting the station to do anything it could. An announcement was broadcast immediately.

Twenty minutes later Wayne Hogg was found three miles from his home, identified by the radio message, and promptly returned to a thankful mother.



WHEATSTALK WILLIE

COMBINED
GRAIN AND
LIVESTOCK
INCOME OF THE
YORKTON DISTRICT
\$17,531,000
MORE THAN THE
NEXT HIGHEST
DISTRICT IN THE
THREE PRAIRIE
PROVINCES

REMEMBER THIS
WHEN MAKING
YOUR SCHEDULES



BOVINE BILL

940 ON YOUR
RADIO DIAL

CKGX
Yorkton
SASKATCHEWAN

Representatives

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

Another Success Story

CKSF BOOSTS FUEL SALES FOR CORNWALL DISTRIBUTOR



IF THIS WERE A "TALKING PICTURE"

you would hear Ralph Whitehead, Managing Director of Lally-Munro Fuels Ltd., 232 Water Street East, Cornwall, once again saying to CKSF Manager Freddie Pemberton that

"CORNWALL'S LARGEST FUEL DISTRIBUTOR CREDITS GROWTH TO RADIO ADVERTISING"

Since CKSF opened over six years ago, Lally-Munro's daily program "Family Favourites" has been a popular feature. The program and generous use of spots with musical jingles have familiarized listeners with the company's telephone number of 2700, and continues to produce more and more business.

LALLY-MUNRO FUELS ARE BUT ONE OF THE MANY CORNWALL BUSINESSES CKSF HAS HELPED TO BUILD—CKSF CAN DO THE SAME FOR YOUR BUSINESS!

CKSF AND CKSF-FM CORNWALL - ONTARIO

WRITE US DIRECT
OR CONTACT HORACE N. STOVIN LTD. (CANADA)
—OR JOSEPH HERSHEY MCGILLVRA (U.S.A.)

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

**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**



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

SELECTIVE RADIO

CJBQ Stages Sales Clinic

Belleville.—Radio station CJBQ staged a two-and-a-half-day sales clinic here last month designed to impress local store managers and the clerks on their staffs with the importance of developing proper sales and advertising policies and techniques.

The first day, a sales course aimed at fostering more aggressive selling, drew 70 clerks from this city and the surrounding area to the lectures at the YMCA. The two-hour training course, which began in the morning, was repeated again in the afternoon and evening, so that all members of staffs in nearby stores could attend at one time or another.

The following day and a half was devoted to an analysis of local merchandising and advertising problems. Held in the Quinte Hotel, this phase of the clinic attracted many of the area's store owners and managers.

Highlighting the sales course was Bill Wright, sales and public speaking consultant, former radio station representative, who conducted the retail sales training course on the theme "Selling As the Customer Likes It."

■ ■ ■
The sales and advertising clinic which followed was divided into four phases. Station manager Bill Stovin spoke at the first session on "Why Advertise and When," then handled two other subjects during the day, "When Merchandise Is Short, What Then?" and "Who Listens?" Bob Armstrong, of Horace N. Stovin & Company, addressed the clinic on "What National Advertising Support Can I Expect?"

On the closing morning, CJBQ's farm director, Phil Flagler, led a discussion on "Where Is My Rural Market?" The final session, "How Do I Make My Commercials More Effective," was also handled by Stovin.

The reason behind sponsoring the course, said Stovin, "is to improve the quality, service and salesmanship at the retail level." He continued: "If we say in a commercial, 'service with a smile,' and the retailer's clerk doesn't deliver it, it is difficult for advertising to do a good job. The Main Street store is the last link in the marketing process. We want to make sure that it isn't weak."

The course, with all bills paid by the station, was part of CJBQ's fifth anniversary week.

NEWTON ON HIS OWN

Toronto.—Hugh Newton, formerly partner in the firm of Parry & Newton, public relations consultants, Toronto, has formed his own organization as a public relations and advertising consultant, under the name of Hugh S. Newton & Company, with offices in Toronto and Winnipeg, he announced last week.

Former newspaper and radio man, Newton has been engaged in public relations since early 1949. Prior to that he was with the *Globe & Mail* of Toronto as a member of the news department and the paper's editorial board.

Saskatchewan Prairie? Farming?

NOT ENTIRELY!

PRINCE ALBERT, Aug. 27.—"Total value of Saskatchewan's timber production for the year ended March 31, 1951, soared to an all-time high of \$9,758,000.00," E. J. Marshall, Director of forests, announced today in Prince Albert.

—P.A. Daily Herald.

Besides Farming —
CKBI has those extras —
Forests, Fish and
Furs.

Get acquainted with
this 4 in 1 market.

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS



BETTER CALL SWC
FOR DISCS, TAPE & T.V.

