

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 3.

TORONTO, ONTARIO

February 6th, 1952

Warm Reception...



IN THE RAPIDLY GROWING AREA of Dawson Creek, B.C., station CJDC here has twice broadcast the annual proceedings in the one-hour ceremonies connected with the granting of citizenship to new Canadians. Judge Eric Woodburn of Prince George, B.C., is seen in the above photo delivering his address of welcome to the newly-naturalized citizens before the CJDC mike in the court at Pouce Coupe.

And Cold Feet



CKNW'S GIMMICK, "Top Dog," took advantage of New Year's Day capers in Vancouver to collect for the station's orphans' fund. The occasion here is the January 1 swimming party of the "Polar Bears," who dip in English Bay that day come ice or high water. There was a report that the perpendicular spaniel was Bill Rea, but he got away on the Bears before they could duck him.

CAB ARGUES CAPAC FEE BID

By Tom Briggs

Ottawa.—The Canadian Association of Broadcasters set \$200,000 as what it considered a fair fee this year for the use by privately-owned radio stations of the music copyrighted by the Composers, Authors and Publishers Association of Canada. During the week-long hearing before the Copyright Appeal Board here last month, which followed a two-day sitting late last year, the CAB suggested to the Board that this sum might be collected from private stations on any one of three bases — population, licensed receiving sets or radio homes.

CAPAC had announced its demands for this year earlier in the session. From private stations it is seeking 4/5th of a cent per head of population based on the current census figures, plus 2½ per cent of the stations' yearly gross billings. The estimated total under this plan would be \$350,000, more than double the \$152,000 private stations paid last year.

From the Canadian Broadcasting Corporation, CAPAC revealed it wanted a fee based on one cent per head of population and 2½ per cent of the gross billings for commercial programs on the 18 stations owned by the CBC, or an estimated total of \$160,000, compared with \$152,000 a year ago. Peter Wright, legal counsel for the CBC, told the Board that this proposal would not be contested by the Corporation, since an agreement had been reached between the two parties, and that there remained only the Board's approval to make it operative.

Last year, fees to CAPAC were based on a flat rate of 14 cents per licensed radio, and the total of \$304,000 was split evenly between the CBC and private stations.

The CAB, represented by its general manager, T. J. Allard, and legal counsel, Joseph Sedgwick, K.C., attacked the CAPAC proposal on two fronts. Allard, who spent almost two days presenting documented evidence and answering questions, and Sedgwick, whose summation occupied most of the latter part of the hearing, fought the principle of basing a fee on gross revenue, claiming it would mean undue hardship for the smaller stations in that their fees under the proposal would be anywhere from three to 10 times greater than last year while those of the large stations would remain about the same.

Sedgwick pointed specifically to what would happen in the case of one specific station. Quoting a letter from the station's owner-manager, he said that the station's annual revenue had jumped from \$16,000 to \$57,000 in five years, a fact which Sedgwick attributed to much-improved management. But even with such an increase, he said, last year was the first time the station had shown a profit, and a deficit of \$2,400 was still outstanding.

Under CAPAC's proposal, he said, this station would be required to pay a fee of \$1,080, plus a share of the general fee—a total of close to \$1,200. Last year the station paid \$102 to CAPAC.

It is no secret that the large private stations have been assisting the smaller ones—the latter accounting for more than half the CAB membership—in meeting the former demands of CAPAC, Sedgwick declared. But under a system of fees based on gross revenue this would no longer be possible, he warned, drawing a marked distinction between a "fair" distribution of the cost and an "equitable" one.

In an attempt to refute the reasons for the increase advanced by CAPAC through its legal counsel, Harold Manning — namely, higher living and operating costs — the CAB drew a three-way comparison. In considering the cost-of-living index, the CAB's presentation pointed out that the increase since 1947 has been about 30 per cent, if an allowance is made for the increased value of the money which CAPAC sends to members outside of North America. If the opinion of Charles Stein, Under-secretary of State and member of the Copyright Appeal Board, had prevailed in 1947, a fee of 9 cents per licensed receiver, payable by private stations, would have been adopted, rather than the 7-cent rate, the CAB pointed out. On this basis the private stations would have paid \$157,891 — rather than the \$122,804 actually paid—and this figure upped 30 per cent should only justify a charge for this year of \$205,258, Sedgwick claimed.

The amount of money paid by the National Association of Radio and Television Broadcasters in the U.S. to the American Society of Composers, Authors and Publishers has risen about 4½ per cent annually since 1947, the

(Continued on page 3)

For BCAB Convention Agenda See Page 6

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



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March 24-27 1952

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- Mr. Adam Young, Adam J. Young, Junior, Inc., New York
- Mr. Wallace Parr, Supervisor of Education, Manufacturers' Life Insurance Co.
- Mr. Maurice Mitchell of "Mitch's Pitch" — Mr. Ernest de la Ossa, NBC
- Mr. Horace Schwerin, Schwerin Research Institute, New York
- Mr. King Whitney, Personnel Laboratories, New York
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- Mr. Joe MacDonald, Treasurer, NBC
- Mr. W. E. Walbridge, Manager, WWJ-TV, Detroit

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

CAB Argues . . .

(Continued from page 1)

CAB pointed out, although the comparable increase in Canada in the same period has been 6 per cent annually, or a total of 24 per cent. By adding the total Canadian increase up to 1950 to the annual American increase, the CAB felt that an increase of 28 per cent could be justified, which figured out to a fee to CAPAC for 1952 of \$202,101 at the higher rate of 9 cents.

The CAB's presentation also recognized the rise in Canada's population as a factor in making an increase of CAPAC fees necessary, but it held that since population had jumped only 12 per cent since 1946, a similar increase applied to CAPAC fees would only amount to \$176,858, even at the 9-cent rate.

But apart from arguing for a reduction in the total cost to the private stations, both Sedgwick and Allard lashed out at the "complete impracticability" and "unreality" of CAPAC seeking to establish the basis on which stations should pay. "We have always been ready to discuss its (CAPAC's repertoire) value as a sum of money," Sedgwick declared. "What CAPAC wanted previously was a total sum and it wasn't concerned how CAB or CBC collected it," he continued, questioning the right by which CAPAC attempted to set the rate to the individual station.

"We could play nice music all day long and starve to death," said Allard, pointing out that it was business acumen and programming that counted in operating a radio station. This being so, "why does CAPAC think it should get a set portion of our income?"

In reply to the question on whether or not private stations would consider a ban on CAPAC music if they felt the price was too high, asked by Justice Thorson, head of the Board, Allard replied that a number of broadcasters could cut out CAPAC music entirely, as four of them had done in an experiment dur-

ing November and December, although they found it difficult. The music controlled by CAPAC was a very desirable, but also expendable, commodity, he said, suggesting that "more people drive Fords than Cadillacs, although that is no reflection on Cadillac."

The CAB spokesmen could not reconcile the fact that the CBC was being asked to pay less than the total demanded from private stations, in the light of a statement made by the Corporation to the Massey Commission. Allard quoted the CBC as saying: "By reason of the daily operations of the three networks, the Corporation, individually, is the largest user in Canada, and possibly also of the U.S.A., of the works and other program material in which copyright exists or may be claimed or has existed at one time or another."

Charles Fontaine of the Department of Justice and another member of the Board, requested that the CAB suggest what is considered a fair rate if the basis of gross revenue was adopted by the Board. Sedgwick replied that the CAB was entirely against the revenue basis but that if it must, it would recommend a fee of one per cent of gross revenue, since an "informed guess" set the total income of the private broadcasting industry at \$20,000,000 annually, and it had earlier suggested that a fee of \$200,000 would be fair. However, Sedgwick urged that if a tariff based on revenue was going to be adopted, then the Board should eliminate any tariff on population.

It is expected that the decision of the Board will be announced in from one to three weeks.

Earlier in the hearing the three-man Board approved the fees to be charged the private stations by BMI Canada Ltd., which amount to \$44,248. In 1951 the stations paid BMI \$43,548.

The Board also set aside indefinitely a decision on a CAPAC proposal that any television stations to be established in Canada be required to pay \$500 monthly in fees for the use of its music.

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

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SUPREME IN VANCOUVER

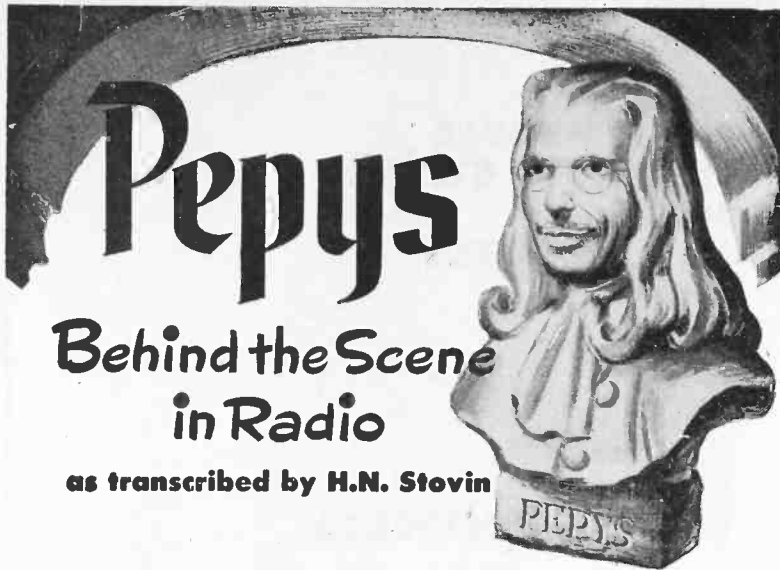
F. H. Elphicke, Manager — All Canada Radio Facilities Limited
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at one low cost
with*



REPRESENTATIVES
TORONTO: Paul Mulvihill
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"Noting a citizen this morning hopefully trying to thumb a ride on a street car, did tell him that the strike was over and business back to normal—in fact, even better than ever on our proven Stovin stations, as shown by many recent letters

- ● ● Mengie Shulman, from St. John's, Newfoundland, reports that 'King Cole Treasure Quest' returned to the air after a two-week Christmas holiday, and received sixteen hundred letters, every one with the necessary enclosure, the next day; which is truly 'some' proof of listener-appreciation
- ● ● Flin Flon, which two years ago had five national accounts, now has twenty-five, which might be termed 'quintuplication by representation.' This thriving centre is a real market. The annual payroll of one industry alone, Hudson's Bay Mining and Smelting, to its 3,000 employees is over \$11 millions. Income levels among Flin Flon's 12,500 population are high—the lowest paid category of casual labor employed by the town itself receives \$61.44 per week, with time and a half for overtime and double pay for holidays. (Street car employees would, presumably, be paid in diamonds!)
- ● ● J. S. Purvis, CHAB, Moose Jaw, in receipt of two important letters in the same week complimenting the station on its influence and wide coverage—one from the Editor of the Co-Operative Consumer, Saskatoon; and the other from the Office of Civil Defense of the City of Regina
- ● ● Also, for the same station, a record total of 7,500 letters in response to 'Tabernacle Tidings,' though that program makes no direct pull for mail. And two other welcome and congratulatory letters on fine promotion work done for Wrigley's and Canadian Westinghouse
- ● ● CJOR, Vancouver, doing public service and paying tribute to Alcoholics Anonymous, by airing eight 15-minute programs entitled 'The Lonesome Road'
- ● ● Oil Strike in Swift Current Area now making CHAB, Moose Jaw, an even more important 'buy' than ever before."

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| CJGX Yorkton | CJBC Toronto | CJEM Edmundston |
| CHAB Moose Jaw | CFOR Grillo | CKCW Moncton |
| CJNB North Battleford | CFOS Owen Sound | CHSJ Saint John |
| CKOM Saskatoon | CHOV Pembroke | VOCM Newfoundland |
| | CJBQ Belleville | |

MARKETS

B.C. Is Getting Into High Gear

By Robert A. Francis

The post-war industrial boom in B.C., which has really started to come to a head in the past year in a dozen industries, points the way to an even richer retail market than developments so far have indicated.

So many new plants have begun building in past months, so many established concerns have announced expansions, so much development in basic industries has taken place, that the average citizen has lost track of the picture as a whole.

The man in the street in this province does not realize yet what has hit British Columbia. The merchant in the store is not fully aware, either, of the tremendous growth that is going on right here in front of his counter.

In terms of an expanding working force coming in to fill the blossoming labor market, of the high B.C. living standard, of the wage levels which compare favorably with any part of the Dominion, the province offers its merchants a better outlook than at any time in its history.

"B.C. is just starting," a banker commented to a radio station salesman who wondered aloud just how many new projects could get under way in a single province.

In the past year there have been developments in pulp and paper, hydro, aluminum, oil and oil pipelines, agriculture, manufacturing, fishing, shipbuilding, construction and mining. Each of these facets of the province's development has had steadily growing payrolls pumping money into retail business.

