

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 10, No. 5. TORONTO, ONTARIO March 7th, 1951

### 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 103 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 CJOR, 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 array,” 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 comment on all CBC regulations, Allard said.

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



—Photos by CPR.  
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 CJOB won the trophy, and at right, CJBQ, Belleville’s Bill Stovin, who was runner-up. In inset, Joseph Sedgwick, K.C., who made the presentation, when chairman Cranston was hit by the flu bug. Top right are the new CAB directors. Left to right, front row, they are: Murray Brown, CFPL, London; William Speers, CKRC, Winnipeg; Malcolm Neill, CFNB, Fredericton (chairman); F. H. Elphicke, CKWX, Vancouver (vice-chairman); second row: E. A. Rawlinson, CKBI, Prince Albert; Finlay MacDonald, CJCH, Halifax; Harry Sedgwick, CFRB, Toronto. The following were not in the photograph: Phil Lalonde, CKAC, Montreal; Dr. Chas. Houde, CHNC, New Carlisle; W. B. C. Burgoyne, CKTB, St. Catharines; Gordon Love, CFCN, 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 (CKRC and CJOB, Winnipeg), W. D. Scholfield (CGE), and Horace Stovin (pinch-hitting for Lloyd Moffat of CKY, Winnipeg). Finally, the bottom picture depicts Lew Phenner, retiring president of the BBM, accepting a presentation made by veepee Horace Stovin.

“Broadcasting is a vital line of defence in any community disaster,” the speaker pointed out, and he urged that stations play a key part in forming and maintaining civil defence committees in their areas. Radio can be the keystone 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 buying 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. In addition, two booklets have been prepared to show “how tremendously effective Canadian radio really is.” One, *Profile of a Prodigy*, compiled in close conjunction with Walsh Advertising Agency, was distributed to 2,000 North American advertisers, potential advertisers and agencies, while the second booklet, *In Canada You Sell ‘Em When You Tell ‘Em*, is to be sent largely to American advertisers and agencies.

“The Radio Bureau continues to be the most effective and important public relations and public service enterprise ever attempted by broadcasting anywhere,” said Allard in pointing up this section of CAB activities. He said it has 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. Frances Oakes Baldwin, “that are enhancing broadcasting as a source of news and information,” and it sent Bert Cannings, CKWX news editor, to the Alaskan army exercises and Japan and Korea, Allard said.

Telling the story of radio to the public involved 77 different public speeches before widely varying types of audience, several articles for publication, the answering 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 CAB activities outlined by Allard included: the granting of agency franchises, which is a form of credit underwriting for member stations; working with the Canadian Radio Technical Planning Board in the matter of reducing 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 co-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

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"The sweetest  
music this  
side of Heaven"



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NARRATED BY DAVID ROSS  
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- DON RODNEY
- KENNY GARDNER
- THE LOMBARDO MEDLEY
- THE LOMBARDO VOCAL TRIO
- THE FAMOUS PICTURE STORY

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# OPINION

## Listeners Are Voters

Quebec City.—Colonel (call me Bill) Abel, 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 stations for their gratuitous 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 enquiries 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 impounding 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."

## PIONEER PASSES

Vancouver. — Bruce Arundel, vice-president of CKMO and the man who started the first radio station west of Winnipeg, in 1921, died here last month at the age of 50.

He was a native of England, and lived in Calgary and New Westminster after coming to this country with his parents when he was three. He and R. J. Sprott pioneered CKMO and the Sprott-Shaw wireless telegraphy school, where he began instructing when he was 18.

## TELEVISION consultant

Ten years' experience eliminates the guesswork from your TV planning.

ANDREW N. McLELLAN

4 Albert St., Toronto PLaza 6165

## 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

## SHERBROOKE, QUE.

There are nearly 50,000 employees in Quebec's primary textiles industry, and it is not uncommon to find father, mother, brother, sister all employed in the same textile mill. In Sherbrooke, one person out of two earns a living directly from that city's textile industry. Such stabilized family employment brings the average Sherbrooke family income and purchasing power 31% higher than in any other average community in Canada. Reach this market — completely — on CHLT and CKTS.

