POSITION IMPROVED NO TIME FOR LAURELS

Quebec City—"The position of the broadcasting industry has improved very considerably in the course of the past two years in every major respect," said T. J. Allard, general manager of the Canadian Association of Broadcasters, in his annual report to the membership during the CAB's 26th annual convention, held here last month. But Allard warned against the industry "resting on its laurels" and said that the effort to improve the association's position "must be a continuing and continuous one."

Allard outlined for delegates here the multitude of tasks and services which are carried out by the CAB for the benefit of its 100 members and 36 associate members.

One of the association's prime functions during the past year, he said, was protecting the interests of members during conferences dealing with the North American Regional Broadcasting Agreement where the allocation of frequencies was concerned.

At all these international conferences, the CAB was represented by George Chandler, manager of CJOB, Vancouver and chairman of the technical committee, and W. J. Bain, O.B.E., the CAB's technical consultant. "As a result of their efforts, no member station will lose its frequency, or be put to the inconvenience of changing its frequency or area," Allard said.

In commenting on the work done in connection with the Royal Commission on National Development in the Arts, Letters and Sciences, which "was obviously tremendous," Allard paid tribute to the board of directors of the CAB, and especially its chairman, Bill Guild, manager of CJOC, Lethbridge, "who devoted practically his entire time for a period of some six months" to these affairs. Guild acted as spokesman for the CAB during the commission sittings and presented much of the material, which had taken the directors and staff weeks to prepare.

This material included two briefs, detailed statements of finances and program operation, answers to several hundred complicated questions, possible commission recommendations, and a full report on all CBC regulations, Allard said.

The report of the commission will not be available before April, Allard said.

BILL CRANSTON, OF CKOC, HAMILTON, poses for the camera at top left with the Johnny J. Gillin Memorial Award. On his left is Jack Blick, whose station CJJO won the trophy, and at right, CJJO, Belleville's Bill Stovin, who was runner-up. In center is Joseph Sedgwick, K.C., who made the presentation, when chairman Cranstoon was hit by the flu bug. Top row are the new CAB directors. Left to right, front row, they are: Murray Bown, CFPL, London; William Speers, CKRC, Winnipeg; Malcolm Neil, CFNB, Fredericton (chairman); F. H. Elphicke, CKWX, Vancouver (vice-chairman); second row: E. A. Rowlinson, CHB; Prince Albert; flelay MacDonald, CJICH, Halietts; Harry Sedgwick, CFBS, Toronto. The following were not in the photographs: Phil Lalonde, CKAC, Montreal; Dr. Chas. Houde, CHNM, New Carlisle; W. B. C. Burgoyne, CKTH, St. Catharines; Gordon Low, CFCH, Calgary. Lower left picture are the three winners of the Canadian General Electric Co.'s On-the-Air award. Left to right: Bill Speers and Jack Blick (CJRC and CJJO, Winnipeg); W. D. Schifffield (CHG), and Horace Stovin (speech-bill of Lloyd Meffet of CKY, Winnipeg). Finally, the bottom picture depicts Lew Phenner, retiring president of the BMM, accepting a presentation made by v eepee Horace Stovin.

"Broadcasting is a vital line of defense in any community disaster," the speaker pointed out, and he urged that stations play a key part in forming and maintaining civil defense committees in their areas. Radio can be the keynote in averting panic and alleviating suffering and distress, provided it is organized in advance to handle emergencies, he said.

The CAB has purchased the Canadian radio rights to material prepared by the Brand Names Foundation, a non-profit organization supported in the United States by leading manufacturers, industrialists and others interested in marketing goods under the brand name system, Allard revealed. He urged stations to use this material since "there are groups trying hard to destroy the brand names system and substitute for it a system of grading under government control," he warned. He also said that it was the CAB's intention to enlarge and expand this service, so that proven ideas for effectively moving merchandise and reducing costs would be available to all stations.

On the subject of free radio time for charitable and public service organizations, Allard said that the CAB had become increasingly vigilant when granting its approval. "We are doing, and will continue to do, everything in our power to prevent grants of free time or special rate to organizations which quite legitimately should be paying time," he said.

The sales department has completed certain fundamental research and the presentation of this material to advertisers and agencies has begun, with effective results, Allard said. Two booklets have been prepared to show "how tremendously effective Canadian radio really is." One, profile of a CJOB product, compiled in close conjunction with Walsh Advertising Agency, was distributed free to over 200 American advertisers, potential advertisers and agencies, while the second booklet, In Canada You Say 'Em When You Tell 'Em, is to be sent largely to American advertisers and agencies.

The CAB continues to be the most effective and important public relations and public service spokesman ever attempted by broadcasting anywhere," said Allard in pointing out this section of CAB activities. He said it had demonstrated to political leaders at all levels the tremendous value of broadcasting. The Radio Bureau, through its news service, distributes hundreds of copies of scripts, written by Mrs. Frank, Oakes Baldwin, "that are enhancing broadcasting as a source of news and information," and it sent Bert Cannings, CKWU, to Japan and Korea. Allard said. The Telling the Truth to the public involved 77 different public speeches before widely varying types of audience, several radio programs, and publishing of magazine and newspaper stories, letters-to-the-editor, the gathering of factual material for the trade press and in reply to specific requests, and supplying information to university students preparing articles and theses on Canadian radio, the speaker said.

Other activities outlined by Allard included: the granting of agency franchises, which is a form of credit-backing for member stations; working with the Canadian Radio Technical Planning Board in the matter of interference; representations to the Department of Transport to get a closer definition of the basis on which transmitter license fees are charged; and securing new personnel for member stations, through the operation of Canadian Broadcaster & Telescreen, the Ryerson Institute of Technology, and the Academy of Radio Arts.

Now in our Tenth Year of Service to Radio and its Clients
ALL-CANADA is proud to announce Exclusive Sponsorship of

"The sweetest music this side of Heaven"

The GUY LOMBARDO SHOW
NARRATED BY DAVID ROSS
and featuring
- THE TWIN PIANOS
- THE LOMBARDO MEDLEY
- DON RODNEY
- THE LOMBARDO VOCAL TRIO
- KENNY GARDNER
- THE FAMOUS PICTURE STORY

By Frigidaire Products of Canada Limited
on behalf of Frigidaire Dealers from Coast to Coast

All-Canada welcomes Frigidaire to Radio's select company. Select because through the All-Canada transcription method of distribution they select:

- their program
- their markets
- their stations
- their times
- their adjacencies

The ALL-CANADA way to bigger audiences and greater selling impact

You can put the pin-pointed power of radio's selectivity behind your sales effort with All-Canada's trouble free, economical programming service. Use it to reach the audience you want—where and when you want it.