When the figures are totted up, it looks as if retail sales for the year will have passed the all-time high total of \$1,050,054,000 set in 1950. The year just starting can hardly be less good.

With more than a billion dollars waiting to be spent, then, it must be worth every advertiser's while to reappraise his schedule and see whether he is getting the

Vancouverite

Bob Francis has been the correspondent of Canadian Broadcaster & Telescreen there for the past six years. A freelance writer, newsman and world traveller, he is also the husband half of a journalistic team whose works appear regularly in many North American magazines.



most results for his advertising dollar.

And it must be the job of radio's time salesmen in B.C. to show them how radio can do the job for them. With all that business waiting to be done, the industry can hardly fail to get a respectable proportion of it.

Let's look quickly at some of the developments which are bringing workers and families, home-makers and retail customers, to every section of the province.

The latest major project announced is for a \$65 million pulp plant to be built by Celgar Development Co. Ltd., a subsidiary of Celanese Corporation of America, at Castlegar on the Arrow Lake. This will be the largest single development ever started in B.C.'s huge forest industry, and work begins this spring.

Gradually the small town of Castlegar will grow to a thriving city of 11,000 inhabitants, and the entire Arrow Lakes valley will undergo a transformation as thousands of workers move into the area with their families.

Already another branch of the same corporation, Columbia Cellulose Co., is producing high alpha pulp at Prince Rupert with a consequent stimulus to business in that area.

The projected Edmonton-Vancouver pipeline will bring added work and business, and already Imperial Oil Co. has announced a \$13 million addition to its refinery at Ioco, outside Vancouver.

The pipeline is an \$82 million scheme itself, and a proportion of

(Continued on page 6)

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Photography: ANTHONY TRIFOLI

Correspondents
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Winnipeg - A. L. Garside
Vancouver - Bob Francis

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

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

EMpire 3-5075

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



Vol. 11, No. 3.

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

February 6th, 1952

My Industry Right Or Wrong

This issue we are greeting the British Columbia Association of Broadcasters on the occasion of their winter meeting in Vancouver.

Located in the heart of one of the most rapidly growing parts of Canada, the B.C. Broadcasters have a responsibility beyond the borders of their own province.

Obviously the main function of regional associations, such as the BCAB, is to further the interests of their own members. But as Canada aspires to greater and greater nationhood, and the broadcasting industry grows with her, it becomes more incumbent upon all of us to widen our personal horizons until they take in the whole scope of the country, to the end that the regions which go to make up Canada may continue to grow in prosperity, over-riding a tendency to parochialism, which may at times have held us back in the past.



To borrow a phrase from the United States, "my country right or wrong" tokens national unity. To translate this same thought into the affairs of an industry, success can best be attained by working to create conditions which will benefit that industry as a whole, irrespective of the immediate benefit of an individual or a group of individuals.

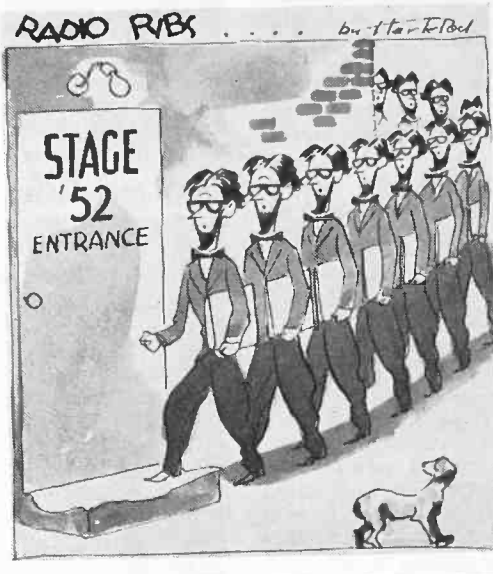
Snuggling behind the Rocky Mountains, British Columbia can easily sit back and bask in the serenity of her own prosperity, forgetting that she must share the obligations of the rest of the country of which she is a part if she would enjoy the advantages of being Canadian. And B.C. broadcasters, with their own industries, their own time zone and their own climate, must fulfil their obligations to broadcasters in other areas if they are going to share in the privileges of being a part of this nation's radio industry.



CAB 1952 Conference

For the first time since 1943, the Canadian Association of Broadcasters is holding its annual conference in Toronto this year, and the Association's agenda committee is dangling a program of widely diverse subjects which should attract a record turn-out.

It is to be hoped that agency people and their clients will be on hand in large numbers, and that they will not be backward in coming forward with their thoughts and suggestions during the discussion panels. It



is in this way as in no other way that the industry's sincere efforts to improve its product can meet with the greatest measure of success.

The growth of the radio medium, not just financially but in effectiveness, is attributable largely to the fact that it has always operated on a basis of round table conferences between those who sell and those who buy, to the end that the business has always operated to the greatest benefit of all concerned.



Is Nothing Sacred To The CBC?

Everything has its price, including the CBC's opera broadcasts. Or so it would seem from a statement by their assistant director general of programs, Charles Jennings in the CBC staff magazine, *Radio*. Says Jennings: "I am sure that the CBC would be willing to consider commercial sponsorship of our opera productions if this could be done in an appropriate and acceptable way."

It is hard to envisage just how far the CBC is prepared to go in its lust for money. The Broadcasting Act gives it the license fees and Parliament pours grants and loans into its coffers to enable it to give (not sell) the people of Canada worth-while entertainment on a high cultural level. Before Parliamentary committees, the CBC upbraids private stations for their commercialism, deplors the fact that they do not devote more of their time, their only source of revenue, to the production of sustaining programs of an educational type. Yet it comes out blandly with the statement that it would be most interested in finding a financial backer for one of the programs it is being heavily subsidized to produce.

Most thinking people are quite prepared to pay the shot for the CBC to devote its time and its talents to the highly important function of improving the cultural calibre of the people of Canada. Parliament, in its wisdom, has granted the national system fabulous sums from the public purse to facilitate this commendable objective. It seems reasonable to assume though that it was not the Parliament's intention to do the tremendous job of refinancing and have the CBC continue to expand rather than contract its commercial activities.



What's In A Name

According to legend, the name Dominion, once used to describe Canada, came from the eighth verse of the seventy-second Psalm: "He shall have dominion also from sea to sea, and from the river unto the ends of the earth." The Latin version of the phrase "from sea to sea" is retained, perhaps temporarily, in our coat of arms, but Dominion, thanks to Mr. St. Laurent and his colleagues, is on the way out.

It may be recalled that Dominion was an alternative to Kingdom, chosen because the Fathers of Confederation did not wish to offend the United States. It is only within recent years that a term good enough for Sir John A. Macdonald and Sir Georges Etienne Cartier has seemed to offend anyone. Nothing has been heard from Canada's fellow-what-you-may-call-'ems, Australia and New Zealand, who have a similar status to Canada's, to indicate that they are at all discontented about being called a Commonwealth and a Dominion respectively.

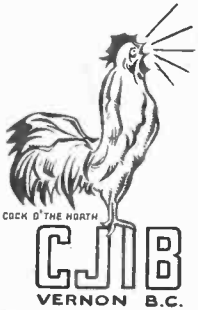
The effect of the change in the United Kingdom is as yet unknown. Probably it will be unnoticed, for one of the endearing characteristics of the British is to ignore what seem to them minor differences of terminology. A few, after years of education, may now remember not to call Canadians, Australians or New Zealanders colonials to their faces. It is a question whether one in a thousand of their educated citizens, or one in ten thousand of the others, can understand why Canadians, Australians or New Zealanders should be offended by the term. They would be equally amazed at the resentment of a Virginian when he was called a Yankee.

In the Commonwealth (formerly the British Commonwealth) Canada's status is that of a nation. So is that of the Republic of Pakistan. There is no more inconsistency in being both a Dominion and a nation than there is in being a republic and a nation. To some who have a sentimental attachment to the old term, it may seem that it makes a distinction (perhaps minor, in British eyes) between the status of Pakistan and that of Canada.

—The Printed Word.

BRITISH COLUMBIA'S second largest population is concentrated in the north Okanagan and is served exclusively by CJIB . . . for by every survey CJIB shows five times as many listeners as any other station.

NUMBER ONE BY FAR!!



Reps:
Radio Reps
&
Donald Cooke

MARKETS

(Continued from page 4)

this will seep into the commerce of the province.

Consolidated Mining and Smelting Co. at Trail, operators of the biggest smelter in the Commonwealth, are working on a \$65 million expansion.

At Kitimat, south of Prince Rupert, the first stage of Aluminum Co. of Canada's aluminum project is under way, with \$160 million involved, and already 3,500 men are at work. This will grow gradually to a city of 50,000 in the next few years as the plant is completed and production begins.

Pulp and paper mills are expanding at many points on Vancouver Island and the mainland, adding to the total investment in the province's major industry, and pushing upward its production and employment totals.

With world base metal prices high, mining in B.C. is hitting a new high of activity, and prospectors are rushing into every region of the province.

Shipbuilding, with contracts for almost \$50 million worth of naval vessels let, is getting back into its stride, and the construction industry itself, paced by the need for buildings for new industrial projects, is going ahead far faster than a year ago.

Even the tourist industry, hardly regarded as a steady source of income to the retail

merchant, was worth about \$75 million to B.C. in 1951, so that its potentialities are definitely not something to be overlooked by merchants in many fields.

Roads have improved into the interior of the province more in the six years since the war than in the previous 16, and this can mean not only easier access to the hinterland for tourists, with all that this implies, but the solid development which follows in the wake of good communication facilities.

Agriculture and fishing, which are major industries in themselves, have prospered, and these again mean bigger returns for the people who work at them, and this in turn is plowed back into the province's economy in home-building and furnishing and purchase of the basic items of living.

The crux of the B.C. story is that the population of the province has jumped more than 40% in a decade. The figure is over one million now, and the increase is not, as the gagwriters have put it, composed of millionaire wheat farmers and Indian army majors come to the west coast to retire.

The increase, by and large, is made up of useful men and women come to work in the basic industries and secondary manufacturing concerns which are expanding as never before.

These are men and women who have come to the province to work and earn, and to spend right here what they earn out of the resources of the province itself. They are the B.C. market. The breadwinners among them are making good wages, have a sporting prospect of continuing to do so, and the only foreseeable change in the province is that there will be more like them as time goes on.

"You haven't sold Canada till you've sold B.C. by radio," the BCAB has said of the country's third market. The more things develop here in the west, they emphasize, the truer this maxim becomes.

Suddenly in the past five years British Columbia has grown up. People are no longer touchy about the "capitalistic east," and the fellows in the Bay Street canyons who were too conservative to take a chance on B.C.

British Columbians today ignore the hoary old gags about the wild west, strong and free, which they used to suffer from their friends east of Kapuskasing. They've got a boom of their own on their hands. The capital is pouring in from the U.S. and the U.K., and from Eastern Canada, for that matter, and B.C.'ers figure they've simply proved they had what it took all the time.

It just took them a little longer to get going to make the best of their resources. Now that they're just beginning to roll, as the banker said, there'll be no holding the west. You can't even get a guess what the market will look like when B.C. really gets into high gear.

BCAB Agenda

The general manager of the Canadian Association of Broadcasters will be the featured speaker on two occasions during the first day of the annual conference of the British Columbia Association of Broadcasters to be held in Hotel Vancouver on February 11 and 12.

T. J. Allard will make a report on CAB activities, especially as they relate to the recent Parliamentary Committee on Radio and the Copyright Appeal Board, following a preliminary business session and the report of president F. H. Elphicke on Monday morning.

During the luncheon, which is to be a joint meeting with the Advertising & Sales Bureau of Vancouver Board of Trade, Allard is also scheduled to address the delegates.

CAB director of sales and research, Pat Freeman, will deal with sales presentations, sales research and the Bureau of Broadcast Measurement, at the afternoon session. He is to be followed by reports of the Sales Presentation and John G. Gillin Memorial Committees and discussions on the BCAB advertising campaign and an improved rate card.

The editor of Canadian Broadcaster & Telescreen, Richard G. Lewis, will be guest speaker at the BCAB's annual dinner. His title: "Home Thoughts of a Mad Dog."

The Tuesday morning session is slated to be devoted to discussions on civil defence as it affects radio. In the final afternoon, unfinished business and the reports of various committees will be considered.

**We don't sell Time
We Sell Results**



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

PEOPLE

Joins CJOR



Vancouver.—F. W. H. Wellwood, graduate of the Harvard School of Business Administration, has joined CJOR as executive assistant to the president, George C. Chandler.

Recently Wellwood had been director of the executive training course sponsored by the young men's section of the Montreal Board of Trade.

He was formerly a management consultant with the E. B. Eddy Match Company, Belding-Corticelli Ltd., Canadian Marconi Co., and Thomas Nelson & Sons (New York).