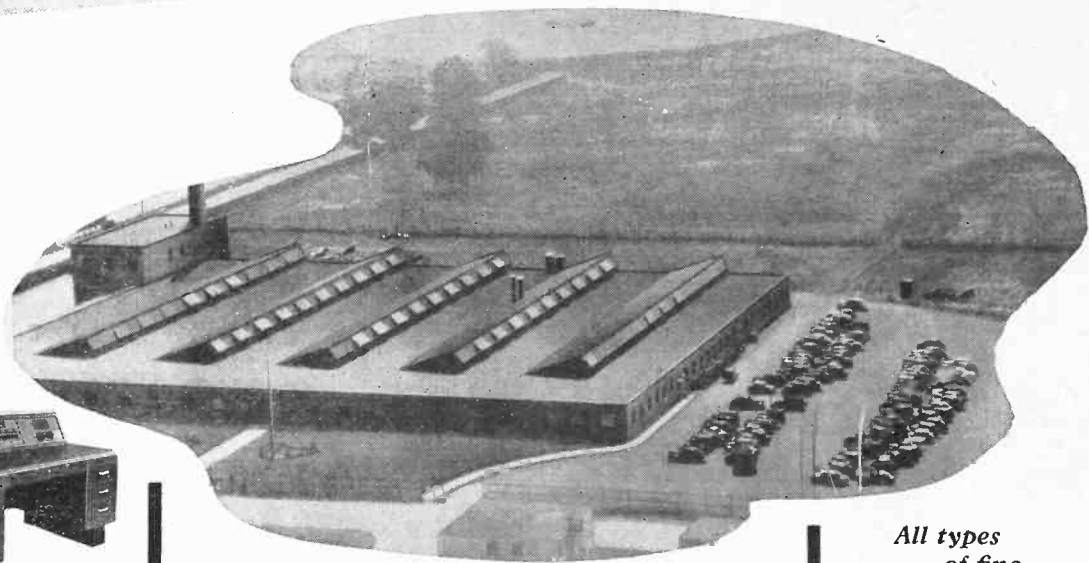
of all
PROGRAM
Music Libraries
only
LANG-WORTH
pre-builds shows
with

Patti Page
Alan Dale
Juanita Hall
Vaughan Monroe
ALLAN JONES
only

LANG-WORTH
has the
Revolutionary
8-inch disc
6,000 Selections
118 Artists
L - W
Distributed by

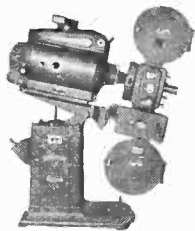
S.W. Caldwell
LIMITED
2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.

ACHIEVEMENT AT BELLEVILLE

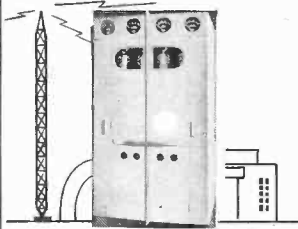


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

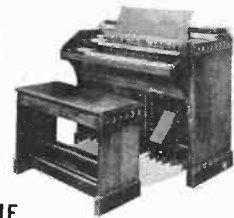
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



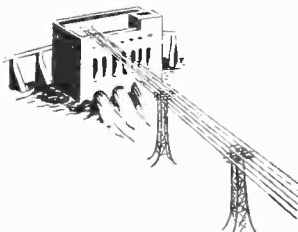
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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.



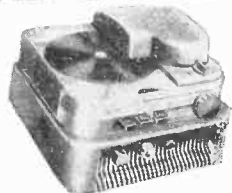
Fire Alarm equipment and systems for buildings or municipalities.



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

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. —

SELECTIVE RADIO

Four Ontario Stations Pool Talent Programs

Four enterprising Ontario radio stations are pooling their ideas and resources to obviate live talent program problems and to provide themselves with more of such shows.

A scheduled exchange of tape-recorded shows—between stations CFOS, Owen Sound; CKBB, Barrie; CFOR, Orillia and CKNX, Wingham — will officially commence during the first week in October.

Actually, CFOS and CKBB have been exchanging programs on tape for a year or so. They were

joined by CFOR about six months ago and recently Wingham came into the group. But the idea proved so popular with station people and audiences alike, it was decided to standardize methods of preparing shows for the exchange and devise an efficient handling system. A meeting to this end was held in Owen Sound last month.

A comprehensive plan of operation was drawn up by the station managers, under the chairmanship of Bill Hawkins, CFOS. A pool of 40 tapes will be set up, with each station contributing 10 tapes. The station originating the show is responsible for its schedule. Program details and promotion material will be forwarded to the other stations who must reply stating where the show will be placed and giving an optional time to assist scheduling.

Each station is expected to contribute a minimum of one program a week. Program types considered most suitable are good talk shows—not too localized or current in subject; music—church choirs, organists, glee clubs; interviews—of interest to all four stations; personality shows—with spaces left on the tape for each station to supply its own music.

The four stations are conducting their tape exchange under the title "Community Broadcasting Services." Credit to the originating station will be given in the standardized opening, closing and middle identification of each program.

Two summer shows are currently on exchange. They are the *Listowel Choir*, originating at CKNX and *Holiday Time*, originating from CFOS.

New Station Booms

Toronto.—With but six months' operation behind CKFH, here, Foster Hewitt finds himself a little astounded at the acceptance the station has had in the Toronto area both by listeners and advertisers.