Representatives

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

# CKRC reaches more radio homes than any other Manitoba station

TOTAL WEEKLY BBM, 1950  
FINAL FIGURES

| DAYTIME                           | NIGHTTIME |
|-----------------------------------|-----------|
| 176,860 CKRC ( 5,000 watts)       | 170,040   |
| 165,160 Station #2 (50,000 watts) | 162,460   |
| 114,360 Station #3 ( 250 watts)   | 97,280    |

CHECK FOR AVAILABILITIES ON

# CKRC WINNIPEG

630 KILOCYCLES — 5000 WATTS

Representatives: All-Canada Radio Facilities; In U.S.A. — Weed & Co.

\$3.00 a Year

(\$5.00 for 2 years)

Insures Regular Delivery of the Canadian Broadcaster & Telescreen

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

"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 . . . 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 behoove 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"

**HORACE N. STOVIN**  
 & COMPANY  
 MONTREAL TORONTO WINNIPEG VANCOUVER  
 Representative for these live Radio Stations

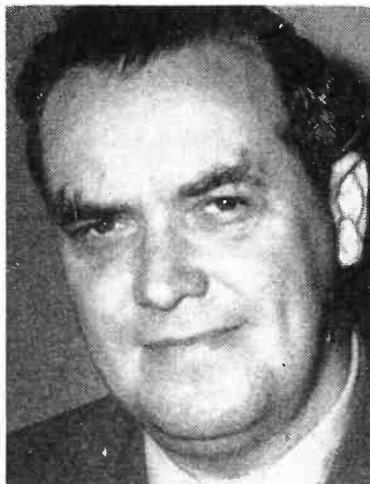
|                       |                 |                      |
|-----------------------|-----------------|----------------------|
| CJOR Vancouver        | CKY Winnipeg    | CKSF Cornwall        |
| CFPR Prince Rupert    | CJRL Kenora     | CKVL Verdun-Montreal |
| CKLN Nelson           | CJBC Toronto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

**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 turnout 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 NARBA 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 Freeman, CAB director of sales and research.

"Broadcasting has an essential role to play in civilian defence,"

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.

**CELEO**  
 1000 WATTS  
 AT 680  
 Serving...  
 the Listener and the Advertiser  
 in St. Thomas, London and six of  
 the wealthiest Counties in Western  
 Ontario

**JOS. HARDY**  
 talks  
 ON QUEBEC MARKET No. 2

**"100% Proof of Performance"**

The F. H. Hayhurst Company wrote us about their program on CHNC, New Carlisle, 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.**  
 MONTREAL QUEBEC TORONTO

REPRESENTING

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

# CANADIAN BROADCASTER AND TELESCREEN

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March 7th, 1951

## 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. Phenner, 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 untiring ones—of Lew, as the 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



"Wha d'ya mean: 'Where's the nearest FM station?' Ain't my gas good enuff fer ya?"

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.

Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper.

Most of these homes depend for their news, entertainment and shopping information on

**CKBB**  
BARRIE ONT.  
RALPH SNELGROVE  
Manager

REPS. NATIONAL BROADCAST SALES

# 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 thoughts 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."



PICTURED IN SESSION, members of the "Earnings and Services Panel" are, from left to right, Phil Curran, BUP; Charlie Edwards, PN; Stu MacKay, All-Canada Radio Facilities; Spence Caldwell, S. W. Caldwell Ltd.; (standing) Al Sambrook, RCA Thesaurus; Alex Sherwood, Standard Radio; Johnny Langlois, Lang-Worth Features Programs; Michael Sillerman, World; Bert Lown, Associated.

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, general director of British United Press, tackled the news question from the standpoint of making news pay. "News rates high now," he said, "but 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 noontime, 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."

Library services are willing and anxious to help broadcasters increase their earnings by the more effective use of their products. The five library men, each in his turn (they played show-down be-

MORE AND MORE PEOPLE  
ARE SPENDING  
MORE AND MORE HOURS  
LISTENING TO

# CKCR

CKCR-FM KITCHENER

## WHY?

### Programming Planned For The People

SEE BILL WRIGHT,  
TORONTO AND MONTREAL  
AND ADAM J. YOUNG, JR.,  
NEW YORK

# USE YOUR OWN YARDSTICK!

## AND COMPARE THE COST!

|                                        |        |   |                                    |
|----------------------------------------|--------|---|------------------------------------|
| CFNB—Total B.B.M. ....                 | 76,910 | — | *Cost—1,000 Radio Homes—21 cents   |
| CFNB—New Bruns. Total B.B.M. ....      | 59,020 | — | *Cost—1,000 Radio Homes—27.6 cents |
| CFNB—New Bruns. 6-7 times .....        | 40,320 | — | *Cost—1,000 Radio Homes—40 cents   |
| CFNB—50% Counties (total homes) .....  | 50,660 | — | *Cost—1,000 Radio Homes—32 cents   |
| CFNB—50% Counties (reported homes) . . | 40,590 | — | *Cost—1,000 Radio Homes—40 cents   |

\*Based on 1950 B.B.M.-Day—52 time—Class B rate.