ALFREDO ANTONINI 88*



KAY ARMEN 99*



MINDY CARSON 71*



TED DALE 99*



VIC DAMONE 95*



THE DEEP RIVER BOYS 108*



RALPH FLANAGAN 50*



AL GOODMAN 85*



DICK JURGENS 121*



EVELYN KNIGHT 143*



FRANKIE MASTERS 100*



GUY MITCHELL 30*



GLENN OSSER 76*



THE SATISFIERS 60*



DENNY VAUGHAN 30*

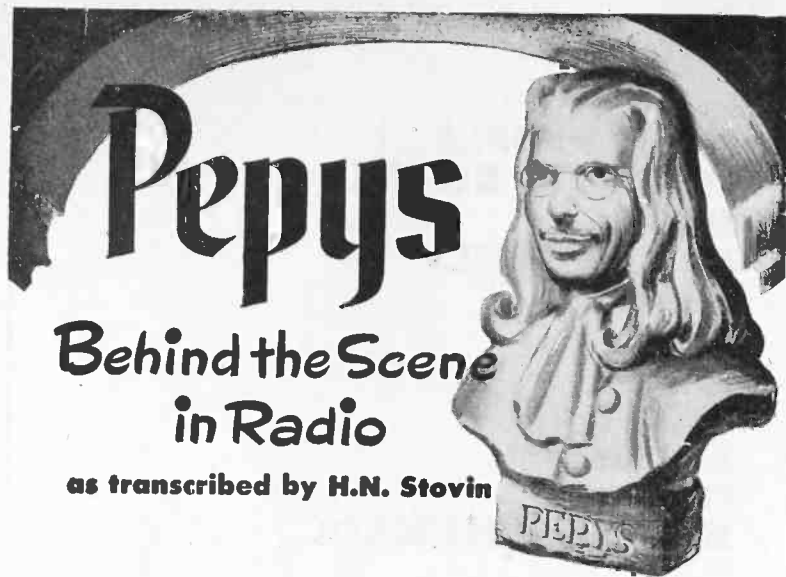


MARTHA WRIGHT 21*



all this and ...

*SEE OTHER SIDE



"Noting a citizen this morning hopefully trying to thumb a ride on a street car, did tell him that the strike was over and business back to normal—in fact, even better than ever on our proven Stovin stations, as shown by many recent letters

- • • Mengie Shulman, from St. John's, Newfoundland, reports that 'King Cole Treasure Quest' returned to the air after a two-week Christmas holiday, and received sixteen hundred letters, every one with the necessary enclosure, the next day; which is truly 'some' proof of listener-appreciation
- • • Flin Flon, which two years ago had five national accounts, now has twenty-five, which might be termed 'quintuplication by representation.' This thriving centre is a real market. The annual payroll of one industry alone, Hudson's Bay Mining and Smelting, to its 3,000 employees is over \$11 millions. Income levels among Flin Flon's 12,500 population are high—the lowest paid category of casual labor employed by the town itself receives \$61.44 per week, with time and a half for overtime and double pay for holidays. (Street car employees would, presumably, be paid in diamonds!)
- • • J. S. Purvis, CHAB, Moose Jaw, in receipt of two important letters in the same week complimenting the station on its influence and wide coverage—one from the Editor of the Co-Operative Consumer, Saskatoon; and the other from the Office of Civil Defense of the City of Regina
- • • Also, for the same station, a record total of 7,500 letters in response to 'Tabernacle Tidings,' though that program makes no direct pull for mail. And two other welcome and congratulatory letters on fine promotion work done for Wrigley's and Canadian Westinghouse
- • • CJOR, Vancouver, doing public service and paying tribute to Alcoholics Anonymous, by airing eight 15-minute programs entitled 'The Lonesome Road'
- • • Oil Strike in Swift Current Area now making CHAB, Moose Jaw, an even more important 'buy' than ever before."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MARKETS

B.C. Is Getting Into High Gear

By Robert A. Francis

The post-war industrial boom in B.C., which has really started to come to a head in the past year in a dozen industries, points the way to an even richer retail market than developments so far have indicated.

So many new plants have begun building in past months, so many established concerns have announced expansions, so much development in basic industries has taken place, that the average citizen has lost track of the picture as a whole.

The man in the street in this province does not realize yet what has hit British Columbia. The merchant in the store is not fully aware, either, of the tremendous growth that is going on right here in front of his counter.

In terms of an expanding working force coming in to fill the blossoming labor market, of the high B.C. living standard, of the wage levels which compare favorably with any part of the Dominion, the province offers its merchants a better outlook than at any time in its history.

"B.C. is just starting," a banker commented to a radio station salesman who wondered aloud just how many new projects could get under way in a single province.

In the past year there have been developments in pulp and paper, hydro, aluminum, oil and oil pipelines, agriculture, manufacturing, fishing, shipbuilding, construction and mining. Each of these facets of the province's development has had steadily growing payrolls pumping money into retail business.

When the figures are totted up, it looks as if retail sales for the year will have passed the all-time high total of \$1,050,054,000 set in 1950. The year just starting can hardly be less good.

With more than a billion dollars waiting to be spent, then, it must be worth every advertiser's while to reappraise his schedule and see whether he is getting the

Vancouverite Bob Francis has been the correspondent of Canadian Broadcaster & Telescreen there for the past six years. A freelance writer, newsman and world traveller, he is also the husband half of a journalistic team whose works appear regularly in many North American magazines.



most results for his advertising dollar.

And it must be the job of radio's time salesmen in B.C. to show them how radio can do the job for them. With all that business waiting to be done, the industry can hardly fail to get a respectable proportion of it.

Let's look quickly at some of the developments which are bringing workers and families, homemakers and retail customers, to every section of the province.

The latest major project announced is for a \$65 million pulp plant to be built by Celgar Development Co. Ltd., a subsidiary of Celanese Corporation of America, at Castlegar on the Arrow Lake. This will be the largest single development ever started in B.C.'s huge forest industry, and work begins this spring.

Gradually the small town of Castlegar will grow to a thriving city of 11,000 inhabitants, and the entire Arrow Lakes valley will undergo a transformation as thousands of workers move into the area with their families.

Already another branch of the same corporation, Columbia Cellulose Co., is producing high alpha pulp at Prince Rupert with a consequent stimulus to business in that area.

The projected Edmonton-Vancouver pipeline will bring added work and business, and already Imperial Oil Co. has announced a \$13 million addition to its refinery at Ioco, outside Vancouver.

The pipeline is an \$82 million scheme itself, and a proportion of

(Continued on page 6)

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

C K C W

REPRESENTATIVES
OMER RENAUD & CO. IN U.S.A. WEED & CO.
TORONTO-MONTREAL

The best buy for your advertising \$ in Quebec

CANADIAN BROADCASTER AND TELESCREEN

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

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

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

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

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



Vol. 11, No. 3. 25c a Copy — \$3.00 a Year — \$5.00 for Two Years February 6th, 1952

My Industry Right Or Wrong

This issue we are greeting the British Columbia Association of Broadcasters on the occasion of their winter meeting in Vancouver.

Located in the heart of one of the most rapidly growing parts of Canada, the B.C. Broadcasters have a responsibility beyond the borders of their own province.

Obviously the main function of regional associations, such as the BCAB, is to further the interests of their own members. But as Canada aspires to greater and greater nationhood, and the broadcasting industry grows with her, it becomes more incumbent upon all of us to widen our personal horizons until they take in the whole scope of the country, to the end that the regions which go to make up Canada may continue to grow in prosperity, over-riding a tendency to parochialism, which may at times have held us back in the past.



To borrow a phrase from the United States, "my country right or wrong" tokens national unity. To translate this same thought into the affairs of an industry, success can best be attained by working to create conditions which will benefit that industry as a whole, irrespective of the immediate benefit of an individual or a group of individuals.

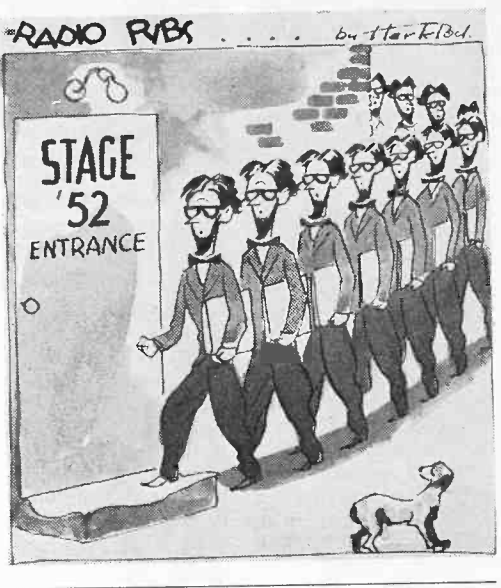
Snuggling behind the Rocky Mountains, British Columbia can easily sit back and bask in the serenity of her own prosperity, forgetting that she must share the obligations of the rest of the country of which she is a part if she would enjoy the advantages of being Canadian. And B.C. broadcasters, with their own industries, their own time zone and their own climate, must fulfil their obligations to broadcasters in other areas if they are going to share in the privileges of being a part of this nation's radio industry.



CAB 1952 Conference

For the first time since 1943, the Canadian Association of Broadcasters is holding its annual conference in Toronto this year, and the Association's agenda committee is dangling a program of widely diverse subjects which should attract a record turn-out.

It is to be hoped that agency people and their clients will be on hand in large numbers, and that they will not be backward in coming forward with their thoughts and suggestions during the discussion panels. It



is in this way as in no other way that the industry's sincere efforts to improve its product can meet with the greatest measure of success.

The growth of the radio medium, not just financially but in effectiveness, is attributable largely to the fact that it has always operated on a basis of round table conferences between those who sell and those who buy, to the end that the business has always operated to the greatest benefit of all concerned.



Is Nothing Sacred To The CBC?

Everything has its price, including the CBC's opera broadcasts. Or so it would seem from a statement by their assistant director general of programs, Charles Jennings in the CBC staff magazine, *Radio*. Says Jennings: "I am sure that the CBC would be willing to consider commercial sponsorship of our opera productions if this could be done in an appropriate and acceptable way."

It is hard to envisage just how far the CBC is prepared to go in its lust for money. The Broadcasting Act gives it the license fees and Parliament pours grants and loans into its coffers to enable it to give (not sell) the people of Canada worth-while entertainment on a high cultural level. Before Parliamentary committees, the CBC upbraids private stations for their commercialism, deplors the fact that they do not devote more of their time, their only source of revenue, to the production of sustaining programs of an educational type. Yet it comes out blandly with the statement that it would be most interested in finding a financial backer for one of the programs it is being heavily subsidized to produce.

Most thinking people are quite prepared to pay the shot for the CBC to devote its time and its talents to the highly important function of improving the cultural calibre of the people of Canada. Parliament, in its wisdom, has granted the national system fabulous sums from the public purse to facilitate this commendable objective. It seems reasonable to assume though that it was not the Parliament's intention to do the tremendous job of refinancing and have the CBC continue to expand rather than contract its commercial activities.



What's In A Name

According to legend, the name Dominion, once used to describe Canada, came from the eighth verse of the seventy-second Psalm: "He shall have dominion also from sea to sea, and from the river unto the ends of the earth." The Latin version of the phrase "from sea to sea" is retained, perhaps temporarily, in our coat of arms, but Dominion, thanks to Mr. St. Laurent and his colleagues, is on the way out.

It may be recalled that Dominion was an alternative to Kingdom, chosen because the Fathers of Confederation did not wish to offend the United States. It is only within recent years that a term good enough for Sir John A. Macdonald and Sir Georges Etienne Cartier has seemed to offend anyone. Nothing has been heard from Canada's fellow-what-you-may-call-'ems, Australia and New Zealand, who have a similar status to Canada's, to indicate that they are at all discontented about being called a Commonwealth and a Dominion respectively.

The effect of the change in the United Kingdom is as yet unknown. Probably it will be unnoticed, for one of the endearing characteristics of the British is to ignore what seem to them minor differences of terminology. A few, after years of education, may now remember not to call Canadians, Australians or New Zealanders colonials to their faces. It is a question whether one in a thousand of their educated citizens, or one in ten thousand of the others, can understand why Canadians, Australians or New Zealanders should be offended by the term. They would be equally amazed at the resentment of a Virginian when he was called a Yankee.

In the Commonwealth (formerly the British Commonwealth) Canada's status is that of a nation. So is that of the Republic of Pakistan. There is no more inconsistency in being both a Dominion and a nation than there is in being a republic and a nation. To some who have a sentimental attachment to the old term, it may seem that it makes a distinction (perhaps minor, in British eyes) between the status of Pakistan and that of Canada.

—The Printed Word.

BRITISH COLUMBIA'S second largest population is concentrated in the north Okanagan and is served exclusively by CJIB ... for by every survey CJIB shows five times as many listeners as any other station.

NUMBER ONE BY FAR!!



Reps:
Radio Reps
&
Donald Cooke

MARKETS

(Continued from page 4)

this will seep into the commerce of the province.