"It's no bed of roses yet and won't be for a long time," Foster points out. But, illustrative of how things have been going since the doors opened back in the late winter of this year, over the last couple of months the station has had to double its studio space, triple its remote equipment, increase its staff by 50 per cent, add a second master control, and double its library space.

This has taken place in spite of the fact that the station's facilities were planned to provide comfortable operation without expansion for a full two years.

The biggest fillip the station has had since it opened was in the delivery of its new transmitter equipment in late August.

Designed around a new, simplified circuit, using only three types of tubes—instead of the six or eight types regularly used—the BTA 250 M transmitter gives the highest fidelity yet achieved in the AM system, according to Ken Chisholm, manager of the Engineering Products Division of RCA. Chisholm says it "provides the best coverage and quality of any station of the same power in North America, if not in the whole world."

The **MARITIME MARKET**
and

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

ONE STATION CFCY

Presenting★ your story to

47% of the RADIO HOMES

46% of the POPULATION

44% of the RETAIL SALES

*Based on 50% BBM Area

BBM — Day 134,310 • Night 128,460

An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting

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

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL-CANADA RADIO FACILITIES
IN USA — WEED & COMPANY

AGENCIES

By Art Benson

Mackenzie To Caldwell



Toronto.—G. Norris Mackenzie has been appointed vice-president in charge of sales of S. W. Caldwell Limited, president Spence Caldwell announced here last week.

Sales manager of Bryant Press Limited, Toronto, for the past two years, Mackenzie was formerly sales manager of the All-Canada Radio Facilities' program division. He started in radio in 1937 at CJCA, Edmonton, and later handled broadcast sales and production at CKWX, Vancouver and CKOC, Hamilton.

At the same time, Caldwell announced that R. Ian Laidlaw, an

OPEN INVITATION TO CONVENTION

An open invitation is being extended to all members of businesses allied with broadcasting industry to attend the first annual convention of the Central Canada Broadcasters Association, the president of the Association, Ralph T. Snelgrove, announced last week.

Snelgrove emphasized that the convention has been planned to interest as many advertisers, members of advertising agencies and those people who sell their goods and services to radio stations as possible, and that those planning to attend the meeting in Hall "B," Royal York Hotel, on September 24 and Private Dining Rooms 4 and 5 on September 25, would be most welcome.

While there is a \$5.00 registration fee for all station personnel attending the meeting, Snelgrove said that this would not apply to guests in allied businesses.

account executive with the firm, will also head a newly-formed special services division, principally concerned with radio and TV commercials and custom-built package shows featuring Canadian talent.

E. W. REYNOLDS

Toronto.—The Dairy Farmers of Canada has scheduled a 39-week series of the 15-minute once a week *Down Dairy Lane* over 29 stations of the Trans-Canada network commencing October 4. The show features Russ Gerow and orchestra, Wally Koster and the Dairy Maids. Bill Bessey looks after the commercials with Dean Hughes handling the script. Don Fairbairn produces. Same sponsor also starts same date *Le Trio des Petits* over the French network plus seven French stations on a 15-minute once a week basis.

T. S. Simms & Co. Ltd. (Saint John) has a series of five-minute three a week programs going to 15 stations coast to coast beginning September 24. Where possible, women commentators will be used, with participating spots on the rest. Product advertised is the Simms Rainbow Broom.

J. WALTER THOMPSON

Toronto.—Shell Oil Co. of Canada Ltd. has added CFPL, London and CFOS, Owen Sound, to its schedule of 15-minute six a week newscasts for a total of 21 stations. Pat Murray handles the CFPL newscast while Doug Campbell holds forth at Owen Sound.

F. H. HAYHURST

Toronto.—Acousticon Ltd. has renewed the transcribed five-minute three a week *Your Hymn for the Day* (S. W. Caldwell) over CFOS, Owen Sound, for 13 weeks advertising hearing aids.

APPOINTMENTS AT REYNOLDS

Toronto.—Warren Reynolds has been appointed president of E. W. Reynolds & Co. Ltd. here, succeeding E. W. Reynolds who becomes chairman of the board. Other appointments are Jack Mitchell, vice-president; Stu Walton, director of the plans board; and Doug Newby, director.



REPEAT PERFORMANCE!

Recent surveys by Canada's two leading audience research organizations once again prove CKNW New Westminster to be British Columbia's most listened-to station . . . delivering 1/3 more listeners in the country's third market.

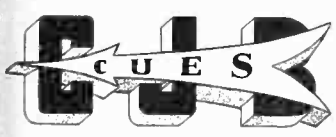
CKNW NEW WESTMINSTER

Represented By:

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
MONTREAL: MEDICAL ARTS BUILDING — FL. 2439

NBS Extends Best Wishes to the First Annual CCBA Meeting in Toronto



LOTS OF TALK ABOUT EXPANSION & NEW INDUSTRY EVERYWHERE.