Call the ALL-CANADA MAN today!

ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
LISTENERS ARE VOTERS

Quebec City—Colonel Bill E. Billings, added to his prowess as soldier, sailor and veepee of MacLaren Advertising Company Ltd., at the CAB convention here last week. Fighting off an attack of flu, he stepped into the breach occasioned by the inability of Maurice "Mitch" Mitchell to attend the convention, and delivered himself of a brief, entertaining and informative address at the Monday luncheon meeting.

Eloquently and smoothly introduced by Pat Freeman, Bill rose and said: "If I'd known I was going to have an introduction of that kind, I wouldn't have said anything. I'd just have stood here and let you look at me."

He opened up by thanking the station's for their great and helpful help in co-operating with MacLaren's and himself in publicity for the British Travel Association. "I am not going to make comparisons between media," he said, "but there have been times that the Travel Association has been mentioned on the air when we have been so completely swamped with inquiries that we have had to turn the whole MacLaren office over to them."

Turning to his topic of "merchandising," he said that during the last decade there was more turmoil in commercial life than ever before, as we went from abundance into scarcity and then back to plenty again.

"The ten bonanza years have gone by," he went on. "Now the family budget is beginning to interfere with merchandising, and some goods already are not moving. Perhaps," he said, "the next ten-year period is going to confront us with a selling problem. Governments are imposing restrictions on buying which will mean restrictions on advertising. We face the toughest kind of a merchandising period. Fear and threat of war may cause the imposing of raw material. Stations are going to work a little harder to sell their time."

Subtly he turned his guns on the stations themselves. "Radio stations have allowed themselves to become taken for granted," he charged. "I wonder if the average man on the street realizes what contributions private radio in Canada has made to his happiness and comfort?" he asked. "Private radio stations have a great claim on the people as such. Broadcasting has been the most effective deterrent to the invasion of American goods by making its advertising facilities available to small Canadian industries," he said. And then, finally... "tell the people. Don't forget that the listener is also a voter."

$3.00 a Year
($5.00 for 2 years)

Insures Regular Delivery of the
Canadian Broadcaster & Telescreen

CKRC WINS

630 KILOCYCLES — 5000 WATTS

CHECK FOR AVAILABILITIES ON
CAB
Radio's Year of Destiny

Quebec City—"1951 is private radio's year of destiny, when radio will know whether it has its democratic rights or if it must continue to fight for them." It was with these words, referring to the forthcoming report of the Royal Commission on the Development in the Arts, Letters and Sciences, that Bill Guild, retiring CAB chairman, ended the address with which he opened the 26th annual meeting of the Canadian Association of Broadcasters here last week.

Sketching rapidly the activities of the CAB board during the past year, Guild touched briefly on its activities, including a full turn-out for the final appearance before the Royal Commission. He assured the broadcasters that their board had done everything in its power to make the presentations the best possible, and voiced the opinion that the Commission had reciprocated by extending every courtesy and consideration. The report will probably be tabled about April 15, he said, and disclosed that it had been decided to reappoint the old committee which handled Royal Commissions last year.

Among other CAB activities, Guild extended the association's appreciation to George Chandler, of CJOR, Vancouver, for his efforts in connection with the recent NRRA activities. He spoke of the steps that have been taken to protect the interests of the Montreal member stations to offset the efforts of Radio Rediffusion Ltd. to introduce wired radio into the Montreal market. He mentioned that steps were taken before the Copyright Appeal Board which had resulted in at least a temporary halt to attempts to levy additional copyright fees.

"It was a year of progress," Guild said, "and that progress was attributable to the increased interest shown by the members in the affairs of their association. He made special mention of radio's contribution to Flood Relief during the disastrous floods in Winnipeg last year. He also spoke of the work in the fields of sales promotion and research that had been done by Pat Free- man, CAB director of sales and research.

"Broadcasting has an essential role to play in civilian defense."

GUILD concluded, "and this has already begun in some parts of the country." Pointing out that radio is the chief means of educating the public in the art of civilian defence, he said that the stations must be the means of communication around which civilian defence will be built.

JO S. H AR DY
ON QUEBEC MARKET No 2

"100% Proof of Performance"

The F. H. Hayhurst Company wrote us about their program on CHNC, St. Carisle, for St. Lawrence Flour Mills Co. Ltd., and said: "Never before have we seen a show chalk up 100% proof of purchase, with such a gratifying number of entries. We think that CHNC is doing a terrific job."

Although this refers to the second week the program started, it drew 392 letters, and every letter contained proof of purchase.

Radio really pulls in Quebec Market No. 2. . . Just ask Jos. Hardy.

For any information on QUEBEC MARKET No. 2 and "TRANS-QUEBEC" Radio Group

Telephone, Wire or Write to
JOS. A. HARDY & CO. LTD.
MONTEAL QUEBEC TORONTO

REPRESENTING

CHRC QUEBEC 5000 WATTS
CHNC NEW CARLISLE 5000 WATTS
CHLN TROIS RIVIERES 1000 WATTS
CHLT SHERBROOKE (French) 1000 WATTS
CKTS SHERBROOKE (English) 250 WATTS
CKVM VILLE-MARIE 1000 WATTS
CKRS JONQUILER-KANGAPU 250 WATTS
CKBL MATANE 1000 WATTS
CKLD THEFFORD MINES 250 WATTS

"Did but lately receive one of those newfangled but artful advertising pieces which are delivered by the carrier of His Majesty's mails, bearing this pertinent observation:

'Whether it's a Priscilla you're wooing, or customers, the advice is sound. With Radio Advertising, you SPEAK FOR YOURSELF. You, as the advertiser, choose the time, set the mood. You decide on the spot, the program, the content . . . and you reap the credit for what the audience likes.'

"Although, properly speaking, I am not supposed to know about Priscilla for a hundred and fifty years yet, nonetheless this doth seem like very excellent advice indeed.

"As for speaking for one's self 0 0 0 I am still glowing from the many happy comments heard from the nearly two-score Stovin Station personnel who attended our eighth Annual Sales Clinic, prior to the C.A.B. Convention. That so many should journey to Toronto . . . and right past Quebec for some . . . for this forthright delving into sales and operating methods, was heart-warming indeed.