Consolidated Mining and Smelting Co. at Trail, operators of the biggest smelter in the Commonwealth, are working on a \$65 million expansion.

At Kitimat, south of Prince Rupert, the first stage of Aluminum Co. of Canada's aluminum project is under way, with \$160 million involved, and already 3,500 men are at work. This will grow gradually to a city of 50,000 in the next few years as the plant is completed and production begins.

Pulp and paper mills are expanding at many points on Vancouver Island and the mainland, adding to the total investment in the province's major industry, and pushing upward its production and employment totals.

With world base metal prices high, mining in B.C. is hitting a new high of activity, and prospectors are rushing into every region of the province.

Shipbuilding, with contracts for almost \$50 million worth of naval vessels let, is getting back into its stride, and the construction industry itself, paced by the need for buildings for new industrial projects, is going ahead far faster than a year ago.

Even the tourist industry, hardly regarded as a steady source of income to the retail

merchant, was worth about \$75 million to B.C. in 1951, so that its potentialities are definitely not something to be overlooked by merchants in many fields.

Roads have improved into the interior of the province more in the six years since the war than in the previous 16, and this can mean not only easier access to the hinterland for tourists, with all that this implies, but the solid development which follows in the wake of good communication facilities.

Agriculture and fishing, which are major industries in themselves, have prospered, and these again mean bigger returns for the people who work at them, and this in turn is plowed back into the province's economy in homebuilding and furnishing and purchase of the basic items of living.

The crux of the B.C. story is that the population of the province has jumped more than 40% in a decade. The figure is over one million now, and the increase is not, as the gagwriters have put it, composed of millionaire wheat farmers and Indian army majors come to the west coast to retire.

The increase, by and large, is made up of useful men and women come to work in the basic industries and secondary manufacturing concerns which are expanding as never before.

These are men and women who have come to the province to work and earn, and to spend right here what they earn out of the resources of the province itself. They are the B.C. market. The breadwinners among them are making good wages, have a sporting prospect of continuing to do so, and the only foreseeable change in the province is that there will be more like them as time goes on.

"You haven't sold Canada till you've sold B.C. by radio," the BCAB has said of the country's third market. The more things develop here in the west, they emphasize, the truer this maxim becomes.

Suddenly in the past five years British Columbia has grown up. People are no longer touchy about the "capitalistic east," and the fellows in the Bay Street canyons who were too conservative to take a chance on B.C.

British Columbians today ignore the hoary old gags about the wild west, strong and free, which they used to suffer from their friends east of Kapuskasing. They've got a boom of their own on their hands. The capital is pouring in from the U.S. and the U.K., and from Eastern Canada, for that matter, and B.C.'ers figure they've simply proved they had what it took all the time.

It just took them a little longer to get going to make the best of their resources. Now that they're just beginning to roll, as the banker said, there'll be no holding the west. You can't even get a guess what the market will look like when B.C. really gets into high gear.

BCAB Agenda

The general manager of the Canadian Association of Broadcasters will be the featured speaker on two occasions during the first day of the annual conference of the British Columbia Association of Broadcasters to be held in Hotel Vancouver on February 11 and 12.

T. J. Allard will make a report on CAB activities, especially as they relate to the recent Parliamentary Committee on Radio and the Copyright Appeal Board, following a preliminary business session and the report of president F. H. Elphicke on Monday morning.

During the luncheon, which is to be a joint meeting with the Advertising & Sales Bureau of Vancouver Board of Trade, Allard is also scheduled to address the delegates.

CAB director of sales and research, Pat Freeman, will deal with sales presentations, sales research and the Bureau of Broadcast Measurement, at the afternoon session. He is to be followed by reports of the Sales Presentation and John G. Gillin Memorial Committees and discussions on the BCAB advertising campaign and an improved rate card.

The editor of Canadian Broadcaster & Telescreen, Richard G. Lewis, will be guest speaker at the BCAB's annual dinner. His title: "Home Thoughts of a Mad Dog."

The Tuesday morning session is slated to be devoted to discussions on civil defence as it affects radio. In the final afternoon, unfinished business and the reports of various committees will be considered.

PEOPLE

Joins CJOR



Vancouver.—F. W. H. Wellwood, graduate of the Harvard School of Business Administration, has joined CJOR as executive assistant to the president, George C. Chandler.

Recently Wellwood had been director of the executive training course sponsored by the young men's section of the Montreal Board of Trade.

He was formerly a management consultant with the E. B. Eddy Match Company, Belding-Corticelli Ltd., Canadian Marconi Co., and Thomas Nelson & Sons (New York).

We don't sell Time
We Sell
Results



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

ALFREDO ANTONINI 88*



KAY ARMEN 99*



MINDY CARSON 71*



TED DALE 99*



VIC DAMONE 95*



THE DEEP RIVER BOYS 108*



RALPH FLANAGAN 50*



AL GOODMAN 85*



DICK JURGENS 121*



EVELYN KNIGHT 143*



FRANKIE MASTERS 100*



GUY MITCHELL 30*



GLENN OSSER 76*



THE SATISFIERS 60*



DENNY VAUGHAN 30*



MARTHA WRIGHT 21*



all this and ...

*SEE OTHER SIDE

...ROSEMARY CLOONEY, too



APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS "the library that pays for itself"
Associated Program Service

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



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from \$19.50 per month (one year only).

* Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.

SELECTIVE RADIO

Personality Promotion

Vancouver.—Promotion of station personalities as a sales pitch is more effective than simply pushing a client to buy a desirable high-rating time, according to salesmen and broadcasters at CJOR.

Sales manager Don Laws said that this has been their conclusion after years of experience with such personalities as Colin Fitzgerald (the GG Man), Dorwin Baird, Ross Mortimer, Vic Waters and Billy Browne, Jr., who recently took over the *Breakfast with Browne* program emceed for years by his late father.

"We were operating on this principle years before people like Arthur Godfrey were ever heard from," Laws said.

"There's no doubt that our shows, built round a personality who has become well known over the years, sell better than programs handled by even the best anonymous announcer with a well-modulated professional voice," he said.

The listener, according to this thesis, regards the personality as a neighbor and friend, and puts more stock in his sales talk than in that of an unknown voice, no matter how persuasive.

While the sponsor pays a talent fee extra on these shows, he is protected against another sponsor of a different make of the same product being on the same show.

■ ■ ■
The personalities for which CJOR is best known have been with the station for years.

The GG Man, on from 6.30 to 8 in the morning, has been in that spot for 15 years, and CJOR salesmen reason that this is a tough record for opposition salesmen to compete with.

From 8.30 to 9 a.m. there's *Breakfast with Browne* — "The longest breakfast table in the world—100,000 seats" — which has been running about the same length of time.

Dorwin Baird's *Man in the House* has been running more than four years from 11 to 11.30 a.m.

From 12.15 to 12.45 Ross Mortimer, the informal character who fascinates kids and housewives,

goes on the air with *Kiddies' Karnival*, which has been going steadily for three years and shows no signs of doing anything except staying there.

Mortimer is back in the afternoon from 2 to 3.30 with *Take It Easy*, which is also getting to be part of the local folk lore.

Vic Waters is the last regular piece in the personalities category. He's on from 10.30 to midnight with a piece called, oddly enough, *The Vic Waters Show*. It's been there four years or so, and looks like staying for good.

This sort of thing leads to consistency in the selling approach, CJOR people believe, and for proof that the system has something they point to the results.

Daily News Keeps Plant Busy

Vancouver. — Auto Metal and Radiator Works, a repair establishment in the west end of the city, has found in the course of seven or eight years of radio advertising on CKWX that a word on the air first thing in the morning brings in business within the hour.

Their only advertising is to sponsor the 7.30 a.m. news on the station, a five-minute piece six days weekly.

Between 8.30 and 9 a.m. motorists begin to show up and leave their cars for long-needed repairs.

The company has found the news broadcast spots particularly effective in keeping slow departments busy. If the upholstery department, say, or radiator or body shop is up to date on all its work, the copy next morning mentions this department and urges car owners to have that job done now.

This invariably jacks up lagging work the same morning.

"The early morning spots cure any troubles we have," a department manager of the works commented to CKWX sales manager Jack Sayers.

Officials of the company have been particularly impressed with the efficiency of radio in bringing quick results, since the works is on a relatively quiet street in the downtown district, though running into main thoroughfares. Oddly enough the works, on Alberni Street, face the rear entrances of some of the big new car dealers on Georgia Street.

Broken Records

Prince George.—The March of Dimes, a fund-raising campaign for the assistance of crippled children, reached an all-time high for this area last month when station CKPG here literally set out to break records.

The four-week campaign was boosted by announcer Cliff Steele on his daily request program, *You Name It, We Play It*, when he hit upon the idea of publicly smashing recordings. He assumed that there must be a number of tunes sufficiently annoying to some people to make them pay top prices to have the offending song done away with.

Donations large and small to the Sun March of Dimes for the Crippled Children's Hospital poured in to the station and when the books were closed the total stood at \$542.07.

All that remained was for Steele to carry out his part of the bargain in a free-for-all with discs. At the top of the smash parade was "C'mon a My House" which drew \$133 in votes to have it destroyed, plus \$25 from a minority of listeners intent on saving the song from such a fate.



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

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



Look to
THE WEST!
Look to
SASKATOON!

"More than 6,500 building projects — valued at \$30,000,000 — have been engineered during the past six years in Saskatoon."

There's MONEY — more 'n' more of it — in this market.

So go WEST, young man — and SELL it! Appoint CFQC your sales assistant. RADIO REPS will tell you how—

CFQC
SELLS
SASKATCHEWAN!



CHILDREN LOVE
"THE LONE RANGER"

AND

"TOM CORBETT, SPACE CADET"

ON



CKOV, KELOWNA B.C., — 630 KC

A 4 - IN - 1 MARKET

- ★ FARMING
- ★ FISHING
- ★ FURS
- ★ FORESTS

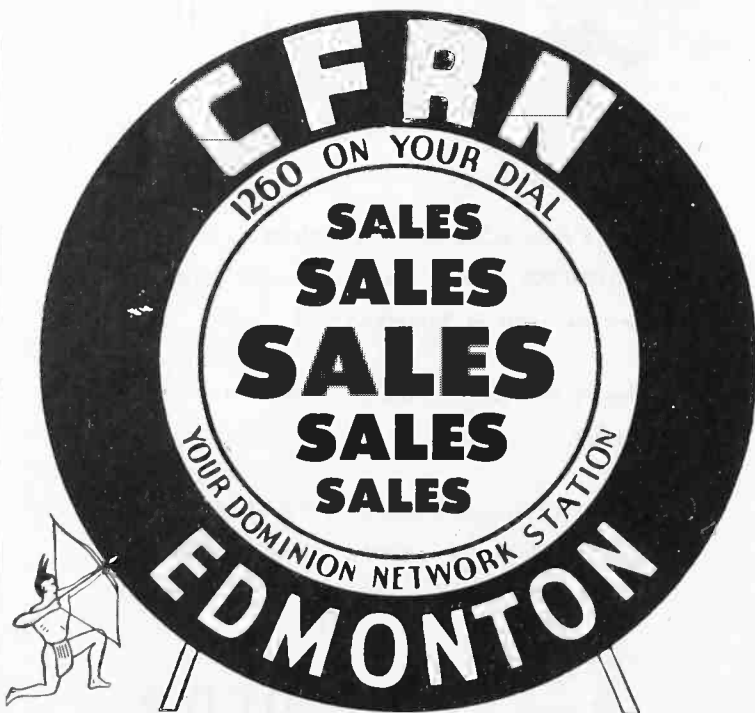
The Big Four which supplies the CKBI market with a year-round income. Add this market to your 1952 campaigns.

CKBI

5000 WATTS

PRINCE ALBERT SASKATCHEWAN

TARGET FOR 1952



SUNWAPTA BROADCASTING COMPANY LTD.

RADIO REPRESENTATIVES LTD.

Montreal — Toronto
Winnipeg — Vancouver

ADAM J. YOUNG, JR., INC.

New York — Chicago
San Francisco

WRITING

Hearing Vs Reading

*Magazine Copy may not be good
Radio Copy—it's a matter of
writing in ear-language.*

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

In our last article, we made a plea for *Understandability*, through the use of simple words, simple phrases, simple sentences and simple paragraphs. This time we shall look into an equally simple progression of ideas — a further step in understandability. Just as the first step in any written advertisement is to make sure that it is *read*, so the first requisite of any piece of radio copy is that it must be *heard*. Fortunately, the problem of being heard is a much lesser one than that of ensuring readership. But the problem of being understood is a correspondingly greater one on the air than in print. The hearer can listen to your words once, and once only, and so much grasp their full import the first time. Copy which may be excellent for the printed page may miss the brass ring entirely when spoken. For instance, here is a good average piece of magazine copy. Headed "Here's how I remember, why don't you?" and signed by M-G-M- star Robert Taylor, it goes on:

"Yes, it's a 'thank you' for this, and 'my congratulations' for that, 365 days a year in Hollywood, where your friends and business associates are constantly about to enjoy, or eager to commemorate, a triumph. Many Hollywood stars have found that a Whitman's Sampler is an ideal messenger of goodwill. And when it comes to an expression of honest gratitude for a kindness, a Whitman's Sampler is a definite 'must.' Robert Taylor says: 'It's surely no accident that women everywhere look upon this famous box as a special compliment.' For a Whitman's Sampler says so much—so much better!"