The All-Canada Man has the full story on

# CFNB

FREDERICTON  
NEW BRUNSWICK

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 form . . . 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 The-saurus, "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 open-end transcribed shows are being used today than ever before for both sustaining and commercial purposes, according to Stuart 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 other-

wise 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."

■ ■ ■

Spence 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.

According to Mayor W. S. Beaton —

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

- BRITISH EXTRACTION ..... 70%
- FRENCH EXTRACTION ..... 15%
- FOREIGN NATIONALS ..... 15%

"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.

THE powerful voice of a friendly station — reaching thousands of homes across Saskatchewan.



**CKRM REGINA**

5000 watts

980 kc.

Sell the rich Niagara Peninsula

(and away beyond since change to 620 kcs.)

at one low cost

with

Your Niagara District Station

**CKTB**

ST. CATHARINES

Now 620 ON YOUR DIAL

# THE AGENCIES Know the Score!

See  
1950 B.B.M.

the Figures for CFCN are proof of value!

**OVER 60%**

... Yes, over 60% of radio placements made by Calgary's three National Agencies

**ARE ON CFCN**

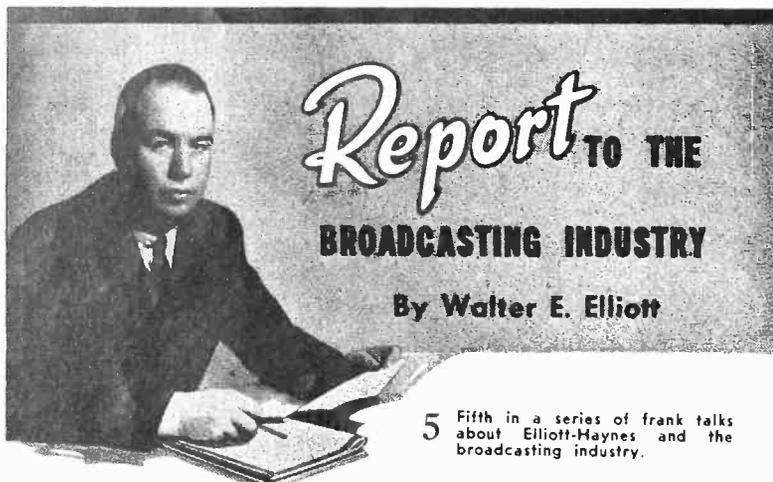
These on-the-spot agencies and national sponsors—home town firms—are aware of CFCN's greater audience.



ASK THESE  
**ON-THE-SPOT  
TIME BUYERS**  
They Know!

**Calgary**

*"The Voice of the Prairies Ltd."*



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

## 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."



*Elliott-Haynes Limited*

[ Continuous Radio Audience ]  
[ Measurements Since 1940 ]

Int'l. Aviation Bldg.  
MONTREAL  
University 1519

515 Broadview Ave.  
TORONTO  
GERRARD 1144

## 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, CFRB, Toronto; Jack Beardall, CFCO, Chatham; William C. Borrett, CHNS, Halifax; George C. Chandler, CJOR, Vancouver; M. V. Chesnut, CJVI, Victoria; Phil Clayton, CFCH, 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, CJGX, Yorkton; A. A. Murphy, CFQC, Saskatoon; G. R. A. Rice, CFRN, Edmonton; Keith S. Rogers, CFCY, Charlottetown; Leonard Spencer, CKAC, Montreal; E. O. Swan, CKEY, 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 CJBQ, 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 stations CKRC, CJOB and CKY "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 the government to do it for them.

The large audience which had sat in the Chateau's beautiful dining hall 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 Slatter, perennial chairman of the entertainment committee.

Highlight of the program were Anna Russell and Doug Romaine, 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



—Photo by Tom Carnegie.

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 Caine (CKFH manager), George Young (CBC), Foster Hewitt, Harry Sedgwick (CFRB president) and Bob Lee (CHUM manager).