"So, methinks, it doth behove me publicly to thank those busy advertising, agency, station, research and public relations men who gave of their time and thought to make it such a productive seminar. A bow, then, to J. E. Potts of Lever Bros., Ev. Palmer of Walsh Advertising, Walter Elliott of Elliott-Haynes, Pat Freeman of C.A.B., Stu. Smith of James Lovick Agency, H. Malcolm Hope of CHOV Pembroke, W. N. Hawkins of CFOS Owen Sound, D'Arcy Marsh, Public Relations, Spence Caldwell, transcriptions, and our Ralph Judge and Frank Murray—of our Montreal and Toronto staffs, respectively."

"A STOVIN STATION IS A PROVEN STATION"
Thanks, Lew

Radio has a debt. It can never repay to a man who has devoted most of his spare moments during the past seven years to the development from an idea and a blank piece of paper to the system of audience measurement that has now been adopted by both Canadian and American radio.

This man is Lewis E. Pfenner, retiring president of the Bureau of Broadcast Measurement (on which was founded the American Broadcast Measurement Bureau), who relinquishes his honorary post to become vice-president of his firm's parent company, International Cellucotton Products, in Chicago.

Through the efforts—and they have been uniting ones—of Lew, as leader in this enterprise, radio has been brought up to the stature of the other media in terms of comparative circulation figures. As BBM has developed to its present 6-7 times a week listening index, its product has grown nearer and nearer to the circulation figures of a newspaper or other publication. More refinements lie ahead, but even now, agencies and their clients are in a position to set up figures enabling them to establish a cost-per-listener index that is a fair basis of comparison with the other media.

Lew's confederates in the BBM undertaking, who are giving generously of their time to this project still—Horace Stovin and Austin Weir in particular—will be among the first to regret his leaving.

Horace Stovin presented him with a television set at the CAB Convention, and the crowd gave him an ovation. He has been invited to remain on the board of the organization he created. But none of these things can say, with adequate emphasis—"thanks, Lew."

A Kindly Post Mortem

It is easy to criticize after mistakes have been made, so let it first be said that this year's CAB Convention functioned smoothly, was well-attended and an unqualified success. Broadcasters were unanimous in their approval of the various sessions and functions, and those charged with the affair, from Jim Allard and Evans and their hard-working CAB staff to Vic George and his agenda committee are to be heartily congratulated.

The only criticism we have to offer—and it is more of a suggestion—is that future conventions might be made to appeal to more people if a way could be found of reversing the present system of giving delegates not enough of too much.

As radio grows in stature, the line of demarkation grows between the interests of the metropolitan market stations and what Bob Buss terms the "major small market" stations.

The problems which beset the big city stations and those in the smaller centres are not all common ones, and, just as a great many of the deliberations on the local level have now been taken over by the regional associations, so could the national meetings be made even more valuable by a further breaking down.

The most logical way to accomplish this, it seems to us, would be to devote certain days to matters of general interest to all stations, and then, for one day at least, to run simultaneous meetings, one geared to major markets and one to minor ones, so that delegates may choose the one that interests them the most.

By this simple expedient, it would be possible to enable more people to gain more benefit from the conventions.

Quarter Century Club

The institution of the CAB's "Quarter Century Club" is a definite sign of radio's maturity, and is to be commended as such.

Here, at long last, is recognition for the men and women who have nurtured the infant into its present lusty state through the past twenty-five years, and singling them out from all ranks of the industry for this recognition is a marvellous step forward.

Next year we sincerely hope that plans will be laid far enough ahead, so that at least most of the new members of this club will be on hand to accept their certificates on their own behalf. We should be privileged indeed to print a group of these sturdy souls in any issue of this paper.

Merci, Quebec

This year's CAB Convention, back once again at the Chateau Frontenac, was a kind of an old home week for the veterans among broadcasters (post 1948 that is) and it would be ungrateful to omit an expression of appreciation on behalf of every delegate and guest. (Those who don't agree can go jump in the river.)

Serving a bunch of exuberant (euphemism) broadcasters, even in a surly manner, would tax anyone. But serving them with a cheery "oui monsieur" however outlandish their demands, and acting as though they enjoyed doing it, could only happen in Quebec. No other province could make this claim.

The management and staff of the Chateau will probably have swept up three subsequent conventions by the time this item sees the light of print. Perhaps they can remember back far enough to recall that host of crazy broadcasters and their camp-followers (they're crazy too), and to accept this "merci" with an "il n'y a pas de quoi" or whatever the French is for "you're welcome," because that is exactly how they made us feel.
SERVICES

Earnings & Services
Quebec City.—Radio stations have an inferiority complex in regard to news, Charlie Edwards, general manager of Press News Ltd., told the CAB Convention at its opening discussion here Monday of last week. Chaired by F. H. "Tiny" Elphicke of CKWX, Vancouver, this item on the agenda was called "Earnings and Services" and took the form of a discussion by news service, library service and open end transcription people, who threw the convention thinkers on how their services might be more profitably used by the industry.

Edwards, who rose to his feet first, told the broadcasters that they have something very valuable in their news departments, but that they do not seem sure just how good it is.

"It is ridiculous to say you can't sell news, the most interesting thing on the radio," he said, urging the broadcasters to build confidence in their news, and, through it, personalities for their stations.

The speaker went on to show, by quoting various surveys, that news is wanted by listeners. In 1945, at the tail end of the war, he said, "65% of men and 76% of women preferred news. In 1947, two years after the war, the figures remained practically the same—61% of men and 71% of women."

In reply to a comment from the floor, by Bob Buss of CHAT, Medicine Hat, that the supply of news was scarce on Sundays when the stations needed it most, Edwards pointed out that it was not possible to burn Rimouski every Sunday.

Phil Curran, managing director of British United Press, tackled the news question from the standpoint of making news pay. "News rates high now," he said, "but if it is going to rate much higher in one to six months, as Canadian participation in the Korean war increases." He urged his audience to "get ready to cash in on a news bonanza."

Claiming that newscasts in the United States have increased threefold since the beginning of the Korean fight, he stressed the continued importance of the use of local and regional news on all broadcasts. He then described the mood he felt news should take at various hours of the day.

"In the morning, the man of the house wants his headlines and a cup of coffee," he said, "so give it to him fast, sweet and short." The mid-morning dose, he felt, was aimed at the women and should be corned up with human interest. At noon time, they've had the headlines, so they would like more detail. Then, in the early evening, they are relaxed, and like their news that way too—more leisurely, less staccato."

For the final newscast, he prescribed, send them leisurely to bed with pleasant dreams."

While basic news programs are well sold, Curran expressed the view that stations have been neglecting the news features which come over the wires such as "Women in the News," sport features and such "specials" as "Easter Parade" and interviews at baseball training camps. "There is a lack of liaison between the newsroom and the sales department," he said, suggesting that news men let the salesmen know about special features which are available for sale. "We've got history for sale," he concluded, "Sell it while it's hot."
March 7th, 1951

Canadian Broadcaster & Telescreen

Page Seven

forehand to determine the order) hammered this point home.

Alex Sherwood, of Standard, told the broadcasters how the libraries supplied them with a large and diversified list of talent on which to build their own individual programs, and reminded them that "talent is only as good as its presentation."

Michael Sillerman, of World, said that there was a time when the libraries just consisted of a number of records, but that they were now making a contribution to the "earning and profit picture in broadcasting" by building their music into "formats, ideas and program structures and ideas that produce themselves into saleable forms or programs that move along with sales efforts as well as program efforts."

"To make your library work for you most effectively," according to Johnny Langlois, of Lang-Worth, "your program director must know his market, his public and his sponsor," and apply this knowledge in building his shows.

"Stations are now producing sales and getting talent fees for library-built commercial sales," said Al Sambrook, of RCA Thesaurus, "but stations are still not getting all they might from their libraries." He mentioned Christmas and other seasonable shows included in most libraries as offering a lucrative field.

Bert Lown, of Associated, felt that library men on their rounds should be allowed to see the sales manager, and possibly his salesmen, as well as the program director. "We discuss the kind of music and artists he wants with the program man, who thus helps to develop the kind of new talent he wants," he said. "If we saw the sales manager, we could tell him success stories from other stations in which our libraries have played a part."

More spoken and transcribed shows are being used today than ever before for both sustaining and commercial purposes, according toิก Hart MacKay, of All-Canada Radio Facilities Ltd., yet their prices have remained virtually the same.

This type of program, he said, enables national sponsors to contract for exclusive rights to high-grade shows at rates they can afford, thereby introducing them into radio. They also give radio stations a vehicle to sell to local accounts who might not otherwise get on the air. "Transcribed programs," he said, "are one of the few things you can do which your opposition can't do in your market."

Speaking of the effect of television on AM radio in the States, he pointed out that it is network programs that are most harmed by the advent of the new medium. Spot or selective radio has been buying open-end shows in unprecedented volume, and has been holding its own, he said, adding: "you can't beat TV by knocking it. Our problem is to give better AM programs."

Spencer Caldwell, who heads his own program business, cracked at the regulations calling for what he termed "unnecessary announcements preceding transcribed programs, because the listeners just don't care."

He urged stations to take better care of their discs, to keep them clean with Kleenex and water. He also felt that commission salesmen should be paid on program sales as well as time sales. "Maintain adequate audition facilities," he urged, "where prospects can hear programs uninterrupted."

Speaking of the quality of programs, he told the meeting that it is greatly improved; that there have been 88 new shows announced by two firms in the past two years, and that prices haven't increased in seven years.

**Appointments**

Culos, Russell

Toronto—Peter R. Culos and Norman H. Russell have been appointed to the sales and client service staff of International Surveys Limited.

Culos is a graduate of the University of British Columbia and takes over his new post following the completion of his master's degree in marketing research at the University of Washington.

Russell was co-director of the 1950 BBM survey and assisted in the organization of International Surveys' radio panel.

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**According to Mayor W. S. Beaton**

"83% of the citizens of Sudbury are Canadian-born with racial extractions on a percentage basis as follows:

<table>
<thead>
<tr>
<th>Extraction Type</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>British Extraction</td>
<td>70%</td>
</tr>
<tr>
<td>French Extraction</td>
<td>15%</td>
</tr>
<tr>
<td>Foreign Nationals</td>
<td>15%</td>
</tr>
</tbody>
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"The Sudbury City Council consists of ten members, seven of whom are of British Extraction and three of French Extraction. They are all Canadian born."

**You Can't Sell Sudbury without**

**CKSO**

5000 Watts

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

---

**Sell the rich Niagara Peninsula**

(and away beyond since change to 620 kc.)

at one low cost with

**CKRM Regina**

5000 watts • 980 kc.

---

**THE powerful voice of a friendly station — reaching thousands of homes across Sask atchewan.**
The Interviewer's Questions

The E-H interviewers in assembling data on all regular monthly surveys, ask the following questions, to a random selection of telephone homes, in each market wherein measurements are being taken:

1. Were you listening to your radio just now? If "Yes"...
2. To what program were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?

From these questions it is possible to determine what percentage of sets are on and the distribution of audience by station and program.

The last question is intended to supply evidence on sponsor identification.

Next issue: "The Respondent's Replies."

AWARDS

Awards, Economics and Mirth

Quebec.—The Canadian Association of Broadcasters inaugurated its Quarter Century Club when it held its 26th annual convention at the Chateau Frontenac here last week. Presentations were made Tuesday during the annual dinner.

Jack Davidson, chairman of the committee charged with inaugurating the club, presented membership certificates to 21 broadcasters or their representatives. Those receiving the certificates were as follows:

William H. Baker, CFBF, Toronto; Jack Boardall, CFCO, Chatham; William C. Borrett, CHNS, Halifax; George C. Chandler, CJOR, Vancouver; M. V. Chesnut, CJVI, Victoria; Phil Clayton, CFCL, North Bay; J. Arthur Dupont, CJAD, Montreal; W. V. George, CFCF, Montreal; Arthur Halstead, CKWX, Vancouver; Leslie Horton, CKOC, Hamilton; A. D. Jacobson, CHAB, Moose Jaw; (Miss) A. D. Marshall, CFQC, Saskatoon; Carl O'Brien, CFQC, Saskatoon; Arthur Mills, CKX, Yorkton; A. A. Murphy, CFQC, Saskatoon; G. R. A. Rice, CFRN, Edmonton; Keith S. Rogers, CFYC, Charlottetown; Leonard Spencer, CKAC, Montreal; E. O. Swan, CKY, Toronto; T. A. Landry, CHNS, Halifax; J. Stuart Neill, CFNB, Fredericton.