Of course, the immediate question which comes to mind is: "What is a Whitman's Sampler?" The original *Saturday Evening Post* advertisement makes it plain that it is a box of chocolates,

but it does so through its illustrations. Even if the printed copy made this equally clear, it would still be unsuitable for radio. For one thing, it isn't until half way through the copy that the product is mentioned at all, so we're waiting all that time to find out. The thought itself is not too clear. Robert Taylor comes in and out in a rather confusing way. And, if you try to read it aloud, you will find it is loaded with sibilants, so that you'll have to say it "spit and hiss." Suppose we try to re-write the same material, making it a little more suitable for the air. Here we go:

"Remember those elaborate needlework Samplers that little girls once had to do in cross-stitch, in great-grandmother's day . . . the kind we see framed on the wall nowadays? Whitman's — the makers of those famous Whitman chocolates — have used one of these old Samplers as the design on their finest box, and called it their "Sampler" selection. Whether you're buying a box of extra-good chocolates for the family, or as a gift, pick the one the Hollywood stars themselves buy — the "Whitman" kind, in the "Sampler" box. Robert Taylor says they're perfect for birthdays, anniversaries, and just plain 'Thank-You's' . . . because women everywhere look on the gift of this famous box of chocolates as a special compliment. And of course he's right, for a Whitman's Sampler box says so much—and so much better."

There you are, 134 words, just 50 seconds' worth, and that's not too long to listen. Mind, this is not given as an example of perfect radio copy, by any means! It is simply an exercise in putting magazine copy into ear-language, for radio. It could be written in other ways, and quite possibly better. There is not even the claim that the original copy was good, only the assumption that S.E.P. copy is supposed to be top-drawer. Maybe this piece is. You might claim, with reason, that hardly anybody would be stupid enough to buy chocolates merely because some big name in Hollywood does. You might feel that the product should be played up in a more "appetizing" way — "big, juicy

TIME AVAILABLE!

SIX TO SEVEN FIFTEEN A.M. WEEKDAYS
SELLS TO PORT WORKERS-FARMERS-WITH

- ★ PINTO PETE
- ★ EDDIE ARNOLD
- ★ PLANTATION HOUSE PARTY
- ★ MUSICAL MEMORIES

RATINGS — "POP THE QUESTION" —

MORNING SHOW 25.2
EVENING SHOW 29.0

CFBC SAINT JOHN NEW BRUNSWICK

REPS: J. L. Alexander — Montreal & Toronto
J. N. Hunt Associates — Vancouver
Weed & Co. — U.S.A.

cherries; luscious candied pineapple; smooth, c-r-e-a-m-y chocolate," and all that sort of thing. And you could be very right! But it wasn't in the original copy, so we couldn't include it in our radio version. Here, though, is what we *did*.

First, we made a bid for audience attention by offering our listeners something to *look* at—mentally. We made them see an old-time Sampler hanging on the wall. We held their attention by the voice-device of asking a question. Then, before the picture could fade, we showed them that same Sampler on the cover of a box of chocolates—to make sure they would recognize and remember that particular pack when they saw it on a candy counter. We carefully planted two words—"finest" and "famous"—to impress listeners that there were very good chocolates indeed. Then we confirmed that by calling them "extra-good." ("Extra" is the most over-worked word in all radio commercialism, but we'll use it this time, anyway. It still works!) And we got the name Whitman in four times, well tied up with the Sampler design, just to make sure we were planting buying-ideas for our Sponsor, and not merely on the general idea of buying any good box of chocolates. We used simple words—90 out of 134 words are monosyllables, and the others are in everyday use, even in Hollywood!

The thought is kept simple and progressive — one sentence, one idea; each building on the last, like a child with its toy bricks; each driving inevitably through to the one conclusion, "BUY." In your language and mine, here's what we said in those five short sentences. (1) Of course you remember cross-stitch samplers — you are obviously a person of good taste and careful upbringing. (2) Whitman's Sampler Box of yummy chocolates has one of these Samplers on its lid, so you'll know you've found the right box when you see it. (3) The store clerk will be impressed by your superiority and discernment when you buy one, he serves Hollywood stars with these boxes all the time. (4) Name *one*? Certainly, Robert Taylor. (5) Three cheers for Robert Taylor and Whitman's Sampler Box.

ter for being a bit irreverent about it, so long as the irreverence doesn't show through when it is aired! Maybe, by being not too serious about our efforts, we have kept it easy to read. Try reading the two specimens aloud and see which one you would rather take to the microphone. You'll find that the second one is on a friendly, conversational note; that you don't have to shout or be high-pressure; and that the contrasting sentences give you a chance to make good use of your voice. It is still a little sibilant, but you have to tackle that spitty "Whitman's Sampler" only *once*, and even that curse has been lifted a bit by the way we called for emphasis on the word "Sampler."

What we have done is to build in *Unity* and *Contrast*—the two most important things in radio writing, whether you are writing a chain-break or a one-hour play. We'll go a bit further with Unity and Contrast in our next—particularly in regard to play writing. By now, I hope you think the use of these two ingredients can be interesting. But if I had told you at the beginning of this article that it was going to be about Unity and Contrast, you wouldn't have read it!



Maybe your copy is all the bet-

DID YOU KNOW?

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

CKCL
TRURO, NOVA SCOTIA

J. A. MANNING
Manager

OMER RENAUD & CO., Representative
Toronto & Montreal

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



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

REPRESENTING
These leading
Regional Stations

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

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

"When you think of Quebec City, think of it as a new city, growing and expanding in all directions. The City Statistician has just released new figures showing its remarkable progress in the last 20 years. Population is now 205,115—an increase of 46.7%. The number of industrial establishments increased from 257 to 377. Taxable Property 25 years ago was estimated at \$88,600,000, and in 1951, as \$148,639,275. Bank Clearings, which were \$284,500,000 then, grew to \$702,353,277. All of which means that Station CHRC, Quebec, is a better buy than ever before, for it blankets the whole of this growing, prosperous area. Ask Jos. Hardy."

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

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

JOS. A. HARDY & CO. LTD.
1015 DOMINION Sq. Bldg. 39 ST. JOHN St. 11 JORDON St.
MONTREAL QUEBEC TORONTO
UN 6-8915 2-8178 WAverley 2438

INCREASE YOUR SALES!

INVEST IN

ONTARIO'S RICHEST MARKET

BUY ON

CKCR & CKCR-FM

KITCHENER, ONT.

GET THE FACTS

— ASK OMER RENAUD

SELECTIVE RADIO

Commentator Gets Proposals

Vancouver.—The first commercial woman commentator in the West, Dorothy Douglas of CKWX, who has expanded from 11 to 28 stations for Delta Rice in less than two years, is one of the outstanding recent success stories in the industry.

Dorothy Douglas in fact is Nina Anthony, who turns out a package for the sponsor, writes and airs her own commercials as well as the script itself, and whose outlets now stretch from the West Coast to Winnipeg.

The piece goes for five minutes, five days a week, at 11.05

a.m. here and at varying times on other stations.

Format is householding and money-saving tips for women, and James Lovick & Co., the agency, have called the results remarkable. The program's rating goes as high as 30.2 at Prince Albert.

Dorothy Douglas was Nina Anthony's own idea, born when a station account executive said, "Lovick needs an idea for Delta Rice. Got one?" Dorothy Douglas was it.

Canada Rice Mills have been particularly struck by the mail pull, with requests for the free recipe booklet which Miss Anthony offers. Her picture now goes on every package and in the company's rice ads.

Though her advice on home-making does not include tips on how to get a man, her mail has included proposals of marriage.

Selling Costly China

Vancouver.—A tenfold business increase during four years of advertising exclusively on the air over CKWX has convinced Jack Dixon of Dixon's Fine Arts Ltd. of the virtues of radio advertising.

In business five years, he has been on the station four years, from 1.05 to 2 p.m. Sunday, and now turns over about half a million dollars a year.

The performance is the more impressive because he sells only expensive china, figurines and glass, and sells it all for cash. The product, in a word, is expensive, while the 5.5 or 6 rating audience probably is composed to a great degree of medium income families.

The program which has done this for Dixon is *Music You Remember*, including all types of classical pieces handled by Al Reusch, a free-lance formerly with CKWX. Dick Smith handles the account for the station.

It's a nice, calm piece for noon Sunday, the commercials don't come out under forced draft, and Dixon doesn't do a nickel's worth of newspaper or direct mail advertising.

No prices are mentioned on the air on *Music You Remember*. A person can either afford this kind of merchandise, Dixon reasons, or he can't. *Music You Remember* seems to convince plenty of people that they can.

Radio Hires Help

Vancouver.—Morrison Knudson, the construction concern which is operating at the huge Aluminum Co. of Canada development at Kitimat, 400 miles north of here, found that one day's spots on two stations brought them all the hired help they could use for weeks to come.

Five spots each on CJOR and CKWX, with the copy tied in to a Kitimat strike story then breaking, brought a lineup of more than 300 job applicants to their Robson Street employment office next morning.

Police had to be assigned to keep pedestrian traffic moving, so great was the rush.



Top Dog Says: "Come on out to Canada's Evergreen Playground and join us at the Convention of the BCAB, Hotel Vancouver, Feb. 11th & 12th."

"TOP DOG ON THE COAST"

SELECTIVE RADIO

CKDA Greet The Navy

Victoria.—The return of the destroyer *HMCS Sioux*—the first of Canada's fighting ships to come home after service in Korea—last year, turned into a special public service event for CKDA here, which received wide acclaim from the navy-minded populace of this area.

With the navy's co-operation, a crew from CKDA was loaded into a Fairmile and transported to a rendezvous with the *Sioux* some 70 miles at sea. Once aboard, the station's amplifying gear was connected to the ship's radio-telephone transmitter, the signal being picked up by the Naval Receiving Station at Esquimalt, and then fed to the CKDA station.

There then followed a three-way broadcast which the station's assistant manager, Gordon Reid, called "the biggest 'party line' in Canadian history." Long before the expected broadcast the station checked the ship's crew list, and by the time the *Sioux* was just a speck in the distance most of the sailors' relatives living in the area had been called to the dock by CKDA and were busy exchanging greetings with the men of the *Sioux* by radio.

Interviews with officers and men from bridge to engine room were also aired, followed by a description of the ship's arrival at the pier where some 30,000 well-wishers had gathered.

Navy officials were quite happy about the whole affair, as was the station, so that when *HMCS Cayuga* returned from battle shortly after, a repeat performance was held. This was highlighted by a sailor speaking to his mother in Prince Edward Island over a telephone hookup arranged by CKDA.

Still later the *HMCS Athabaskan* arrived home and in another three-hour broadcast the musicians and entertainers in the crew produced a show which, it is claimed, left no doubt in listeners' minds that the men at sea didn't lack recreation.

News editor Don Wilson, who handled the shipside portion of the events, said: "Originally the idea was to produce several short broadcasts. However, once aboard, when the show started rolling, the scripts were thrown through the nearest porthole, master control tore up the day's log and the navy was on the air... with never a dull moment. The *Sioux's* radio-telephone transmitter, never designed for such a performance, was red hot when the show was over, but survived."

Assists Kids & Families

Kelowna.—The *March of Dimes* for the Sick and Crippled Children's Hospital in Vancouver was increased to \$1,200, and two burned-out families were assisted to a re-established life here re-

cently by station CKOV.

The campaign for the hospital was carried on by Rod Walter on his all-request program, *You Asked For It*, in which he appealed for donations by inferring that song requests unaccompanied by pledges of support would find their way to the bottom of the pile. Near the close of the drive the entire staff turned out one evening to handle a marathon show of recordings which didn't end until the objective had been reached.

Microphones were set up at three telephones for this occasion where requests were received, and these were opened periodically to let the listener know what his neighbors were doing.


The assets of two of this district's families were completely wiped out by fire recently and through radio appeals they were set up in homes again. The lobby and front offices of the station began to take on the appearance of a general store as gifts of furniture and clothing poured in.

DEFERRED CHRISTMAS

New Westminster.—CKNW carried its Christmas rush over into the New Year by staging Christmas dinners for more than 600 senior citizens in the first two

weeks of 1952. The dinners were held over to the time of the annual meetings of old age pensioners' groups here and in Steveston, and the station's *Radio Rascals* entertained the old-timers.