### Opening For TWO KEY MEN

Saskatoon's new 250 watter, 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.

### CKCH

Studios—121 Notre Dame St., Hull, Que.  
Canadian Representative: Omer Renaud & Cie.  
Montreal—1411 Stanley St. • Toronto—53 Yonge St.  
U.S. Representative: Joseph Hershey McGillvra, Inc.  
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

# CO-OPERATION between Agency, Client & Station highlighted the 1951 CAB CONVENTION



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



**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!"

"Why? 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 McLay, Ernie Towndrow, Bill Tierney, Bill Mullett.

NEW ADDRESS AND PHONE

88 Richmond St. W., Suite 207-9 — PL. 3718-9

MONTREAL: serving you—Ed Kavanagh, Gord Sweetman, Jim Fitzsimmons  
106 Medical Arts Building — FI. 2439



## NAMES Make News

Part of Lionel's successful promotion of CKCW 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 undertaking that is for the good of the Moncton district, have given CKCW an audience, not just when something special is taking place—but every hour of every broadcast day.

Just another reason why

**LIONEL SELLS RESULTS**

**CKCW**  
**MONCTON NEW BRUNSWICK**

*The Hub of the Maritimes*

REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

## 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 to meet their payrolls 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, my friend 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 commendation, 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 over-inflate their ego? Or would it make our complaints potent when they fall from grace? Or goad 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 picture?" 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 still 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 can't 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, if we are in that kind of business?

Droves of starry-eyed youngsters come trooping into our office to see if we can help 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 McQuarrie 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. And it is heartening to watch some of them as they start their climb up the ladder.

But you would 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 impetuous, 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 beezee 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 lackeys are not on your payrolls.

There is another group of people who live only to come when you call. I am wondering 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 do you raise Cain with the equipment people when it shorts out your tower?

When the teletype runs out of paper and your competitor scoops 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 disc?

Do you leave BMI records in the rack because your wife doesn't like Moon's tunes?

Do you discredit all research—or only those branches of it which don't show you up to advantage?

Do you stay away from or abstain from voting at CAB meetings, and then sulk because you don't like their decisions?

Do you disregard requests from trade papers for information with which to publicize your industry, and then howl from the roof-tops because you are left out of the story?

Do you leave requests for availabilities unanswered and then fire your rep because the agency gave the show to another station?

Do you hide your network 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 them to carry out your wishes as efficiently as possible?

If my questions seem a little pointed, my friends, I should like to mention that it is not you I am talking to. Oh, no! It's the guy sitting beside you.

I should like to suggest that it is not only more blessed to give of your co-operation, but that the more of this kind of bread you throw upon the waters, the more cream puffs are likely to come floating back into your bank accounts.

■ ■ ■

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 it—have 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 I can think of to get the boys and girls referring to our businesses as "we" instead of "they."

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 where 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 personnel problem lies in the junior ranks. It is hard for a newcomer to become a "we-man" instead of a "they-man" overnight. The changeover only comes when the junior announcer comes to realize that his job isn't just to read what is put before him from nine 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 him grow into 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 in your profit and loss account, with emphasis on the first two syllables.

And then 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 wires, if it 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.

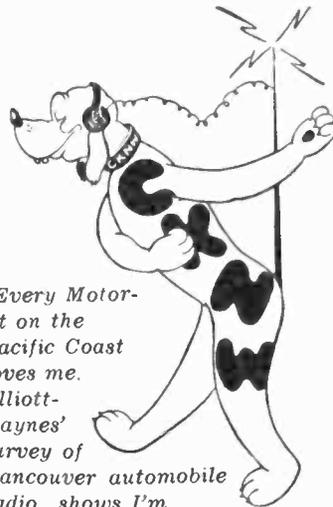
On the employment side, hours and working conditions were dictated by management to suit the convenience of management, and with little if any consideration for

the staff. Holidays, in the humbler ranks, were unheard of. And a request for a pay increase was tantamount to treason.