Highlight of the annual dinner was the presentation of the Johnny J. Gillin Memorial award for the station adjudged to have excelled in work for charity.

Declared winner this year was station CJOB, Winnipeg, with a special presentation being made to CJBR, Belleville.

This award was inaugurated this year as an annual event, in memory of the late Johnny Gillin, president of station WOW, Omaha, who was a perennial and popular guest at all CAB Conventions. The independent panel of judges were: R. J. Laidlaw, chairman of the board of the National Trust Company Ltd. and of the Toronto Sick Children's Hospital; Mrs. John H. Chipman, M.B.E., national president of the I.O.D.E.; and Trevor F. Moore, president Community Chest of Greater Toronto and a director of Imperial Oil Company Ltd. Winners were chosen from 30 submissions by stations.

The Canadian General Electric's On The Air Award was awarded to Winnipeg station CKYB, for "outstanding achievement among member stations of the CAB in maintaining a high percentage of required programming hours on the air under difficult conditions at a time of disaster.”

Winners of this award, instituted last year when it was won by Jack Blick, CJOB, Winnipeg, are selected by the executive of the Canadian Association of Broadcasters, who this year decided to give it to the Winnipeg stations in view of the special circumstances occasioned by the Winnipeg area flood disaster. The presentation was made by W. D. Scholfield, manager of the C. G. E. Electronics Division.

Next, a presentation was made by the same three Winnipeg stations to Ken Soble, president of station CHML, Hamilton, for his “Dream House” promotion through which a sum of something like a quarter of a million dollars was raised for flood relief.

Guest speaker at the annual dinner was Dr. J. R. Petrie, former CFNB, Fredericton, commentator, now director of the Canadian Tax Foundation. Dr. Petrie told the broadcasters that it will be necessary for business to control its own spendings unless it wants government to do it for them.

The large audience which had sat in the Chateau’s beautiful dining room for something like two and a half hours then gave an enthusiastic reception to a trio of Canadian artists, for whose appearance responsibility goes to Jack Slater, perennial chairman of the entertainment committee.

Highlight of the program were an Russell and Dick Romanik, respectively a comedienne and a comedian, who had this cynical audience in stitches.

The dinner, which began at eight, adjourned at 11.30 p.m.

DID YOU KNOW?

That this year CKCL again raised over $3,000 on a single broadcast for the March of Dimes? That proves one thing — Central Nova Scotia listens to CKCL. And that loyal audience is available for your sales message.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING

Manager

WM. WRIGHT, Representative

Toronto and Montreal
THE GANG WAS ALL THERE

ALL TORONTO RADIO turned out for the opening of Foster Hewitt's station CKFH which went on the air February 21. Pictured above, at the height of the celebrations, are—left to right—Howard Calne (CKFH manager), George Young (CBC), Foster Hewitt, Harry Seligweck (CFRB president) and Bob Lee (CHUM manager).

Opening For

TWO KEY MEN

Saskatoon's new 250 wattor, CKOM, wants a local sales manager and a program director, ready to start work prior to opening in May. We are looking for two self-starting young men with radio experience. Full particulars (in confidence) to R. A. Hosie, Station CKOM, Saskatoon.

Are YOU Selling

ALL of the

Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL AND 103 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CO-OPERATION

between

Agency, Client & Station

highlighted

the

1951

CAB

CONVENTION

CFPL

is proud to subscribe to the policy of working in close collaboration with its listeners and its sponsors for the betterment of radio

CFPL

LONDON

5000 Watts Day & Night

ALL-CANADA IN CANADA

WEED & CO. IN USA
“Is that Potential or Delivered Audience”

“Why, CFCH North Bay is a better advertising buy than some Stations in cities three times its size!”

“Yes. Because North Bay shows almost twice as many sets-in-use as the average Canadian city — and CFCH attracts practically ALL of them. (95.7% average)"

“That’s right—if you want to reach the ‘Gateway to the North’ use:

CFCH - North Bay

1000 WATTS

600 KCS.

Represented by

NATIONAL BROADCAST SALES

TORONTO: serving you—Bob Leslie, Harry McKay, Emie Townsend, Bill Tierney, Bill Mulloch.

NEW ADDRESS AND PHONE

88 Richmond St. W., Suite 201-A — FL. 3716-9

MONCTON: serving you—Ed Kovach, Gary Sweetman, Jim Fitzsimmons

106 Medical Arts Building — FL. 2429

NAMEs Make News

Part of Lionel’s successful promotion of CKW listening is the old principle that names make news.

Frequent newscasts, with emphasis on local and regional happenings, coverage of almost every community event and the solid support and backing of every undertaker that is for the good of the Moncton district, have given CKW an audience, not just when something special is taking place—but every hour of every broadcast day.

Just another reason why

LIONEL SELLS RESULTS

VERBATIM

Who Says You Can’t Take It With You?

Condensed from an address to the Canadian Association of Broadcasters’ Convention at the Chateau Frontenac Hotel, Quebec City, February 28, 1951, by Richard G. Lewis.

Has it ever occurred to you that there are a lot of people who make their living by helping you make yours? Do you think that all you have to do is meet their payroll or pay their bills on the appointed day? Does this completely discharge our obligations to them for all their usefulness?

A few weeks ago, a friend of mine had to call the family doctor at three in the morning. Next day, he dropped the doctor a note, thanking him for his prompt attention. The doctor rang him up and told him that, in 20 years of practice, this was the first time such a thing had happened. My friend can now depend on medical attention at any hour of the day or night.

Do you feel that a word of thanks or recognition, whether to the company that sells us a station wagon or the kid who brings us our mail in the morning, is beneath our dignity? Might we not over-inflate their ego? Or would it make our plaints potent when they fall from grace? Or good to them on to bigger and better usefulness, because we have made them feel that they have a share in our undertaking?

The other day, a news item came in the mail just as the last form was going to press. The sender was most anxious that we print it, and it was a good item if used right away. We found another piece that would hold over till the next issue. So we rushed it up to the printer—who charged us eight dollars for “author’s corrections.” Then we waited for a note from the subject of the story. In due course it came. Here is what it said: “Why the hell didn’t you use my piece? One of these days we will—with a neat little obituary notice underneath it.”

There is a new generation of Canadians who aren’t old enough to remember when business was truly competitive and went to the man or concern who earned it by sheer force of usefulness. But, unfortunately, the man who lives who thinks that because he has an order to bestow on someone, he should make him jump through several hoops, just so that he appreciates getting the business.