Miss Beautiful Barrie Says—



A RECENT LETTER from a U.S. agency states in part, "I would like to take this opportunity of thanking your station for the very fine job that you did on behalf of our client in promoting the sale of their product. This campaign has vividly pointed up the pulling power of your station."
CKBB can and will sell for you.

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



G. E. Barbour Company Limited
HEAD OFFICE, SAINT JOHN, N. B.

TOP RESULTS!
In the recent "King Cole Treasure Quest" series CKMR pulled the largest mail response of all stations used in the Maritimes — A TOTAL COUNT OF OVER 23,000 LETTERS.

★
You too can get top results by looking to Northern New Brunswick and the station with 88.4% of the listening audience.

CKMR
NEWCASTLE
Contact Omer Renaud

• Above picture shows emcee Bob Cadman whose enthusiasm on the "King Cole Treasure Quest" rolled in this remarkable mail response.

KING COLE TEA-COFFEE
Radio Station C.K.M.R., Newcastle, N. B.
December 5th, 1951.
Gentlemen:

AS we approach the completion of our first series of the "KING COLE TREASURE QUEST", I would like to express my appreciation of the splendid effort on the part of your station. To C.K.M.R. goes the distinction of having the largest mail count in all of the twenty-one stations used in the Maritimes, Quebec and Newfoundland. This was tabulated as at the end of November, and the total letter count according to our records is over 23,000.

It will probably interest you to know that there has been a gratifying increase in sales in that area, and we feel that our success has been due to the splendid co-operation and enthusiasm you have shown. Please accept our thanks.

Yours very truly,
G. E. BARBOUR COMPANY, LIMITED.
Sales Division.

A.C. Banks/C

BRANCHES: Edmundton, N. B. • Fredericton, N. B. • St. Stephen, N. B. • Woodstock, N. B. • Halifax, N. S. • Sydney, N. S. • St. John's Nfld.

VERBATIM

Ask The Man Who Lives There

An address by Richard G. Lewis, editor of *Canadian Broadcaster & Telescreen*, delivered in England to the Bromley (Kent) Rotary Club and the London & Southeastern Regional Board for Industry, January 15 and 17, 1952.

In the 29 years which have elapsed since the day—January 27, 1923—I left England to settle in Canada, a great many developments have occurred in Canada, and most of them could be described as phenomenal.

When the 1951 Census figures are released, it will be found that we have a population of 14,000,000 as opposed to a bare 8,000,000 when I went to Canada. I am a bachelor and I assume no responsibility for this phenomenal growth. There is one motor car for every two Canadian families. Ninety-seven per cent of Canadian homes have a radio. Most week-end cottages are similarly equipped. Also, they come on most new cars as a matter of course.

Taking the wage scale in 1939 as 100, in April 1951, we touched 225.5. In other words, a job which paid £10 in 1939 now pays £22.11.0. And if we examine the cost of living index, we find that 10 1939 pounds now equal £17.10.0. So you can see that incomes have increased to a greater degree than living expenses.

There is nothing standing in the way of those who wish to settle in or export their goods to Canada if they will take cognizance of one thing—compatibility with our ways of doing things.

There is a conception—a completely fallacious one—that Canada is populated by several million displaced Englishmen, and that moving their goods or their bodies from England to Canada is not dissimilar from moving from Bermondsey to Birmingham, only the distance is greater. They

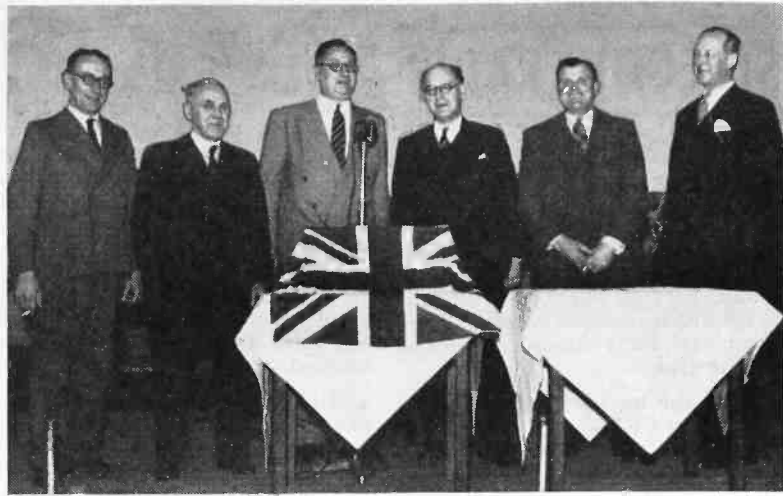
fail to realize that Canada of the '50's is one of the major industrial nations, with most of the world's nickel and a good share of its aluminum; that her citizens are among the highest paid, best clothed and most lavishly fed. Owning our own home is the rule rather than the exception, and so are such luxuries as washing machines, vacuum cleaners, ironing machines, cars, electric refrigerators. Virtually everyone has one of each, and they are bought as often as not on deferred payments, or as you call it, the hire purchase plan.

Because of Canada's close proximity to the United States, it is an actual fact that it is easier for an American and a Canadian to strike up a conversation with one another than it is for the same Canadian to find a common ground with an Englishman.

The Canadian and the American read the same magazines, the same syndicated features in their newspapers, and listen to the same radio programs. Major sports are on an international basis. And while you play cricket and soccer, our games are baseball and hockey.

You think I sound peculiar when I speak. How do you think you sound to me?

Canada is not a colony. She is a member of the British Commonwealth of Nations just like Great Britain herself. Today, Canada's balance with Britain is on the credit side of the ledger. But even before the war, Britain was buying Canada's wheat, only when she couldn't buy it cheaper from Russia or elsewhere. When a business needed capital it was easiest to raise it in the U.S. For defence, we had the huge United States, whose security against possible aggression was closely wrapped up with our own. The King was a mythical figure on a postage stamp until he materialized into flesh and blood in the royal tour of 1939. And his Canadian representative, the Governor-General, cost us a lot of money for no apparent purpose.



—Photo by Sloman & Pettitt, Maidstone, England.

DICK LEWIS HAD THE SUPPORT, for his Maidstone speech, of a wide cross-section of British business. Pictured above, they are, from left to right: Mr. H. A. White, chairman Kent County District Committee of the London & Southeastern Regional Board for Industry; Sir John Scouler Buchanan, C.B.E., F.R.Ae.S., chairman of the London & Southeastern Regional Board for Industry, who introduced the speaker; Dick Lewis, at the mike; Mr. C. S. Toseland, Regional Controller, Board of Trade; Mr. J. Bishop, National Union of General & Municipal Workers, London & Southeastern Regional Board for Industry; Mr. H. C. Mallett, M.B.E., managing director of Tilling-Stevens Ltd. and Vulcan Motors Ltd.

Princess Elizabeth and the Duke of Edinburgh were accorded an amazing welcome when they came over to see us in November. Their visit was an all too rare privilege. But even while they were on their tour, our mail trucks were being repainted. Where previously they bore the familiar "Royal Mail," there was now being painted the words "Canada Mail." Income tax and other official offices used to be listed in the phone book as "Dominion Government." Now it reads "Government of Canada." Our national birthday, which used to be called "Dominion Day," is being changed to "Canada Day." There are strong movements on foot for our own flag and our own national anthem. And it is extremely unlikely that future Governors-General will come over from England, the probability being that they will be Canadians.

Thousands of us are ruing all this as an affront to our British heritage. Yet it is being done. Personally I don't like it, and

only hope it contains no negative implication—that it is just another step towards even fuller nationhood. One thing seems sure, and that is that Britain has taken no steps to stem the tide.

Britain and Canada have both been poor publicists. Neither knows much about the other and seems to care less. Each side knows that the other did a good job during the war, but the future is the thing. Publicity is a vital force. It requires the keenest of co-operation.

Canada has a definite entity of her own. She is young in years; has matured pretty fast; and she rather dislikes being told how to act, especially by those who are trying to sell her their goods or service.

In order to succeed in a local business, you have to give the local people the goods and services they want—not what you think they ought to want. You have to display your wares and package them in a manner that will appeal to them so much that they will be possessed of a consuming desire to come back for more. If you are marketing your products nationally or internationally, the merchandising problem is still localized at the point of sale, whether it is in Land's End, New York City, Calcutta or Toronto.

In Canada we are great for showmanship. We have caught the idea from the United States.

When we drive our cars up to a petrol pump—we call it a gasoline station—a regiment of uniformed attendants climbs all over to check the oil and the air pressure; to look at the water in the battery; to clean the windscreen. You're lucky if you get the petrol you were after without getting your shoes shined, your fingernails polished and your teeth filled. If you are going to sell petroleum products, tires, batteries and other supplies to the North American

(Continued next page)

Radio Press Newscasts

ATTRACT greater listening audiences than any other programs carried by CFNB. This is due principally to the very complete coverage of local news afforded by Radio Press Ltd. in addition to full national and international coverage. Sponsors are satisfied with Radio Press newscasts too. One fifteen-minute daily newscast is starting its fifth consecutive year with the same sponsor. A five-minute daily newscast is in its fourth consecutive year with the same sponsor.

FACTS like these speak for themselves.

INVESTIGATE the possibilities of Radio Press news for that selling job of yours in New Brunswick. More New Brunswick people listen to CFNB than to any other station and more CFNB listeners hear Radio Press news.

See

The All-Canada Man



New Brunswick's
Most Listened-To
Station

motorist, that is the way it has to be done.

■ ■ ■
Packaging is a craft almost of its own. The box or the piece of paper, or cellophane in which a product is wrapped, facilitates handling and keeps it from running all over the floor. But proper design and display also invite people to buy it and try it. Unless you can get them to buy it once, the finest quality or workmanship is completely wasted. For the Canadian market, this means that the box or package must appeal, not to the London sales manager and his secretary, but to Mrs. Johnny Canuck, the Canadian housewife, who will see it in her favorite store on Main Street, Canada, and, to quote an ancient English slogan, "won't be happy till she gets it."

■ ■ ■
 Next we come to the subject of advertising.

Everyone says: "It's no use advertising without distribution." How right they are. But how are you going to persuade a Canadian retailer to stock up with an unknown and unadvertised British line, and sell it in competition with a well-advertised, established Canadian one?

To sell your branded goods on the Canadian market, you have to plan a campaign, in each locality where you are going to sell them, and approach the dealers with it all laid out. This doesn't mean a small advertisement or a couple of radio announcements. It means a carefully worked-out campaign — radio, newspaper, point of sale display, dealer tie-

ins and so forth. Because of the size of the country, we haven't the national media that are available to you over there, so it has to be spotted where it will do the most good. The advantage of this, of course, is that you can vary your sales message according to the character of the people in the area you want to reach.

■ ■ ■
Commercial radio is something rather foreign to you. One British exporter heard some of the programs; thought they were appalling; wouldn't think of listening to them; and said he would never have his product associated with them.

Our radio maintains a continuing study of listening habits, and it is because of the popularity of these programs, as indicated by this particular form of research, that advertisers choose them.

I don't think you gauge the value of the publications in which you advertise on the pleasure you derive from reading them yourself. I suggest that you regard radio in the same light, for it plays a major part in Canadian living.

■ ■ ■
Most British exporters either appoint distributors in Canada, or, if they do employ their own salesmen, hire Canadians who know the country and the people. Yet those same exporters will try and make their home market advertising and packaging material — their silent salesmen — do the job over there. Or else they will say: "Here's what we did in Zanzibar. Let's do the same in Canada."

My slogan for you is simply this: "Ask the man who lives there."

Our Federal Government maintains a department here to advise you on Canada as a whole. Several of the provinces have their own offices in London to give more localized advice. Canadian banks operate British branches to help you. And you need this help, you really do.

Great Britain and Canada are losing a wonderful opportunity for a mutually profitable partnership.

A combination of the high workmanship that goes into British goods, plus our highly developed North American methods of marketing and marketing research should be offering a combination that would be hard to beat.

That there is a market for British goods is evidenced by those who have successfully merchandised in Canada, generally by adopting our own language.

We need your merchandise so that you may be supplied with some dollars with which to buy our goods. And you need our dollars for reasons with which you are even more familiar than I am.

I submit that there are government agencies and commercial institutions established in England to help you with your merchandising problems of which you are not taking all the advantages you might.

■ ■ ■
 I am now ready to be thanked.

WHY RIMOUSKI?

- ● Cultural and shopping centre of Eastern Quebec.
- ● Centre of Quebec's richest Pulp and Paper industries.
- ● New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- ● Gross income of the area is \$267,000,000.00.

● ● ●
 82.3% of the people in this area speak French.

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

C J B R

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

HORACE STOVIN IN CANADA

ADAM YOUNG IN THE U.S.A.



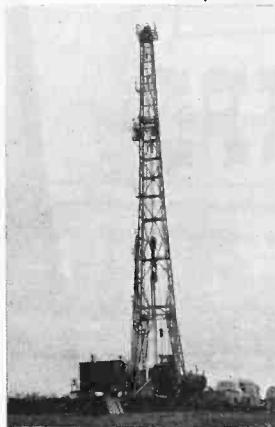
Yes, CHNS is far and away the favourite private station in the Halifax area, leading its commercial competitor by 9-1 according to the latest Elliott-Haynes Daytime Survey. Figures are as follows for the 216 quarter hour periods between 9 a.m. and 6 p.m. Monday to Saturday.

CHNS 141 - 1/4 hrs.
 Or two thirds total.
 Station "A" 60 - 1/4 hrs.
 Station "B" 15 - 1/4 hrs.

We really mean it when we say CHNS is "The Voice of Halifax"

Contact the All-Canada Man in Canada or Weed & Company in the U.S.A.

Regina has..



PROMISE OF MORE OIL: Last year, more than 20 million dollars was spent in the search for oil! This year, at least one company has already been successful. And the refineries at Regina are a multi-million-dollar operation today!

and . . .

DON OAKS: sales manager of CKRM with many years' experience in merchandising on the prairies. Don is active in Regina Rotary Club and other community affairs. He knows the Regina and Saskatchewan buying habits well.

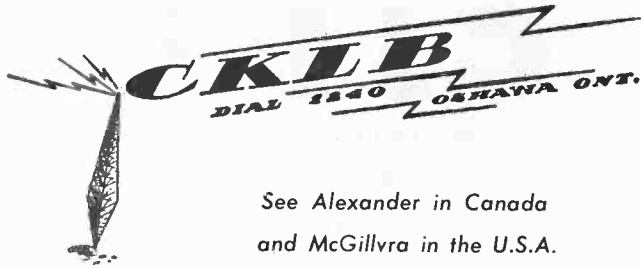


Ask about this expanding market NOW! See or write "Radio Reps."

CKRM Regina

You SELL 'EM When you TELL 'EM over CKLB

Measure your market by the results of 200 successful local advertisers (these boys know when their sales messages are paying off - by the cash register) . . . this means loyal listeners. The only station that completely penetrates this 62 million dollar Motor City Market is CKLB.



See Alexander in Canada
and McGillvra in the U.S.A.

{ RECIPE }

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

CJOB

See our reps...
Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver
Adam J. Young, Jr., Inc.
New York, U.S.A.

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

PROGRAMS

Program Pool Progresses

Barrie.—The scope of Community Broadcast Services was expanded by adding another station to the group and drawing up plans for increasing the number of programs supplied by each station from three to about five per week, during a meeting held here late last month.

Community Broadcast Services now includes in its membership stations CKNX, Wingham; CFOS, Owen Sound; CKBB, Barrie; CFOR, Orillia, and, as a result of the meeting, CJOY, Guelph, although the latter has been contributing programs for the past two months.

The 14-month-old scheme to produce and promote live-talent programs has been living on a schedule of some three shows originated by each member station weekly, each show being taped and "bicycled" around the member circuit for further airing to a far greater—but still essentially local—audience than one station could reach. And, although the plans for increasing the output are still tentative, the membership felt at the meeting that a five-per-week production basis for each station could be maintained.

All programs should be made available for sponsorship, it was decided, and to facilitate this the stations agreed to record their originations "open end," allowing commercials to be inserted before and after the entertainment portion at each station. A method of talent fees was worked out in the case of a program being sponsored, whereby 25 per cent of the value of the station's time is refunded to the originating station for subsequent payment to the program's artists.

The problem of having one of the program pool's shows, which has been designed for a special occasion such as Christmas, Thanksgiving or Easter, available to all stations at about the same time was raised at the meeting. Since programs are normally recorded on only one tape, the length of time required for it to complete the circuit makes either the first broadcast premature or the last one out of date, it was pointed out. CKBB

president, Ralph Snelgrove, said that a machine or technique for duplicating tapes would be investigated.

Some of the programs now featured in the exchange vary everywhere from a quarter-hour home-maker's food discussion panel to a half-hour of mystery drama. *Uncle Barry Story Time* is a 15-minute weekly series appealing to children in the seven-to-12 age group, contributed by CKNX, Wingham. A weekly 30-minute series of mystery dramas, with a cast of CJOY staffers enacting locally written scripts under the title *Accent On Danger*, gets wide distribution in the scheme, along with *Byways Of Beauty*, a weekly quarter-hour of home gardening hints produced by CKBB. *You Were Asking*, two quarter-hours per week by CFOS, deals with the culinary art—such as non-fattening fudge and the origin of the omelet—and games for children on rainy days; CFOR's *Motor Memories* recalls the early years of the automobile with stories and anecdotes, for 15 minutes a week.

One of the original programs in the scheme, the Listowel School Choir from CKNX, was discontinued late last year, but has been rescheduled for a run this summer. This program, which is credited largely with the responsibility for sparking the exchange into flame, became one of the many special programs in the pool aired on all the stations during Christmas.

A further meeting of Community Broadcast Services has been arranged at Wingham in April at which time it is expected that further plans for expansion and improvements will be drafted.

Daily Devotions

New Westminster.—A program which has achieved a wide audience here, *Daily Devotions*, at 8.35 a.m., is one of the few features in radio which has been on the air during the entire life of a station.

This inspirational program went on the air seven years ago when CKNW opened for business. The Ministerial Association arranges for ministers of each denomination to appear in rotation, with a message followed by hymns.

The padres' record for getting to work on time is good, too, for not one has missed a broadcast in the seven years.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

Sherbrooke has recently organized an Industrial Commission for the purpose of interesting large industrial and commercial firms to locate in this thriving area. To keep abreast of developments in an already prosperous market, use CKTS (English) and CHLT (French).

Representatives

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

TALENT TRAIL

By Tom Briggs

Thirty local musicians were on the receiving end of a stroke of luck here last week. During the digit hours of Monday morning they were herded together by Geoff Waddington, who acts as their contractor and negotiator, and, under the baton of New Yorker Russ Case, they blew and bowed their way through a recording session which is destined to become part of a truly international program.

The whole thing started away back when Lang-Worth Feature Programs Inc., in New York, decided to put together what they call *Allan Jones' Show*. It was to be one of those things where they record special voice-tracks and music separately, tie it together with a cue-sheet, and behold, it sounds as if it was happening that moment when aired.

Vocalist Jones, who is currently adding to his renown with a touring road company in the *Guys & Dolls* hit, was co-starred in the recorded show beside the Luton Girls' Choir of England. To this nucleus was added other European and American soloists, plus a top-notch English orchestra conducted by the prominent British musician, Sydney Torch.

Then, last week, the Canadian boys were given the chance to show what they can do in fairly select company. Not that they are necessarily inferior, or even superior to their play-mates on this show, but it is hoped that they will add a different flavor to it and it remains to be seen whether there is a pleasant blend or a clash.

The newly-added Canadian part of this show was engineered by Lang-Worth's president, Cy Langlois, and Spence Caldwell, of the company of the same name, which handles Lang-Worth on this side of the border.

For the post-midnight session in the CBC's studios, Lang-Worth's musical director, Russ



Case, Waddington, Keeble and orchestra in action.

Case, was flown here; he is also an orchestral director on some RCA Victor and M-G-M records. Either luckily or as pre-arranged, Jones was in town with the show company and available. S. W. Caldwell's manager, Gordon Keeble, was also on hand for technical assistance.

Of the 12 or so selections the orchestra recorded, most were of the pop concert variety, including the inevitable *Donkey Serenade*, a perennial Jones' favorite. It was explained, however, that after the master discs have been screened, it is doubtful if all of these will finally find their way into the show.

As the recording ended the principals seemed rather pleased with their new product. Caldwell said he is "confident this will be the start of an extensive use of more talent from this country" with world-wide distribution. As

it is, the show will be heard on 600 U.S. and 40 Canadian stations, plus the BBC, and in many other countries and American possessions.

SONG FOR CARLSEN

Toronto. — A new song, with music and lyrics composed by a Canadian radio station staffer, may be well on its way to prominence on the hit parade during the next few weeks, according to Harold Moon, general manager of BMI Canada Ltd.

"The Fate of the Flying Enterprise" by Peggy Miller of CJCA, Edmonton, was rushed into production late last month when interest in the ill-fated ship and her captain was at its height.

Rushed to Vancouver, the BMI affiliate, Empire Music Publishers, took an immediate interest in the song and, on publication, it was recorded by Stu Davies for Aragon Records.

CFCO again goes over the top

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

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

CFCO - 630 Kcs - Chatham

BBC TRANSCRIPTIONS

Now available for

\$3.20 per 1/2 hr. program

Plays • Serials • Documentaries • Music
• Variety • Special Christmas programs •
John Gielgud • Sir Ralph Richardson • Sir
Thomas Beecham • Barbirolli • Geraldo
Melachrino • Robert Farnon • Peter Yorke

| BASIC RATE | BONUS DISCOUNTS | | | |
|------------------|-----------------|----------|----------|----------|
| | 13 prog. | 26 prog. | 39 prog. | 52 prog. |
| 1/4 hr. 2.50 | 2.36 | 2.25 | 2.13 | 2.00 |
| 1/2 hr. 4.00 | 3.80 | 3.60 | 3.40 | 3.20 |
| 1 hr. 8.00 | 7.60 | 7.20 | 6.80 | 6.40 |
| Over 1 hr. 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |

F.O.B. Toronto—Prepaid Return
(BBC programs are for sustaining use only.)



Now—at this new low rate!

Prices retroactive to January 1, 1952, and apply to ALL stations.

GET YOUR ORDER IN NOW . . . WRITE OR WIRE:

Dominion Broadcasting Company

4 ALBERT ST. — TORONTO

★

36,469
Box-Tops

IN

November!

FOR

OXO,
OGILVIE

&

ALPHA
MILK

★

Via
CFCN

Ca\$ino Carnival pulled 36,469 labels or box-tops for OGILVIE, OXO and ALPHA MILK in November, 1951!

More proof that in Alberta, it's . . .

CFCN
CALGARY
FOR
RESULTS!

CFCN
10,000 WATTS

THE VOICE OF THE PRAIRIES

ASK:

Radio Representatives Ltd.

Toronto — Montreal
Winnipeg — Vancouver

Adam J. Young Jr., Inc.

U.S.A.



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"A shower cap, much appreciated by our women guests.

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"A face cloth so that you needn't bring your own and have to pack it while still damp.

"An electric iron and a small ironing board.

"A typewriter to help you write up those reports and letters.

"A special pillow for those allergic to goose feathers and downs.

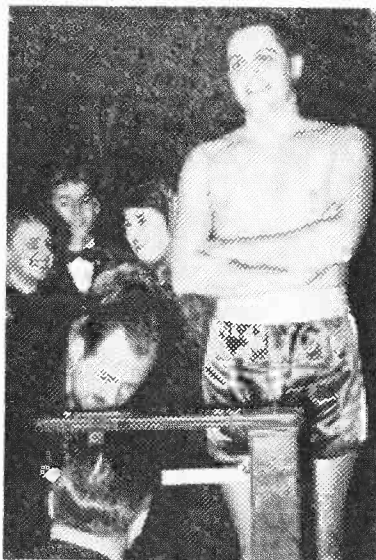
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BUY CHWK

"Voice of the Fraser Valley"

ALL-CANADA

WEED & CO.

PUTS BOUNCE



IN

BROADCASTING

AIMS AND POLICIES OF THE

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To promote a better understanding of the essential place and value of advertising in the structure of modern business.

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The Baker Advtg. Agency Ltd.
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Canadian Advtg. Agency Ltd.
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Manager: ALEX. M. MILLER
1 Delisle Ave. Toronto 12, Ont.



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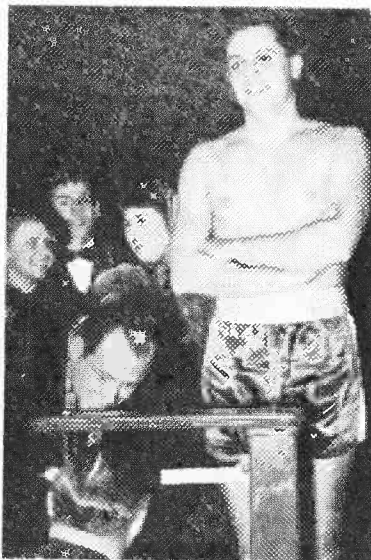
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NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
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ASK
ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.



RATES—6 Months (12 Issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 Issues) 20 words minimum—\$40.80
Additional words, add 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.

PROGRAMS

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.

ACTING

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

EDUCATION

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

ANNOUNCING

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

ENGINEERING

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

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

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)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$7.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

PERSONAL

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

PHOTOGRAPHY

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Capps' resharpening needles. Mail us your used Sapphires and we will immediately return to you sharps 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)

EDUCATION

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

PROGRAMS

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

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)

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

IN B.C. SEE S.W.C.
FOR PRODUCTIVE PROGRAMS

AT THE B.C.A.B. SEE
Johnnie Hunt
IN HOTEL VANCOUVER

Johnnie is loaded with auditions and samples complete with all information on our Programs, Libraries and Special Services

S.W.
Caldwell
LTD.

Simcoe House
150 Simcoe Street
Plaza 8727
TORONTO

John N. Hunt
198 W. Hastings St.
TATlow 6277
VANCOUVER

"IT'S EASY TO DO BUSINESS WITH CALDWELL"

cics
SELLS
in
Stratford

**CONFIDENTIAL
PRIVATE SECRETARY**
(Female)

Fifteen years' experience. Familiar with radio, public relations, advertising, general office procedure. Used to responsibilities. Is interested in change of position. Currently in Toronto, but willing to move for congenial post. Salary \$275.00.

Box A-115
Can. Broad. & Teles.
163½ Church Toronto

Flash.
CKDA FIRST in Victoria!

(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS



PAN MAIL

Sir: Your column is a column for the ages—four to eight.

MONOSYLLABIC ANSWER

When the Maritime Association of Broadcasters asked me to deal with the question — "Your Trade Paper Advertising," I did. The answer was "Yes."

RUMOR SPIKING DEPT.

It is hard to believe that the Governor-General is contemplating marriage with an English lady of title after what His Excellency said about promoting Canadian talent in his Massey Report.

CHANDLERISM

It is amazing how much closer Toronto is to Vancouverites than Vancouver is to Torontonians.
—George Chandler.

SEE YOU IN VANCOUVER

This month I'm giving the lie to the old tag "East is East and West is West and never the twain shall meet."

CONTINUED

... because they twavel on sepawate twacks.

PASSING ERA

Someone says he is planning to write a history of freedom. The idea probably is to get it done before the last of freedom vanishes.
—The Printed Word.

SANG FROID

"What are you going to do with all this extra money?" the station manager asked the announcer to whom he had just given a sizeable bonus. "Count it," replied the announcer.

EVEN THE PENGUINS

Once upon a time there was a boy penguin and a girl penguin, who met in the New York Zoo. After a charming interlude, the boy penguin went to the North Pole and the girl penguin went to the South Pole. Later on a telegram arrived at the North Pole, stating simply "Come quick, I am with Byrd."
—Events.

STATIONS

CBC Okays All Bids

Ottawa. — Licenses for emergency transmitters at two stations were recommended for approval by the Board of Governors of the Canadian Broadcasting Corporation following a regular two-day meeting here last month.

Station CFCY, Charlottetown, had its request for a 5,000 watt emergency transmitter approved in addition to the request of CJNB, North Battleford, for one of 250 watts power.

The nine-member board recommended to the Department of Transport for approval the following: transfer of 2,350 common shares in Oxford Broadcasting Co. Ltd., affecting CKOX, Woodstock; transfer of 400 common, 4 preferred and redemption of 26 preferred shares in Central Alberta Broadcasting Co. Ltd., affecting CKRD, Red Deer; transfer of 7 common and 133 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKBW, Bridgewater; transfer of 1 common share in Atlantic Broadcasters Ltd., affecting CJFX, Antigonish; transfer of 1 common share in Western Broadcasting Co. Ltd., affecting CKWX, Vancouver; and transfer of the license of CKBB, Barrie, from Ralph Snelgrove to Barrie Broadcasting Co. Ltd.

The board also considered and approved at this time the change in frequency for two Department of National Defence stations. CFBM, Brochet, Man., requested a change from 1340 kc. to 1450 kc. with no change in its 100 watt power, while CFYK, Yellowknife, N.W.T., sought a change from 1450 kc. to 1340 kc. without change to its 150 watt output.

Seeks New Wave Length

New Westminster.—A technical brief was filed with the Department of Transport last week by CKNW-owner Bill Rea for a change in frequency and power, it was announced here.

Rea is seeking permission to move his station from 1320 kc. to 1130 kc., the spot vacated by the CBC's Vancouver outlet, CBR—now CBU—last month. The Department and the board of governors of the CBC are also being asked to consider an increase in power for the station from its present 1000 watts to 10,000 on the new frequency.

If he is successful in getting approval for his plans, Rea expects to change frequency immediately and to construct a new transmitter on Lulu Island before the year ends.

CONVENTION DATES

Feb. 11-12

B.C. Association of Broadcasters, Hotel Vancouver, Vancouver, B.C.

March 24-27

Canadian Association of Broadcasters, Royal York Hotel, Toronto.

WHAT A SPOT TO BE IN

CJDC, DAWSON CREEK, IS SITUATED ON THE B.C.-ALBERTA BORDER AND BLANKETS THE ENTIRE PEACE RIVER COUNTRY, AND IS:

The Start of:

The Alaska Highway to Fairbanks

The Terminus of:

The Hart Highway from Vancouver

The Northern Alberta Railways from Edmonton

The British & Yukon Navigation Company from Whitehorse

The Northern Alberta Highway from Edmonton

Located Near:

B.C.'s First Oil Discovery at Fort St. John

B.C.'s First Asbestos Discovery

CJDC is situated in the midst of a huge lumbering industry and covers an area which produces raw furs, livestock, grain (in 1950 the Commonwealth's largest grain shipments originated in Dawson Creek). Dawson Creek is the only town in the Peace River Country serviced by natural gas. It is also the largest town in the P.R.C. which is almost a third the size of Alberta.

See Radio Reps and find out about this inter-provincial station serving one of Canada's fastest-growing markets.

CJDC

DAWSON CREEK

SERVING BRITISH COLUMBIA & ALBERTA

cjch

A PLANE'S EYE VIEW OF Rich HALIFAX



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

1950 Retail Sales Estimates

| | |
|----------------|---------------|
| Halifax County | \$124,405,000 |
| Halifax City | 94,568,000 |
| Dartmouth City | 12,024,000 |

REPS:

Paul Mulvihill in Toronto
Radio Time Sales in Montreal
Adam J. Young, Jr., in the U.S.

cjch

cjch

CANADIAN TELESCREEN

Vol. 5, No. 2.

TV and Screen Supplement

February 6th, 1952

SEE NEW PLAN BY MARCH 1

Washington.—The Federal Communications Commission was rapidly nearing the end of its revised city-by-city allocation plan for television here last week, and it is understood that it will have little difficulty in meeting the February 15 announcement deadline set by the Commission. However, it is expected that it will be early in March before a detailed statement can be made public.

The Commission, for the past several months, has been faced with the task of weighing the merits of its own allocation plan with those of the system drawn up by DuMont, both of which were subject to revision by any of the raft of suggestions coming from throughout the industry which were considered workable.

Since allocations in Canada in both the very-high frequency and ultra-high frequency bands naturally fall into the general North American framework, the FCC's announcement will include Canadian frequencies, although this will have little if any effect on channels in the band now being used (the VHF), it is said.

In the U.S. some changes are scheduled for the VHF to work in as many more stations as possible. The industry trade journal, *Broadcasting - Telecasting*, said last week it believed the FCC would require 31 of the 108 stations now operating here to switch frequencies, although the moves would be within the halves of the band they now occupy. That is, a station now operating on channel 2, say, will move to another between channels 2 and 6, but not into the upper part of the band covering channels 7-13. This is a change in the FCC's original proposal which, it was claimed, would otherwise have cost the public some expense in re-rigging receiver antennae.

Standards for the distance which must separate stations is also being revised, the journal said. Stations operating on the same VHF channels can be no closer than 170 miles, rather than 180 miles as once proposed, and the distance will be computed from transmitter to transmitter, rather than from city to city. Except for a 155-mile minimum, the same

standard will apply to UHF stations when any are licensed.

Maximum power output of stations has come in for reconsideration by the FCC, according to *Broadcasting*. It is now expected that the limits will be 100 kw. on channels 2 to 6, 316 kw. on channels 7 to 13, and 1,000 kw. on UHF channels 14 to 83.

It was also said that the Commission will reserve some channels for educational use for at least a year, because the educators seeking to use these frequencies claim they need more time to get support, both financial and moral.

TV Sets Doubled in '51

Toronto. — Sales of television receivers during the month of November amounted to 5,894, bringing the Canadian total of sets in operation to 73,542, according to the Radio-Television Manufacturers Association of Canada in its latest report. Total sales for the first 11 months of 1951 were 35,719 and it is expected that December figures will bring the total to double what it was a year ago.

A breakdown of the sales in the report reveals that the greatest turnover by price categories continues to be in the \$500-and-over console class (2,233 units) while lagging far behind in second place is the \$400-and-over table model class (1,442 units). Console models valued at under \$500 accounted for 1,155 of the sales, while sales of table models under \$400 amounted to 709. The remaining 355 were classed as TV-phono combinations with or without radio and either table or console. Dollar volume for November was \$700 short of the \$3 million mark.

Of the total sales to date of 73,542, the distribution is as follows: Windsor—28,706 or 39%; Toronto-Hamilton — 27,603 or 38%; Niagara Peninsula—13,026 or 17%; and "other areas"—4,207 or 6%.

TV Rep Fees Cut

New York.—Another small and slight indication that television at the business end would not follow in radio's path step by step became noticeable here last week, as rumors that fees for TV station representatives were being considerably reduced gained more credence.

Apparently a number of stations do not think that the services of representatives are worth 15 per cent, a figure carried into the medium from radio business practice. It also seems that some representatives agree with this view since it has been revealed that individual contracts have been closed, for a fee as little as 7 per cent, between some of the biggest stations and reps, although names of the principals have been withheld.

The reason for the cut has been reported as being based on the assumption that station time for spot TV business is about four times higher than in radio, but the amount of effort required of the rep is only about double.

Vancouver & Winnipeg Must Wait For TV

Vancouver.—TV for the West Coast faded away into the future when CBC chairman A. D. Dunton said here that Vancouver is part of a "second phase of a complete TV setup for Canada."

Here for the opening of the 10,000 watt station CBU, Dunton said the Corporation hoped for four hours a day of TV broadcasting for Toronto and Montreal next fall, but that they would need another \$7 million loan from the government before the second phase could start.

A year and a half after the loan came through there would be TV in Winnipeg and Vancouver, he said.

The use of steel in defense construction was given as the reason for slow progress in TV construction.

It happened in '51!

WHEN nose-counting was completed, the Dominion Government announced that Medicine Hat's population had increased to 16,500 . . . an increase of more than 60% since 1941! This rapidly growing market is a MUST for complete coverage in Canada's fastest-growing province!

INDUSTRY plus MAIN-LINE RAILWAY ACTIVITY plus A GREAT RANCHING COUNTRY plus BIG SAVINGS ACCOUNTS means more dollars for more people to spend on more products . . . YOURS, for instance!

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

CHAT

Medicine Hat

ONE THOUSAND PERSUASIVE WATTS

FREE SAMPLE

Fan mail and telephone calls for your woman commentator's program pick up fast when she uses the script service, LISTEN, LADIES. Let us send her a sample issue to prove that statement. When she has tried the material on the air—and experienced the added listener interest—you'll want to become a regular subscriber.

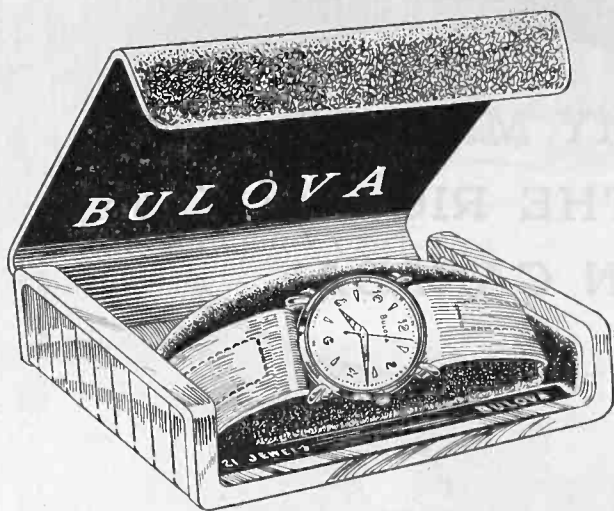
Write for your sample of LISTEN, LADIES, now.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL



Bulova Watch,

the leader, uses

B. C. Radio

extensively!

The British Columbia Association of Broadcasters

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

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





***Here's the economical way
to reach Canada's No. 1
automotive market!***

AUTOMOTIVE equipment sales alone, within CFRB's listening area, represent 30 per cent of the national total... or \$487,008,000* every year! That's a mighty rich market!

And you will find you can penetrate this market—where one quarter* of Canada's population live, shop and buy—more economically and more effectively through CFRB... because in this area more people listen regularly to CFRB than to any other single independent station!

Yes... whether you're selling motor cars or mince meat... radios or razor blades... CFRB is your top advertising salesman in this top Canadian market!

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

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

CFRB

50,000 WATTS **1010 K.C.**

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