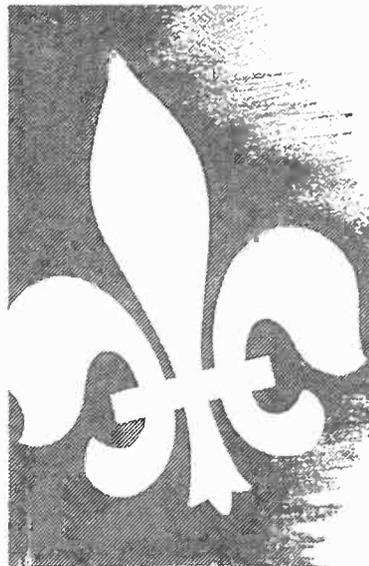
■ ■ ■

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 autocracy 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 co-operation.

Right now a bloodless economic revolution is quietly reshaping our lives. Whether this end is achieved by enterprise or bureaucracy rests largely with enterprise. Co-operation and understanding between buyer and seller, employer and employee, is the bulwark—the impregnable rampart of private enterprise. This, if properly manned, will resist the assaults against the happy homes and gardens of democracy by those idealistic but destructive *ismers* and *ologyites* who would tear it down; those who would build in its place an ugly and uninspiring, cold and impersonal barrack of bureaucracy.



"Every Motorist on the Pacific Coast loves me. Elliott-Haynes' survey of Vancouver automobile radio shows I'm TOP DOG!"



New Quebec development  
New business  
Purchasing power — \$771,294,000  
Sell Over

**CHRC**  
5000 WATTS 800 KC.  
Your best French Seller

Representatives:

CANADA  
Jos. A. Hardy & Co. Ltd.

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

"La voix du vieux Quebec"



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



- ★ 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**



Reps:  
ALL-CANADA — WEED & CO.



**PROFESSIONAL AND SERVICE**  
*Directory*

**RATES**—4 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.

**ACTING**

**TOBY ROBINS** — Engueue — ME. 4144. (D)

**JANE MALLETT** — Heard on most national programs since radio began, is available for some spots and commercials. HU. 4132. (P)

No globe-trotting for **LAD-DIE DENNIS** this fall, staying on the job. Available for a c t i n g, commercials and commentating. WA. 1191. (L)

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

**VERLA MORTSON**—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or HU. 0114. (P)

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

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

**BETH ROBINSON** — 15 years stage—radio. Straight leads, boy-girl, teen parts a specialty — English, French, Scotch dialects. HY. 3603.

**MARCIA DIAMOND** — Engueue, leads, 7 years radio, acting. Chicago, Vancouver, Toronto. Commercials, many CBC shows. RE. 0319. (E)

**NEED A TOP-NOTCH** Child Actress? Call **LUCILLE BIRCHALL**... experienced, talented. Phone 533-W — Richmond Hill. (E)

**ROXANA BOND** — WA. 1191. (L)

**RUTH SPRINGFORD** — Ford, Wednesday Nights, Stages, Commercial Spots; 8 years' experience — Scotch dialects a specialty—LY. 6740. (II)

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

**ANNOUNCING**

**JACK DAWSON**—PR. 5711 or OX. 2607. (L)

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

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

**MICHAEL FITZGERALD** — Kingsdale 0616. (M)

**BOOKS**

**THE BOOK YOU NEED** can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

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

**EDUCATION**

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

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

**ENGINEERING**

**MCCURDY RADIO INDUSTRIES**—Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service—33 Melinda St., Toronto—EM. 3-9701. (P)

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

**PHOTOGRAPHY**

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

**PROGRAMS**

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

**UNCLE REMUS** — 20 quarter hour shows for a month's intensive campaign, directed to the youngsters. CALDWELL'S, Victory Bldg. (O)

**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.

**PRESS CLIPPING**

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

**RECORD'S SUPPLIES**

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

**RESTAURANTS**

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

**SINGING**

**"TEX" BLOYE** — Original western entertainment, songs, gags, etc. Just finishing "Who Am I?" Available for Radio, Stage, Recordings — LL. 5535. (R)

**PHYLLIS MARSHALL** — Experienced personality singer. Shows: "Moon Mist"—"Starlight Moods." heard on Dominion-Mutual outlets. Available for bookings — LY. 4862. (F)

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

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

**HOWARD MANNING** — Baritone: "Howard Manning Show," CKEY 9.30 p.m.—Available for commercials, guest appearances. Phone HY. 7782. (G)

**FROSIA GREGORY**—New address:—Thornhill, Ont. Telephone: Thornhill 385W. (O)

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

**BETTER CALL SWC**



**FOR DISCS, TAPE & T.V.**

The Supernatural goes super salesman.  
Try your sponsor for size with a self-contained, ¼-hour show of uncanny thrills.  
No other station has a ghost of a chance when you keep the audience

*Stay Tuned For Terror*  
39  
15-MINUTE EPISODES  
Featuring Craig Dennis in weird stories by Robert Bloch.