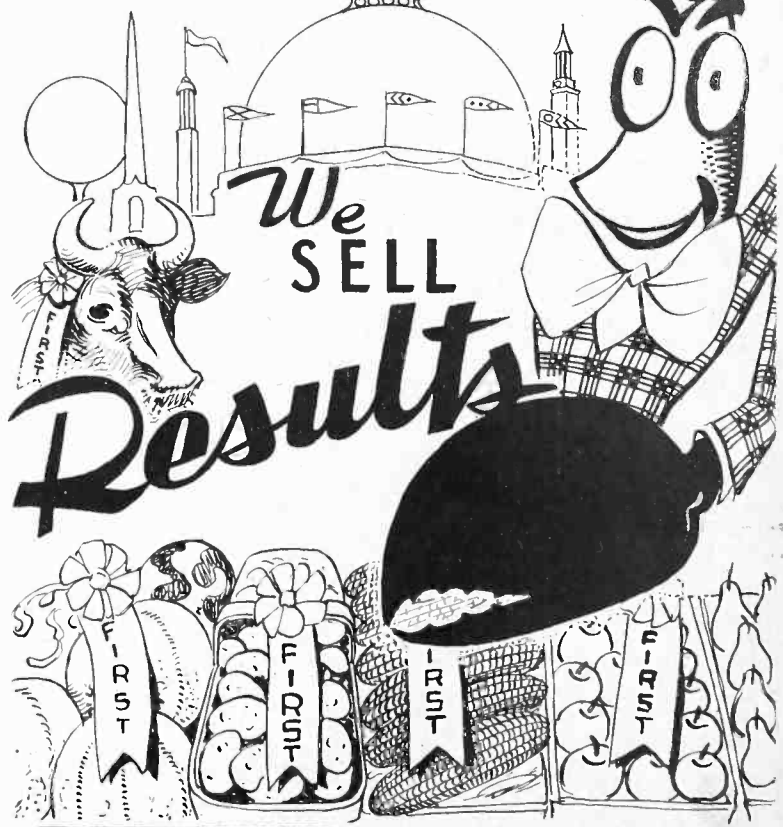
FOR THE RECORD — IN THE QUINTE MARKET

1. CANADA CEMENT — installing additional kiln, increasing capacity from 2,600,000 to 3,800,000 barrels a year. Operating in May, 1952.
2. BAKELITE CO. (CANADA) LTD. — expanding facilities. Constructing plant to produce formaldehyde with sufficient capacity to take care of entire needs of Eastern Canada.
3. NORTHERN ELECTRIC CO. — increasing plant floor space by 50,000 square feet to take care of normal demand. Adding 50 to 60 employees to staff.
4. MARMORATON CO. — (Subsidiary of Bethlehem Steel) — preparing for open pit operation in iron ore deposits at Marmora. Expected to employ 225 men and involve expenditures "running into the millions."

CJBQ

BELLEVILLE — TRENTON

We don't sell Time



CKCW

MONCTON NEW BRUNSWICK

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



"Here is Jos. Hardy in your office again, with ONE BIG FACT about Quebec Market No. 2. It is a BIG Market, because its purchasing power (personal income of its people) is now the huge sum of one billion, one hundred and thirty-four million dollars (\$1,134,000,000.00), according to figures approved by the Provincial Bureau of Statistics. To reach this vast market, Radio is not only the most effective and economical way, but in many areas it is the only way. For full details on all or any of these live 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	Jonquière-Kénogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS
CKNB	CAMPBELLTON	1000 WATTS

Forget The Razzle-Dazzle In Montreal

By J. A. Hammond, Manager, CFCF, Montreal

Montreal is big—really big, but then most people acquire this as common knowledge. It will probably be of real value to those even slightly interested in the Montreal market, however, to recount some of the reasons why this 340-year-old city is so large, so valuable and tricky for the advertiser to capture.

The trading area includes over 1,600,000 souls, according to latest estimates, and the total annual retail sales for the Island amount to \$984,845,000, as reported by Canadian Retail Sales Index. But Montreal is also one of the most important trading centres in North America, ranking sixth in size, only a small step behind Detroit. This metropolis is the world's largest inland seaport, the Canadian terminus for nine railroads and all airlines flying the Atlantic, and has a whopping per capita income of \$858, compared with the Canadian average of \$498.

Montreal slips almost 50 per

cent below the Canadian average for the ownership of automobiles per hundred of population with 6.9, which is also the provincial average, but this only indicates that there is room for improvement through sales, because it is doubtful if Montrealers enjoy walking anymore than other North Americans. Certainly they can talk, though, employing 75 per cent more telephones per head than is average for Canada. And the city is growing, too, at the rate of 27.5 per cent in eight years, while industrial output leaped 227 per cent in 10 years.

And now for the people who make these statistics. It is interesting to know that it was in what is now a suburb of Montreal that the Lamoine family made its home, and it was from here they journeyed to establish the first settlements at the mouths of the Mississippi, which later became New Orleans. This is the basic reason why Montreal and New



Al Hammond

Orleans have so much in common, and it is this tie that makes them different from any other cities on the continent.

They both have the advantage of a dual culture. This dual culture, French and English, is a great asset. But while it adds much of the spice to life for those who live in either of these communities, it has resulted in some considerable confusion in the minds of time and space buyers about whom the Messieurs Lamoine knew nothing and cared even less. By no means do we share the indifference of Mr. Lamoine and his many sons.