Has it occurred to you that you can get more value from those who serve you if you will cooperate with them in their efforts to be useful?

All office boys, junior announcers and filing clerks will rise to be presidents of their companies. But are there top bracket jobs for as many as possible of these youngsters, when, as and if they make good? Or are we prone, when an executive position falls open, to lure in a man from the stable of our competitors, probably hoping he’ll bring a couple of accounts with him? Are we in that kind of business?

Droves of star-eyed youngsters come trooping into our office to see if we can make them get started. We’ve invited them in and are glad to see them.

It is an interesting project from where we sit, and we are aided and abetted in it by a number of other people—notably Athol McCarrue of the ACA and Bob Tait of All-Canada. Thanks to the cooperation we receive from employers in various fields, we are able to place quite a few. We are fortunate in hearing from many of them as they start their climb up the ladder.

But we should be absolutely amazed how many of them, six months after they’ve found their first berth, come back to say that they are doing fine, but they want to move along, because they feel they have gone as high as they can go.

They are young and impatient, of course. That is obvious. But doesn’t it go a little deeper than that?

The chap at the next desk has been there six years and hasn’t had a pay boost yet. It never occurs to them that he just doesn’t rate a boost.

The boss has two sons who are shortly going to graduate from university and room will have to be made for them. They are probably aiming at law and engineering, but no one has disclosed this important fact.

It is a sign of the times, my friends, that there isn’t a kid in your office who doesn’t picture himself sitting right in your chair one of these days. When you see him peering at you with an odd and distant look in his eyes, he is probably thinking: “If that old beeper can do it, I’m damn sure I can.”

That kid will grow into a better man for you, because that is the way he thinks.

You are going to get a whole lot more than you are paying for from the man who is working his way up to the manager’s desk he covets. I wouldn’t trade one of him for six of the kind that wants to use me as a stepping stone to a job somewhere else. If we haven’t our own successors and replacements for our key men working for us now, there is something radically wrong with our personnel policy.

But all your layabouts are not on your payroll.

There is another group of people who live only to come when you call. I am willing to wager that, whether you are making it as easy as possible for them to be useful to you, and so getting the most for the money you pay them.

Does your transmitter engineer let the grass grow around your insulator and then you raise Cain with the equipment people when it shortens out your tower?

When the teletype runs out of paper and you say, “Please get some if you do, you blast the news service.”

Are transcriptions left lying around unprotected, and then do you cancel your library service because the dust caused the
needle to bounce all over the dice?
Do you leave BML records in the rack because your wife doesn't like Moon's tunes?
Do you discard all research or salesmen's reports of which you don't show you up to advantage?
Do you stay away from or abstain from all CAR meetings?
And then null because you don't like their decisions?
Do you disregard requests of trade papers for information with which to publicize your industry, and then brow down from the rooftops because you are left out of the story?
Do you leave requests for availability unanswered and then fire your rep because the agency gave the show to another station?
Do you have your new jack in the ladies' john, and then blow your top if the wire line boys are locked out when you need a hook-up in a hurry?
Are you more concerned with the money your suppliers make—the kind of cars they drive and where they spend their holidays—than you are about seeing that they get the co-operation that will enable you to cut costs and keep your wishes as efficiently as possible?
If my questions seem a little personal to your friends, I should like to mention that it is not you I am talking to. Oh, no! It's the guy sitting beside you.

To be specific, we should take our staffs into our confidence. We don't hesitate to tell them when we are losing money and have to cut down expenses. How about the reverse situation, when, after a profitable year, it seems feasible to go ahead with that addition to the building or buy that long-needed tape recorder? Wouldn't it be sound and sane to make a bit of a fuss over having a little party and a mock launching or unveiling, making it clear that it is the extra effort of the staff that has earned it? That isn't playing games. It will do more than anything else.

In those feverish days before the second war, an employer in a chain kind of business called his key men together, and simply told them what he had planned if war should come, and how he would proceed if it didn't. It didn't entail any betrayal of secret plans. It simply was a case of showing that he had confidence in his men. The result of this was that, for the first time in months, these men knew what they were going. And this new peace of mind was reflected in their work and in their loyalty to the firm.

Compare this with another man, who, when he came in to see us about a new job, told me that he didn't want to leave his present station; that the manager was one of the finest men he knew, was his idol, in fact. "The only thing is," he said, "whenever I want to get his idea about how something ought to be done, he is invariably just leaving for Toronto."

The biggest part of the personal or company problem lies in the junior ranks. It is hard for a newcomer to become a "we-man" in a situation of the reverse situation, we are dealing with. The changeover only comes when the junior announcer realizes that his job isn't just to read what is put before him. He must find time to five to five, but rather to keep listeners tuned to the station and increase the sale of the sponsors' wares.

There are ways and means of accelerating this. Make it possible for him to meet his sponsors. He'll soon get interested in their selling problems, and this will make your job easier, and your organization too. Let him see his ratings when they are good. Let him see them when they are bad. Sometimes it pays to give him a by-line on his program. Sometimes it doesn't. Make him feel that he is just as much a part of the sales department as the boys on the beat—and has just as big a share of the profit and loss. Get him to keep up with emphasis the first two syllables.

Some of your suppliers—the men you hope will fly you a new tube or condenser in time for tomorrow's sign-on; will put a special story on the wire if he is humanly possible, for your ten o'clock news; will turn hand springs to incorporate into your library service and transcribed programs as many as possible of the tunes you want. These are the men you looked to, to help you over the fence, when shortages prevailed during the last war, and these shortages are beginning to rear their heads again.

Many of us are old enough to remember what we might call—with a stretch of imagination—the good old days, when the man on the buying or hiring line was infallible. Supreme. These were the days when the customer was always right, and the salesman's job was to do his bidding and be thankful for whatever bounties he might bestow.

On the employment side, hours and working conditions were dictated by management to suit the convenience of management, and with little if any consideration for the staff. Holidays, in the lumber ranks, were unheard of. And a request for a pay increase was tantamount to treason.

Today, we are living in an era when human rights are recognized, to the mutual benefit of us all; when the staff, down to the youngest member, can and should be made to refer to his place of employment as "we", when the salesman and the customer get their heads together with the manufacturer to produce a better mousetrap, just like Lew Phenner's able administration of your BBM, when the autonomy of the chief has gone by the board, and instead, he steers his affairs, rather than ordering them, in the guise of pilot instead of captain; when discipline has, to a large extent, been replaced with cooperation.

Right now a bloodless economic revolution is quietly reshaping our lives. Whether this end is achieved by enterprise or bureaucracy rests largely with enterprise. Cooperation and understanding between buyer and seller, employer and employee, is the bulwark—the impregnable rampart of private enterprise. This is properly named; will rest the assault against the happy homes and gardens of democracy by those idealistic but insidious imams and apologists, who would tear it down; those who would build in its place an ugly and uninspiring, cold and impersonal barricade of bureaucracy.

"Every Motor on the Pacific Coast loves me." Elliott-Baynes Survey of Vancouver automobile radio shows I'm TOP DOG!"

New Quebec development
New business

Purchasing power — $771,294,000
Sell Over

5000 WATTS 800 KC.
Your best French Seller

Representatives:

CANADA
A. Hardy & Co. Ltd.
U.S.A.
Adam J. Yung, Inc.

Canadian Broadcaster & Telescreen
March 7th, 1951
Page Eleven

YOUR SALES MESSAGE KEEPS COMPANY WITH THE STARS ON CANADA'S FIRST STATION

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Edgar Bergen
Leslie Bell Singers
Amos "n' Andy
Ozzie & Harriet
Ford Theatre
Beulah
Jack Smith
Club 15
The Great Gildersleeve
Don Wright Chorus
Lonesome Gal
Cavalcade of Sports

PLUS
Many Other
PROVEN
Montreal Favorites

CHFC

"La voix du vieux Quebec"

Canadian Broadcasters & Telescreen

March 7th, 1951
Page Eleven

Your best French Seller

Representatives:

CANADA
A. Hardy & Co. Ltd.
U.S.A.
Adam J. Yung, Inc.

"La voix du vieux Quebec"

Canadian Broadcasters & Telescreen

March 7th, 1951
Page Eleven
Reps
Stovin Stages Eighth Clinic
By Tom Briggs
Toronto.—The 22 managers and aides from the stations represented nationally by Horace N. Stovin & Company had more research problems than concrete answers at the 8th annual Stovin Sales Clinic, held here in the Royal York Hotel last March 7th, 1951.

J. E. Potts, director of advertising for Lever Brothers, led off the two-day meet by quietly declaring the value and coverage information issued by Canadian radio stations. This representative of radio's biggest customers pointed out that "other forms of advertising media are doing a more effective job of supplying this information."

Some of the things an advertiser wants to know about a station's area are: Potts said, include: population figures, total retail sales, the percentage of sales in the area, home buying, radio listening figures, total sales of their product, retail sales of the product, and the cost of reaching people. He recommended that radio costs be figured on a cost-per-thousand listener figure. "Unless the advertiser knows that the dollars he is spending is being made good compared with other media, he is at sea," said Potts.

"Success stories and pictures of staffs and studios are all very well," Potts said, "but the real need is for market data. What are the listeners listening to? Are they trying to do a better research job, but pointed out that "BBM, with all its weaknesses, is still the only reliable basis of radio research."

In reply to a question as to what basis there might be for comparing market data with listenership, Potts said that radio must set up its own yardsticks where research methods and techniques were standardized. He added that the speaker would like to see a method set up whereby the number of listeners receiving a particular kind of music or program could be identified and the program and the product advertised, could be reduced to a cost-per-thousand.

He also said that the $90,000 which 11 Canadian magazines spent on readership research was worth it, and that any money spent in digging out the coverage facts of an advertising medium would pay big dividends.

"Let's forget about thinking of them as transcriptions and call them taped shows, because that is what they are," Spence Caldwell, president of S. W. Caldwell Limited, told the clinic. He emphasized that the transcribed feature which he and other transcription houses sell are actually taped first and then taped on disk, which makes it possible to correct errors, achieve better reproduction, and get a better performance since the performers are relaxed.

Caldwell said that 10 years ago agencies and sponsors were put all out in the acceptance of transcribed shows, but the stations killed this bonanza by putting the agencies with too much detail work. It became simpler and easier to use the networks, he said. Now, better shows and improved technical quality, at no increase in cost, it should again be possible to bring about a boom in the business, if stations will stir up interest among the agencies and advertisers by dealing, the supplier, he predicted.

Horace N. Stovin told the Clinic that, in comparison with other media, in Canada and radio in the United States, Canadian radio is offering advertisers an astounding bargain on a basis of cost per listener.

Providing a series of graphs to prove his point, which will be elaborated upon in an early issue of this paper, Stovin showed that Canadian radio's rates are almost half that of the comparatively lower U.S. radio rates under comparable conditions.

Pat Freeman, director of research and the Canadian Association of Broadcasters, told the gathering that radio will have to work out a new formula for research, because program ratings and BBM are a haphazard upturning of the views of J. E. Potts, who spoke earlier.

Freeman also said that "we know so little about the other people in the advertising world; they have quite a story to tell and we should know that story."

Commenting on the findings of Horace Stovin, Freeman suggested that there are other ways of increasing revenue than raising a station's base rate. Eliminate bulk-buying from different time classifications, or discontinue bulk-buying altogether, and drop discounts were the prime methods he mentioned.

A revision of time classifications was another means pointed out, and Freeman said that the examining of the women, who of handle as much as 80 per cent of the home buying, denies the corresponsal said of C-time rates and the low value of B-time rates.

The two-day meeting ended Saturday with a dinner attended by the station men, their wives and a number of guests. The proceedings broke up in time for CAB delegates to transfer to the Montreal train, in which they travelled to the Quebec Convention in a reserved car.

Number 1 again in '51
IN THE OKANAGAN
IT'S
CKOV-RELOWNA
The Valley's Number 1 Station

PTQ
SURELY THE PROOF OF THE PUDDING
RATINGS: (E-H 1951)
A.M. 22.85
P.M. 24.6
MAIL PULL:
18,568 letters for the first six weeks, including a proof of purchase of the sponsors' products. ($4,000 more in the dead letter office.)

SUCCESS STORY: (Typical)
"Our sales tripled last week owing to POP THE QUESTION!"

CFCB
5000 Watts Saint John, N.B.
Home of POP THE QUESTION — the Maritimes' Greatest Quiz Show!
One Hour — Twice Daily!
9:05-10:00 a.m. 7:30-8:30 p.m.
Monday thru' Saturday
Reps: J. L. Alexander, Montreal & Toronto WEED COMPANY in U.S.A.
"POP THE QUESTION!"

All Rate
Waverley 1191
FOR THESE ARTISTS
BOND, Roxana
DAVIES, Joy
DENNIS, Liddie
ELWOOD, Johnny
EWING, Dione
JOURDY, Pahelio
LOCKHARD, Beth
MATHER, Jack
MILLSOM, Howard
MORTON, Verla
NELSON, Dick
RETTERT, Leroy
O'HEARN, Mona
RAPKIN, Maurice
RUSSELL, Lee
RUTTAN, Max
SCOTT, Sandra
SERA, Joseph
WOOD, Barry
WICKHAM, Ann

Day and Night Service
at Radio Artists Telephone Exchange

www.americanradiohistory.com
TALENT TRAIL
By Tom Briggs

It took Voice of the Army (Wed., 9 p.m., (E) Dominion) a number of weeks to settle down into an even and easy presentation, but it finally made it.

Last week it sounded as if producer Jackie Rae had solved the problem of working the contributions of the many people on the show into a balanced and well-paced half hour of musical entertainment. And probably because of this everyone is turning in a better performance, including announcer Tpr. Frank Stanley, who has been assisted by much more imaginative commercial writing from Ronalds Advertising Agency.

Old faithful Terry Dale (old in experience but young still) didn’t get top billing on this particular episode, but she did the most work, all of it effective. During her three songs she literally applied the smooth sugarcoating, for which she is justly noted on this and her other three major programs, and the audience, although quite complacent during most of the show, seemed pleased.

Another large slice of the credit for bringing this show out of the mediocre class must go to the Four Soldiers quartet, alias The Commodores, who have contributed to adding something different to each weekly stanza ever since the program began last fall with their harmonizing on army songs.

Don Parrish, Harvard Redlick, Jack Ringman and leader Carl Tapscott carefully blend their voices in only one good medley each week, which isn’t quite enough for this reviewer’s taste.

Howard Cable has subdued the brassiness of his band, another improvement, to the point where it no longer resembles a roaring tank crushing all before it. Now the group employs a more subtle and rhythmic approach in the introduction and marches, and Cable’s work has therefore become an important part of the show, rather than an intrusion.

The wisdom of importing talent from south of the border to appear on a show such as this can be disputed justifiably, but there is no doubt that most of the people brought in to perform on Voice of the Army have very ably carried out their assignment. Dave Atkinson, a former Canadian who has met with considerable success on Broadway (or so the introduction went) is a fine baritone who gave last week’s show quite a lift with his two numbers, “Song of the Open Road” and dedicated to his favorite bugler, “Oh, What a Beautiful Morning.” One enhancing feature of the singing of Atkinson and another American star heard on this program, however, is that they are comparatively new voices to a Canadian radio audience, adding a bit of freshness to the programs. This can hardly be said for the local artists.

From the response of the audience last week, the idea of staging these programs in a theatre would seem to be faling a bit flat. The little applause there was sounded to me as if it had been coaxed by the producer and was very insincere. The show deserves better than this, but it would appear that as its content has improved, audience acceptance has dropped. Possibly the time has come when theatre patrons want only to see the feature film and shorts, then to go home, and consider seeing a radio program in the making, after the novelty has worn off, a bit of a bore. It must be remembered that such a program either shortens film time or lengthens the evening by about 45 minutes, and maybe the payees don’t appreciate it.

COMMUNITY RADIO

We share everything with our listeners except the dividends.

Bob Buss (CHAT)

WISHEFUL THINKING

Wouldn’t it be wonderful if the agencies only knew what it is they want to know?

LEWDICIOUS

Don’t look down on the research men. You may be crazy yourself some day.

Lev Phonsker

PRESENTAGE

This convention is the happiest place I’ve been, and I hope I don’t have to stay here too long.

Alan Randal (GP)

SPONSOR RELATIONS

I hope that sponsor was talking to his agency man over lunch about what I am afraid he wasn’t.

UNSOLICITED TESTIMONIAL

Dick Lewis once told me he could see no point in criticizing people he didn’t like. I have read his speech and I can assure you that he loves us all—very deeply.

Jim Allard

CHANGE OF ADDRESS

Now that it is over two years since this office was moved from 371 Bay to 103½ Church St., it will be quite all right for correspondents still using our 104 Richmond St. W. address (1942:3) to start sending mail to 371 Bay.

THEY PLAYED THE GAME

A special note of thanks to Alec Pharé, Charlie Edwards, Bill Speers, Mike Duggan, Blair Nelson and the countless others who contributed to my CAB expenses over the cabbie board.

TO EACH HIS OWN

Then there’s the star announcer who flopped for years until therm tried playing him back with a worn out needle.
Congratulations
TO WINNIPEG STATIONS
CJOB * CKRC * CKY

Choice of the
Canadian Association of Broadcasters
for the 1950 "ON-THE-AIR" Award

CANADIAN GENERAL ELECTRIC,
donor of the annual "on-the-air" awards, heartily con-
curs in the CAB choice. Stations CJOB, CKRC and
CKY extended themselves during the disastrous flood,
upholding the high tradition of the broadcasting industry,
by maintaining service and giving comfort to a distressed
people in the emergency. The CAB citation reads in
part: Awarded to the three Winnipeg Stations by de-
cision of the executive of the Canadian Association of
Broadcasters in lieu of the annual competitive "on-the-
air" award, in view of the special circumstances
occasioned by the Winnipeg area flood disaster.

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED
HEAD OFFICE: TORONTO — Sales Offices from Coast to Coast
"A reliable yardstick!"

Fred Auger tells why he depends on BBM

FRED AUGER, well known figure in Canadian advertising circles for the last twenty years, is Director of Advertising, The Procter & Gamble Company of Canada, Limited and a Director of the Canadian Advertising Research Foundation.

"YOU can’t build success on theory, you’ve got to have facts... the sort of facts that brook no argument. In buying space, we look to ABC for these figures. Also, in buying time, BBM is our reliable, impartial yardstick.

The advent of BBM in Canada was the greatest single step in the advancement of statistical measurement and effectiveness of the radio medium."

BBM is YOUR Service

The Bureau of Broadcast Measurement is a tripartite organization sponsored jointly by Advertisers, Agencies and Broadcasters. It provides statistically accurate information on the areas in which a given proportion of radio owners actually listen to a radio station.

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

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

CFRB 50,000 watts 1010 kc.

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