**LOWEST RATES**  
Write us — we love to be dictated to.



**E.W. Caldwell LIMITED**  
2100 VICTORY BLDG.  
80 RICHMOND ST. W.  
TORONTO.

**CKOM OPENS MAY 15**  
Among new faces at the CAB Convention was that of Bob Hosie, whose CKOM, Saskatoon, will take to the air on or about May 15 with 250 watts on 1340 kcs.

The station, which is now well under construction, will be equipped with a Marconi transmitter. Studio equipment will be CGE throughout. Studios are in the Empire Hotel.

Hosie himself will occupy the driver's seat as general manager. Bob Freeland has been named manager.

**NEW REP**  
Toronto. — National Broadcast Sales has been appointed national sales representative for station CJAV, Port Alberni.

**AGENCIES**

By Art Benson

**BAKER ADVERTISING**

Toronto. — Frigidaire Products of Canada Ltd. has bought the complete Canadian rights to the transcribed *Guy Lombardo Show* (All-Canada) and has scheduled a 13-week test campaign over a wide list of stations coast to coast beginning in April. This marks Frigidaire's first venture into selective radio on a national scale.

**TEMPORARY OFFICE FOR ORR**

Toronto.—William Orr & Company has moved to temporary quarters at 719 Yonge Street until completion of their new offices at 464 Yonge Street early this spring.

**F. H. HAYHURST**

Montreal. — Albo Products Co. Ltd. has a test spot announcement campaign going to a list of Ontario and Quebec stations advertising Albo 50 New-Lac floor finish.

**GRISWOLD-ESHLEMAN CO.**

Cleveland.—The Tremco Manufacturing Co. has a weekly 10-minute newscast featuring Jack Dennett under way over CFRB, Toronto, until June 30, advertising its various household paints.

**MacLAREN ADVERTISING**

Toronto. — G. W. Hogan Ltd. (Pontiac-Buick and Vauxhall) has started the 15-minute three-a-week musical show over CFRB, Toronto, until the end of the year.

**SPITZER & MILLS**

Toronto. — The Bell Telephone Company of Canada has an extensive spot announcement campaign under way over 40-odd Ontario and Quebec stations advertising the Yellow Page Section.

**O'BRIEN ADVERTISING**

Vancouver.—B. C. Bottled Gas Ltd. has a spot announcement series under way over CKNW, New Westminster, for product Rock Gas.

Dad's Cookie Company has a spot campaign going to CKNW until the end of March.



**CKLB**  
DIAL 1840 OSHAWA ONT.

**THE station with more potential customers\* in the greater Oshawa area than all other stations combined.**

\*E-H Report.

**"IN THE HEART OF CANADA'S RICHEST MARKET"**

# 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 tossed at them during the 8th annual Stovin Sales Clinic, held here in the Royal York Hotel last month.

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

Some of the things an advertiser wants to know about a station's area, Potts said, include: population figures, total retail sales, the percentage of sales in the area compared with national figures, retail sales of his product, and the cost of reaching people in the area by radio reduced to a cost-per-thousand-listeners figure. "Unless the advertiser knows that the dollars he is spending are justified when 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 and figures to show the cost of reaching that market by radio compared with competing media." Potts said he was happy to see radio was 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 readership and listenership, Potts said that radio must set up its own yardsticks where research methods conflict. The speaker said he would like to see a method set up whereby the number of listeners receiving a particular program, who could identify 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 features which he and other transcription houses sell are actually taped first and then put on discs, 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 went all out in their acceptance of tran-

scribed shows, but the stations killed this bonanza by pestering the agencies with too much detail work. It became simpler and easier to use the networks, he said. Now, with 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 keep problems away from the agencies and advertisers by dealing with the suppliers, 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 invariably materially lower than U.S. radio rates under comparable conditions.

Pat Freeman, director of sales and research for 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 insufficient, upholding 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 purchasing power of women, who handle as much as 80 per cent of the home buying, denies the correctness of C-time rates and the low value of B-time rates.

Ralph Judge, of Horace N. Stovin & Company, called on the stations to supply their representatives with more information on the promotion and public service work they are doing. He also said that stations should cultivate

relations with the field representatives of sponsors and prospects.