So much are we apart in this connection, that we hasten to add some comments which may be helpful. The first basic factor is that the French-speaking population has in some respects a better intellectual curiosity than their fellow residents of English extraction. Because of this greater flexibility of the Latin temperament, most of the people of French descent speak English, while relatively few of those of us of English descent have been polite or intelligent enough to learn French. Consequently, a message in English only, can reach 95% of the Montreal Island radio homes. This figure comes from a BBM survey which shows that only 4% of the Montreal Island radio homes do not understand English.

There are two principal additional explanations for this. One is that most commerce is carried on in English, and the second is that, in addition to the residents of English and French extraction, there is a large population which has some mother tongue quite different, and speaks English more readily than French. A result of this is that we have in Montreal a total of 64 motion picture theatres, only eight of which show French pictures. It is true that French pictures are not so readily available, but even when they were, this proportion still held and it is still true that residents of French extraction pay good money regularly and frequently to see English movies. All public servants are bilingual. It is possible to make any purchase in any shop when one speaks only English. Street signs and other public notices are always printed in English as well as in French.

B.B.M. SURVEYS SHOW
 THAT MORE NEW BRUNSWICK HOMES
 LISTEN TO CFNB THAN TO ANY OTHER
 STATION

YOU CAN'T AFFORD
 TO OVERLOOK THIS FACT WHEN YOU
 ARE PLANNING TO PUT YOUR SALES
 MESSAGE ACROSS IN NEW BRUNSWICK

New Brunswick's
 Most Listened-To
 Station



See
 The All-Canada Man

In addition to the actual number of people, the advertiser in Montreal also has considerable interest in finding out where the money is. The Post Office made a survey which reveals 53.5% non-French ownership of Montreal businesses.

• • •

The citizen of Montreal, whose mother tongue is French, likes to be spoken to in French, and it is a good idea to do so. However, he is a remarkably tolerant individual, and if his buying power is worthy of consideration, he has equal facility in French or English. If we speak to him only in French, we miss several hundred thousand people who do not understand the language, and do not expose themselves to it. However, if we address the Montreal audience in English, the French-speaking Montrealer is quite capable of enjoying a good broadcast going with it. He does, in fact, enjoy these broadcasts, and he reacts to the sales message. It is interesting to note that in the early morning, from about 6.00-9.00 a.m., some 64% of the total audience is tuned to one or the other of Montreal's English stations.

• • •

All of which is designed to inform all concerned that the matter of the bilingual audience in Montreal contains a high percentage of razzle-dazzle, and so far as getting across an effective sales message is concerned, we suggest that you do not let it fool you. To be safe, it is only necessary to keep two fundamental points in mind. First, if the budget permits a dual presentation, by all means use it for it is appreciated courtesy to address the French or the English in their mother tongues. The second basic point is that the dual culture and large population will affect other values, and the appeal for Montreal should be much more metropolitan than is necessary in most other Canadian markets. This latter is because Montreal is, first of all, as has been pointed out, a very large city indeed, and secondly, the several language groups that make up this vast population have learned much from each other, and live together in a very happy spirit of tolerance and goodwill, each being jealous of the prerogatives of the other.

QUARTERBACK'S CLUB



THERE IS MORE TO A FOOTBALL MATCH than the actual game, as the experts gather to discuss the finer points of the sport for radio audiences in most centres where the game is played. Typical of these football forums, where players, coaches, managers and sportwriters comment on the weekend developments, is CFRB's half-hour "Quarterbacks Club." Seen above at one of the broadcasts from the Toronto Men's Press Club are, left to right: Trent Frayne, Toronto Telegram; Red Burnett, Toronto Star; Wes McKnight, emcee of the show and CFRB sportcaster; Hal Walker, Toronto Globe & Mail; Paul McGarry, manager of Balmy Beach Football Club; University of Toronto football coach, Bob Masterson; Argonaut coach, Frank Clair; Hec Creighton, dean of Canadian football officials; and Bob Moran, Argonaut president. Standing at rear centre is the station's studio engineer, Bill Baker.

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

5 Kw on 800 Kc
AFFILIATED WITH CBS

CONGRATULATIONS

to the

Central Canada Broadcasters' Association

Canadian General Electric congratulates the Central Canada Broadcasters' Association on the occasion of its first annual meeting, and feels convinced that this association will achieve the same success in central Canada that the Western Association has already earned.

With its unsurpassed technical and engineering service from coast to coast, Canadian General Electric is ready at all times to serve broadcasters and station operators.

Simply call or write your nearest C-G-E office.

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

Head Office: Toronto — Sales Offices from Coast to Coast

cjcs

SELLS

in

Stratford



After Montreal and Quebec City

THE
LARGEST
FRENCH-LANGUAGE
MARKET
IN CANADA

can be reached best ★

over

CJBR
Rimouski

5000 watts on 900 kcs.

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

ASK

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



PROFESSIONAL AND SERVICE
Directory

PROGRAMS

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 8½c 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.

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

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

RECORD'G SUPPLIES

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

RESTAURANTS

LITTLE BIT OF DENMARK TAVERN—When in Toronto, eat in old world atmosphere. Famous for Danish 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)

EVELYN GOULD—Coloratura, winner of Eddie Cantor's "Talent Search"—now available for Fall shows. (X) 7372.

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

WHATEVER THE SERVICE you have to offer Broadcaster readers, there is a category for it in our Professional and Service Directory.

ACTING

ROXANA BOND—WA. 1191. (L)

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

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)

ANNOUNCING

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

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

TELEVISION PROGRAMMING & PRODUCTION is "enlightening, good reading, most concise and informative text available," says the New York Times. Richard Hubbell, 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, 163½ 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. WA. 2631. (O)

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

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

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)

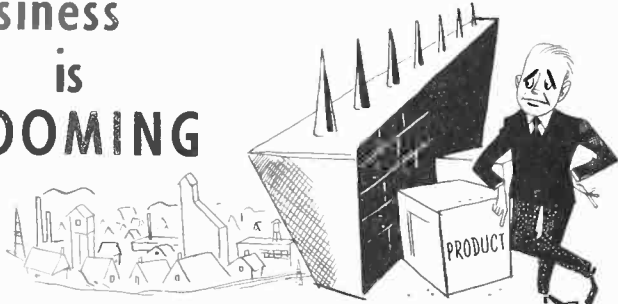
PHOTOGRAPHY

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

PROGRAMS

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

Business
is
BOOMING



BEHIND the wall!

North Bay

The new RCAF jet training base means a huge influx of Airmen and their families. They'll listen to CFCH—everyone does!

Timmins

Atmosphere of festivity as striking miners return to work—with fatter pay envelopes than ever before. More money to spend on CKGB advertised products.

Kirkland Lake

Both Selective and Retail Sales on CJKL reached an all-time high in first 8 months of '51. More National and Retail advertisers using CJKL for results.

Share in the sales prosperity of "The Market Behind the Wall" — Use

CJKL KIRKLAND LAKE
CKGB TIMMINS **CFCH NORTH BAY**

REPS:—N.B.S. — DON COOKE, INC., U.S.A.

Get on the Gravy Train
with CFOR

THE station that brings results to more than 150 local sponsors in the area bounded by Jackson's Point, Lindsay, Haliburton, Huntsville, Parry Sound and Midland.

CFOR

"Serving Central Ontario from Orillia"

1570 KCS.

1000 WATTS



WELCOME TOURISTS

To attract tourists to next year's Pacific National Exhibition (presumably), a Vancouver newspaper's post-ex issue proclaimed across its front page that all major attendance prizes were won by residents.

MINORITY PROGRAMMING

Annual Dinner. Guest speaker—R. G. Lewis. Entertainment will be provided for the ladies.
—WAB Convention Agenda.

RESTRICTED AREA

House for sale. *CBC Wednesday Night* does not reach this district.

BIENVENUE

In 1945, following a speech I made in Vancouver, I expressed the hope that I would be asked back. Now, with characteristic Western impetuosity, they acceded to my request, and I should like to thank them very much for having me.

PERTINENT QUESTION

With Dick Lewis in Vancouver and Art Benson at Summerside, P.E.I., do you still want to know who does all the work around here?
Tom Briggs.

THE EYES HAVE IT

Then there's the time salesman who used to stick his head in sponsors' stores and offices and say: "You don't want to buy any spots today, do you?" They agreed with him—to a man.

BY ACTUAL SURVEY

There are three kinds of lies — lies, damn lies and statistics.
—Sir George Bury.

RAIN OR SHINE

Weather-disappointed WAB delegates who want to see the glories of Banff will be afforded an opportunity of seeing the color pictures I took two years ago when they are in Toronto March 24-27 for the CAB Convention.

SOCIAL ANNOUNCEMENT

Mr. Richard G. Lewis and Virus wish to extend to their many friends this expression of their thanks for the many kindnesses showered on them during their recent confinement at the Banff Springs Hotel.

BULOVA BUYS SKELTON SHOW



THE BULOVA WATCH COMPANY LIMITED moved into selective radio programming for the first time with one of the largest deals of its kind ever completed, when it bought the exclusive national broadcast rights of the "Red Skelton Show" last month. The weekly half-hour show will be supplied by Bulova to all its dealers coast-to-coast who want to participate in the plan, the dealers paying for the air time. Bob Day, Bulova's president, said he expected that about 65 stations would eventually be carrying the program. Seen in the above photo at the signing are: front row—Bob Tate, national sales representative, All-Canada Radio Facilities; Bob Day; Fred Bailey, Bulova sales manager; back row—Miss M. F. McCullum, Bulova advertising manager; and Hugh Horler and James Ferres, radio director and vice-president, respectively, of MacLaren Advertising Co. Ltd.

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

FOREST FRED *Cliff Gardiner*
'Wakes up Winnipeg'



**AND WINNIPEG
LIKES IT**

His morning program has the whole town talking! It's a personality show that can do a terrific job for your account. Cash in on this popular show—let Cliff sell your message to Winnipeg!

See our
reps...

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

CJOB

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



**CJCH
HALIFAX**

The
Number

One

STATION

In

The

Maritimes

Number

One

MARKET

•
24 HOURS
ON 5000 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. 14.

TV and Screen Supplement

September 19th, 1951

NO COMFORT IN TV BROMIDES

Banff, Alta.—Pat Freeman, the CAB's director of sales and research, told the 15th annual meeting of the Western Association of Broadcasters here earlier this month that broadcasters must be careful not to "drug" themselves with too many "comforting bromides" concerning television.

Canadian TV will have started before the 1952 meeting of the WAB, Freeman said, and it is generally assumed that private broadcasters will eventually be permitted to enter this new field.

He warned that when TV goes into operation here, advertisers and advertising agencies will show great interest in the new advertising medium, with the result that less money will be spent on radio advertising. "Leading Canadian agencies are showing an interest in television that is quite out of proportion," he said.

Freeman warned broadcasters against such "bromides" as: "after the novelty wears off, TV viewing is tremendously decreased; TV is too expensive for the local sponsor; TV will never cover news effectively; and TV in a few major Canadian cities will never affect my small radio market."

He pointed out that in two U.S. cities — Denver, Colorado and

Portland, Oregon — all network stations have experienced a network rate cut caused by TV, and neither Denver nor Portland has a TV station.

He asked WAB members to digest carefully all that is written and said about TV. "It is extremely difficult to evaluate the present and future of TV," Freeman pointed out, but he prophesied that "within a decade, with 70,000,000 people viewing color TV, deep inroads will be made into budgets of all other major media."

In 1950, U.S. advertisers invested \$5,600,000,000 in advertising, Freeman said, emphasizing that "compared to the 1949 figures, the major media — radio, magazines, direct mail and newspapers — advanced four to eight per cent while TV, despite the FCC freeze, advanced 170 per cent."

Now is the time, he added, for broadcasters to become extremely vigorous and positive about the promotion of radio as an advertising medium. Freeman said he had painted an extreme picture, but had done so deliberately to point up the situation which will face broadcasters in this country in the near future.

Fight Ban May Hurt TV

New York. — Radio and television were handed a nasty jolt here last week by the International Boxing Committee when it turned thumbs down on the two media for rights to the Robinson-Turpin fight. According to IBC, no sponsors could be lined up willing to foot a bill reported to amount to \$500,000 and, besides that, air time could not be cleared for the three or four nights that would be required insurance in case the open-air duel was called off because of bad weather.

Radio and TV's loss, however, was theatre television's gain, for the way 30,000 people scrambled for seats in the theatres in 12 cities where the fight was shown on large screens via closed circuits, gladdened the hearts of the movie people and the fight promoters. These people paid admissions ranging from a low of \$1.90 to a high of \$2.60 each, 75 cents of which went to IBC.

This made considerably less than the half-million required of a radio-TV sponsor, but the great question still unanswered is how much did the lack of broadcasts and telecasts increase the stadium gate?

The way TV was handled and broadcasting banned in last week's fight is only one of a number of tests that have been going on for several months in the case of all the notable fights. The promoters believe that the results coming in are impressive and bode no good for sponsors.

Present plans now call for the equipping in the near future of another hundred theatres with large-screen TV facilities, capable

of accommodating 200,000 payees. Then there is Phonovision on the horizon which, if ever given Federal sanction, could mean that audiences of a size never dreamed of before would be paying directly for sports viewed at home. It is this that observers here believe the sports promoters are eyeing enviously, all of which could mean that the sponsorship of broadcasts and telecasts of sporting events will be slowly slipping into the past.

Nevertheless, reports indicate that network executives are going to fight back with some sound research facts and more attractive bargains. It remains to be seen whether the promoters are interested.

Start Coast-To-Coast TV

San Francisco. — Coast-to-coast network television became a reality earlier this month as the American Telephone & Telegraph Company rushed to completion its trans-continental relay system in time for the opening of the Japanese Peace Treaty talks here. Although this link is only a temporary one-way circuit, pressed into service for this special event, a permanent link, carrying programs from east to west, will be opened about October 1, to be followed about a month later by another link for west-to-east hook-up.

In addition to making it possible for TV stations in this country's 63 markets to telecast sports and special events while they are happening, rather than relying on kinescope recordings which, no matter how rapidly they are delivered, are still considered rather "cold," it also brings into the programming picture in a bigger way the resources of Hollywood. It is expected that in the next few months, the overtaxed production facilities of New York will be relieved of a large amount of program production, which may lower the cost of TV shows, although no figures for this have been released as yet.

It is expected that for some time there will be a great scramble on the part of networks, agencies and sponsors, to use these two coast-to-coast microwave systems, since at best they will be able to handle only the output of two networks at a time.

Flash.

CKDA FIRST in Victoria!

(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS



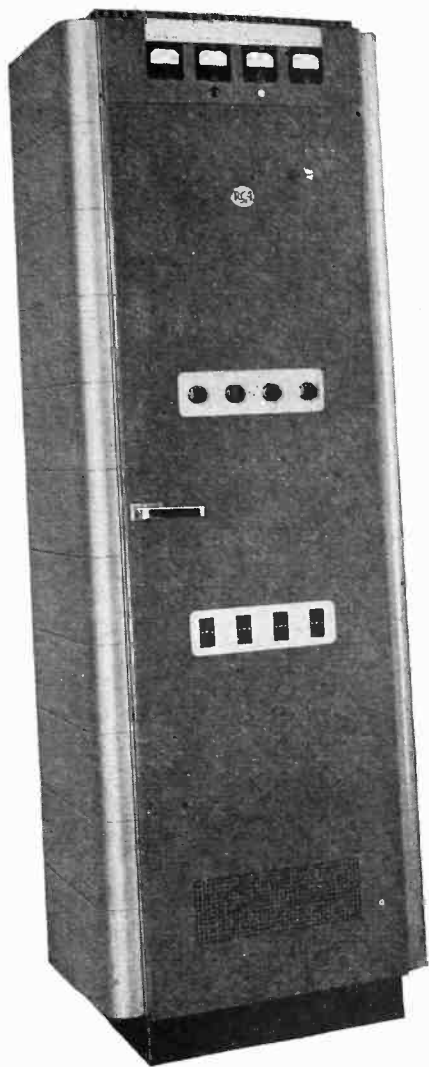
MIGHTY MIKE sez...

"PROSPECTS FOR SASKATCHEWAN: A RECORD CROP"

★ Get on the Grain Belt Station NOW!

CKCK • Regina, Sask.

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



RCA VICTOR BTA-250M TRANSMITTER

As installed at CKFH, this unique transmitter uses less than 4 sq. ft. of floor space, takes less power (average modulation 1150 watts), simplifies tuning (only one control and no neutralization), reduces distortion (less than 2% at 95% modulation), provides greater frequency stability, and uses only 10 tubes. Here's transmitter design that squares with today's needs. Let us give you the full story on the BTA-250M.

"... I can't recall hearing a station of this power having such punch, efficiency and good quality"

SAYS

Foster Hewitt,

PRESIDENT, RADIO STATION



CKFH

TORONTO — 1400 ON YOUR DIAL

RCA Victor takes great pleasure in the enthusiastic comments of Foster Hewitt on the performance of the RCA Victor BTA-250M AM Transmitter installed in Station CKFH. The same RCA Victor resources in research, factory and field experience which helped to put CKFH so happily 'on the air' are available to meet the technical problems of all Canadian broadcast stations. Write to Engineering Products Department, RCA Victor Company Ltd., 1001 Lenoir Street, Montreal. Or call in your nearest RCA Victor Engineer.

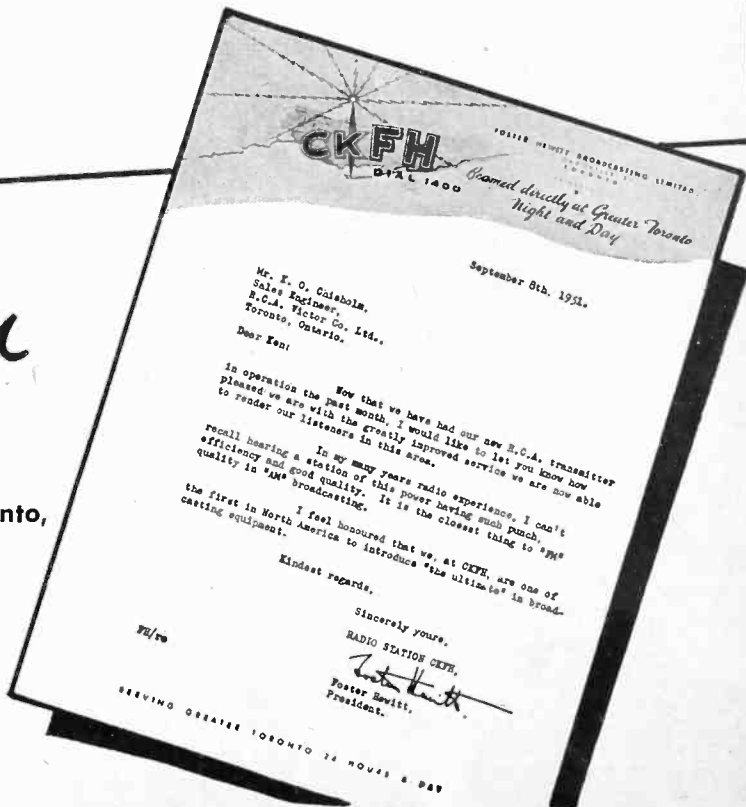
*All good wishes to
the Central Canada
Broadcasters' Association*
on their first
Annual Conference in Toronto,
September 24, 25



RCA VICTOR

RCA VICTOR COMPANY LTD.

Halifax • Montreal • Toronto • Winnipeg • Calgary • Vancouver



No Second-guessing No Day Dreaming



Thomas M. Atkinson, Manager, Advertising Department of Canadian Industries Limited is a Director of Association of Canadian Advertisers and responsible for advertising programs that range from nylon to ammunition and chemicals.

Thomas M. Atkinson says BBM helps reduce areas of ignorance

“**I**N planning advertising campaigns in times such as these we depend on research to reduce the areas of ignorance. This research must be sound, factual and validated. Time buyers look to BBM. BBM figures obviate decisions based on second-guessing and day dreaming.”

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