Radio stations should volunteer to do such things as stock checks before an advertising campaign breaks, check on consumer use of a product and all details on buying, and do everything possible to establish themselves as merchandising counsellors in their areas, Stu Smith, of James Lovick & Company Limited, told the Clinic.

He, too, told the station managers of the job which other media, particularly newspapers, are doing to keep agencies posted on local marketing conditions, and he asked that radio do the same. He suggested that stations investigate all forms of research, with a view to using it locally to take some of the guesswork out of advertising and selling, and personally offered to assist stations in working out some research problems.

Walter Elliott again presented his *McGurk's Report* (see C. B. & T. issue of Oct. 25) showing public attitude towards advertising.

"Every national advertiser gets promotion consideration on CFOS," Bill Hawkins, manager of the Owen Sound station, told the Clinic.

Previously, merchandising of programs was done on a somewhat haphazard basis, except for the regular on-the-air promotions, he said. But now, with the introduction of a "Promotional Control" plan, consideration is given to each national account before it goes on the air.

Types of promotion are determined in advance, such as "on the air," "retail letters and post cards," "radio column," "lobby displays" and so forth. The "control" system assures both the carrying out of the promotion decided upon, and also sees to it that reports go automatically to agencies, sponsors, national reps, and others interested.

The two-day meeting closed 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.

# PTQ\*

SURELY THE PROOF OF THE PUDDING

RATINGS: (E-H 1951)

a.m. 22.85  
p.m. 24.6

MAIL PULL:

18,508 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!"

—L. W. Price, Mgr., Marven's Biscuits Ltd., Saint John.

# CFBC

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 AND COMPANY in U.S.A.

\*"POP THE QUESTION!"



FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

Number 1 again in '51

ABSOLUTELY!

IN THE OKANAGAN

IT'S

CKOV-KELOWNA

The Valley's Number 1 Station

# DON'T WAIT TILL THE COWS COME HOME!

*They're Here Now!*

LIVESTOCK SALES  
*at*

PRINCE ALBERT  
STOCKYARDS  
IN 1950  
AMOUNTED TO  
\$10,187,790.00

AN INCREASE OF  
TWO AND A HALF  
MILLION DOLLARS  
OVER 1949

*Learn More about*  
this 4-in-1 market  
from the All-Canada  
Man.

**CKBI**  
PRINCE ALBERT, SASK.  
5000 WATTS

## TALENT TRAIL

By Tom Briggs

It took *Voice of the Army* (Wed., 9 p.m. (E) Domin.) 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 more in experience than years) didn't get top billing on this particular episode, but she did the most work, all of it effective. During her three songs she liberally applied the smooth sugar-coating, 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 contrived to add something different to each weekly stanza ever since the program began last fall with their harmonizing on army songs.

Don Parrish, Harvard Reddick, 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 assignments. 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 other American stars 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 same 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 falling 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.

## NOTES TO YOU!



"STAY HOME  
and be  
LONELY"

is a way of keeping them home listening to you.

It's a London Record, No. 755.

Write us for a free disc.

FAVORITE MUSIC CO.  
21 SUSSEX AVE. TORONTO 5



### COMMUNITY RADIO

We share everything with our listeners except the dividends.

—Bob Buss (CHAT)

### WISHFUL THINKING

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

### LEWDICROUS

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

—Lew Phenner.

### PRESTIGE

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

—Alan Randal (CP)

### 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 St. to 163½ 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 Phare, Charlie Edwards, Bill Speers, Mike Duggan, Blair Nelson and the countless others who contributed to my CAB expenses over the cribbage board.

### TO EACH HIS OWN

Then there's the star announcer who flopped for years until they tried playing him back with a worn out needle.

**CJCH**  
HALIFAX

THE NUMBER ONE  
STATION  
IN THE MARITIMES'  
NUMBER ONE  
MARKET

**CJCH**  
HALIFAX

24 HOURS ON 5000 WATTS

TORONTO—Paul Mulvihill, Room 300, 21 King E., WA. 6554  
MONTREAL—Radio Time Sales (Quebec) Ltd., 1231 St. Catherine W., MA. 4864

# 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 concurs 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 decision 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

51-RT-3

# "A reliable yardstick!"



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.

*Fred Auger  
tells why he  
depends on  
BBM*

"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 night time—more than one fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

**CFRB** 50,000 watts  
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited