

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 6.

TORONTO, ONTARIO

March 21st, 1951

ONTARIO RADIO ALL OUT ON CRIPPLED KIDS

Toronto. — Ontario radio combined last Sunday afternoon for its mammoth annual effort for the Easter Seal Campaign for the Society for Crippled Children.

Thousands of radio fans packed the Maple Leaf Gardens to the roof for a free one-hour stage show followed by a radio program of similar length, and gave cheerfully when they had the bite put on them by Toronto announcers and artists, for the good of the cause.

CBC and private stations, the Association of Canadian Radio Artists, the Toronto Musical Protective Association and the American Guild of Variety Artists co-operated in the annual event for the fourth successive year to present two hours of top-flight Canadian entertainment.

Featured on the stage show, which might have been a preview of Canadian television, were Art Hallman and his band and quartet, a favorite of both radio and dance fans; Mildred Morey, singing comedienne; the Bernie Bray Trio; Billy Meek, singing Scottish comedian; Nancy McCaig, accordionist; Ted Rust, ventriloquist; Stan Francis and Cy Mack, stars of *Share the Wealth*. The show was produced by the Canadian Association of Entertainment Agencies, comprised of George Taggart (chairman), Hector McCallum, of the office of Mart Kenney, and Bill Steer of the Norman Harris agency. Stage management was, as usual, in the capable hands of CBC's Charles Emerson.

Personalities on the radio program, staged under the direction of Jackie Rae of the CBC, were Foster Hewitt of CKFH, Toronto; announcers Allan McFee (CBC), Cy Mack, Byng Whittaker (CBC), Keith Sandy (CKEY), Jack Dennett (CFRB), Herb May and Elwood Glover (CBC); two orchestra leaders with their bands—Mart Kenney and Howard Cable; a bevy of singers — The Leslie Bell Singers, Bernard Johnson, Jimmie Shields, George Murray, John Sturgess, Gisele, Norma Locke, Terry Dale, Charles Jordan and Cliff McKay; dramatic actor Eric Christmas; CBC's Mary Grannan of the "Just Mary" stories; commentators Kate Aitken, Gordon Sinclair and Bob Kesten. Script was by Dorothy Robb.

The following is a list of stations which carried the show: CKOY, Ottawa; CHOV, Pembroke; CKSF, Cornwall; CFJR,



—Photos by Peter Gordon.

MORE THAN TWO HUNDRED Canadian artists took part in the Easter Seal Show last Sunday. Here are a few. From left to right, back row, top picture: Howard Cable, Jackie Rae and Mart Kenney; front row: Terry Dale, Eric Christmas, Jacqueline Rickard, Norma Locke and John David Stewart (at mike). In the lower picture, back row: George Taggart, Marilyn Kent, a singer with Art Hallman's band, and Hec MacCallum. Front row: Art Hallman, Judy Long, Billie Meek, Tommy Long and Bernie Bray. The children in the pictures are some of those for whom the campaign is being staged.

Brockville; CKWS, Kingston; CJBQ, Belleville; CKLB, Oshawa; CFRB, Toronto; CKEY, Toronto; CJBC, Toronto; KOC, Hamilton; CHML, Hamilton; CJSH-FM, Hamilton; CKTB, St. Catharines; CJOY, Guelph; CKCR, Kitchener; CHLO, St. Thomas; CFPL, London; CJCS, Stratford; CHOK, Sarnia; CBE, Windsor; CKNX,

Wingham; CFOS, Owen Sound; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CHNO, Sudbury; CJIC, Sault Ste. Marie; CKPR, Fort William; CJRL, Kenora; CKFH, Toronto; CKPC, Brantford; CFCO, Chatham; CHEX, Peterborough; CHVC, Niagara Falls; CKLW,

Windsor; CKBB, Barrie; CKOX, Woodstock.

The program was recorded and will be heard in various places across Canada, also under Crippled Children auspices.

CBC DENIES QUEST FOR QUEBEC BI-LINGUAL

Ottawa.—A request for permission to operate a permanent studio in Joliette by station CJSO, Sorel, was approved by the board of governors of the Canadian Broadcasting Corporation during its meeting here this month, it was announced this week. The board ruled, however, that its recommendation would be subject to review if ever a radio station is licensed to operate in Joliette.

Permission to operate radio station CJNT, Quebec, on a bi-lingual basis was denied by the board during this meeting. The station is licensed to broadcast in English.

A transfer of control in Sarnia Broadcasting Company Limited, affecting station CHOK, Sarnia, from H. M. Hueston and A. D. McKenzie to Claude R. Irvine, was also approved.

ACRA RE-SIGNS HALIFAX PRIVATES

Toronto.—The secretary of the Association of Canadian Radio Artists, Jean Tweed, announces that the actors' and announcers' union has secured renewals of contracts with the staffs of CHNS and CJCH, Halifax. The negotiations were completed, she said, "in a spirit of sweet reason."

These contracts, affecting announcers, writers and librarians, call for a starting minimum salary of about \$150.00 a month for announcers and writers, and calls for annual increases over a four-year period. The scale of librarians is somewhat lower.

The union claims that individual consideration was given to the specific operation of each station, and says it found management extremely co-operative in both cases.

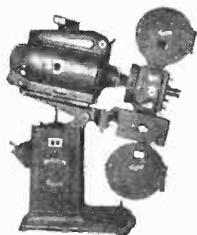
Now in our Tenth Year of Service to Radio and its Clients

ACHIEVEMENT AT BELLEVILLE

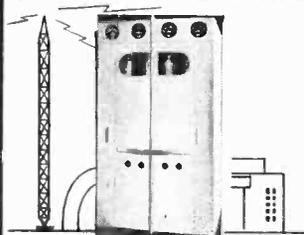


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

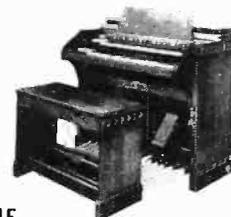
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



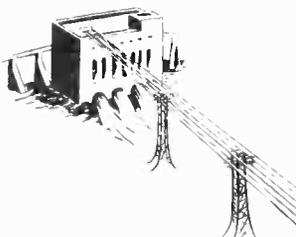
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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



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



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



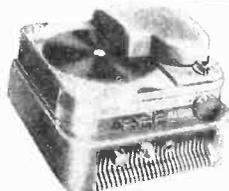
Fire Alarm equipment and systems for buildings or municipalities.



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



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

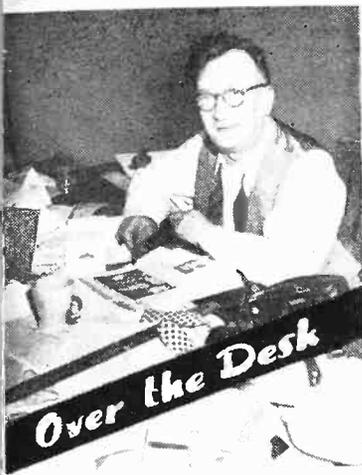


Electronic Soundwriters Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA



Ford Theatre is getting a reputation for introducing new voices to radio, and the results have been most gratifying, according to producer Alan Savage.

Last week Godfrey Tudor, who got his first break on this program a few weeks ago, shortly after his arrival from England, played the lead in *The Hasty Heart*. He made a good job of the Scottish soldier with a chip on his shoulder. Good dialect plus realism.

On the same show, Gerald Peters, another newcomer from England, did his maiden Canadian performance, a colorful bit as a New Zealander.

Last season Savage was able to give 23 firsts, most of them first opportunities in Canadian radio, and a few their first chance on a network.

"If world peace efforts fail, your radio will be the most important device in your home. Buy a new one or see that your present sets are put in first class condition now."

This is the theme of a March-long campaign in the United States. Sparked by WOW, Omaha, and adopted by the Nebraska Association of Broadcasters, the campaign started after a trip made by WOW sales promotion manager Bill Wiseman, when he discovered many listeners using obsolete sets with weak tubes.

In addition to the on-the-air drive, local newspapers are being asked to urge dealers and service companies to buy space urging the public to check their sets now, "while parts and tubes are still available."

May I respectfully refer this idea to the CAB and the RMA?

cics
SELLS

in

Stratford

There was a party with a purpose at the Royal York last week, when John Loader, manager of CJAT, Trail, B.C., showed a small but enthusiastic audience of time buyers and account men the Cominco film *No Man is an Island*. This film, produced for the Consolidated Mining and Smelting Company by Associated Screen News, to demonstrate the contributions to Canadian life made by this giant exponent of the private enterprise system, was used by John to demonstrate to the agency people just where the money comes from to make Trail and its listening area B.C.'s third market.

The film was extremely interesting, the color photography was magnificent, and it took only a two-minute pitch by Loader to tie it up with his operation of CJAT.

Roy Ward Dickson, of *Lux Fun Parade*, *Chiclets Take A Chance* and *Facelle's Turnabout*, is the proud pop of Pamela Lynne who weighed in March 2 at 7 lbs. 14 ozs. Roy stopped expounding on his views on life long enough for us to obtain the information that Shirley (Mom) and Pamela are doing well.

Radio has apparently come to stay. Almost every month one or more of the national magazines comes up with a piece about a radio personality or program. This is interesting from several points of view. First, of course, it is publicity—always welcome—for radio. Second, and at least of equal importance, it is an admission of the public interest in radio by one of radio's keenest competitors in the advertising field.

I bring this to the attention of station people because magazines are given to the practice of sending out hopeful handouts about these radio articles, written so that they can be included in newscasts. I don't think their use constitutes the promiscuous broadcasting of free plugs. I feel,

rather, that this is a tangible way of co-operating with the publishers in return for this valuable publicity.

Don't think of **EM** 3, think of **END**; don't think of **EM** 4, think of **FOG**. This is the solution of a Toronto columnist to the telephone problem occasioned by the change from **ADelaide** to **EM** 3 and from **ELgin** to **EM** 4.

The columnist is the *Toronto Telegram's* Thomas Richard Henry, who points out that dialing the letters **END** has the same effect as **EM** 3 and **FOG** as **EM** 4.

Next maybe he'll come up with a way to remember which is port and which is starboard.

Everybody can and does get into the act on **CFBC**, Saint John's, *Pop The Question*, a telephone quiz which goes out into the country, where telephone conversations are regarded as public property by the party-liners. Both, or rather all ends of the conversations are broadcast.

A listener will be at the other end of the phone searching for an answer to the eight-dollar question when voices will intrude all along the party line. "Say 'heifer,' Mabel," and then "No, Mabel, it's 'steer'." There's an extra kick for listeners when the contestant finally goes along with the wrong prompter.

One night a West Saint John woman was quite unable to answer the question when suddenly, at the last moment, she blurted out the answer. The announcer asked her if it was a guess. "No," she confessed, "someone just opened the front door and yelled the answer to me."

Aint radio grand?

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

BETTER CALL SWC
FOR DISCS, TAPE & T.V.
Now released for many markets.
Canada's brightest, lightest brand-new quarter-hour.

Tom . . . Dick and Harry

156 Frolicking Episodes

Sponsored on . . .

N.B.C. — 6 years
MUTUAL — 7 years

By
Soap • Tobacco • Meat Packer
Finance Company

Currently running in several Canadian markets for listeninghouse dealers.

Audition
the most hilarious, hard-selling comedy show available for local sponsorship.

Wire or Write

S.W. Caldwell LIMITED

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

The Wright STATIONS

We welcome . . .
to the Wright list of stations.

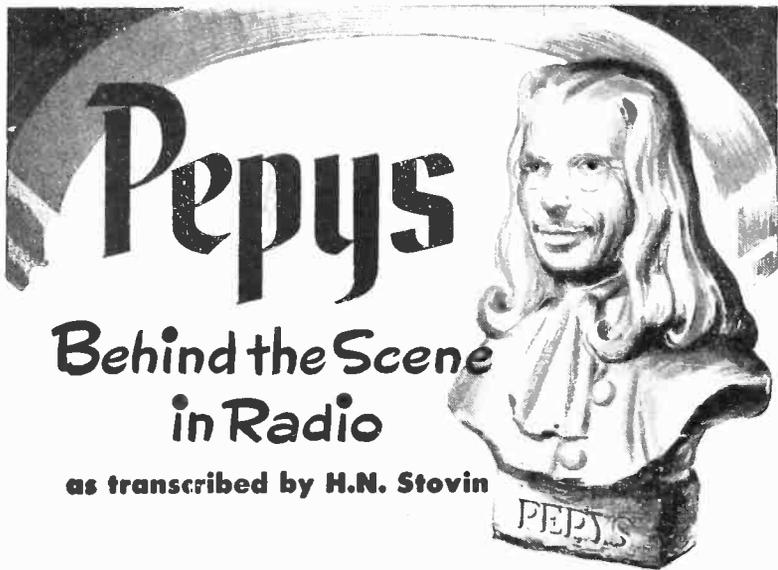
CKMO, Vancouver - CKNB, Campbellton
CKAC, Montreal*
CKCR, Kitchener
CKCL, Truro
CKOX, Woodstock

CHNO, Sudbury
CKMR, Newcastle
CKMO, Vancouver
CKNB, Campbellton

*Toronto only.

William Wright
TORONTO
Bank of Nova Scotia Bldg.
EM. 3-8481

MONTREAL
York Bldg.
WE. 6200



"Do, in starting—where it properly belongs—extend a cordial welcome to the Stovin family's ranks, to Station CKOM, Saskatoon; and to its Director, R. A. Hosie. With a fine complement of personnel, services, and equipment, they do hit the air in late May ● ● ● Did this day fall a-musing on the oft-repeated statement that radio is but a fleeting sort of medium—the spoken word dropped on the air, with no opportunity to re-read or re-check. Have myself heard this full oft, and would, thoughtfully, coin some expression of disbelief, such as 'Knutz'—which is the name of a staunch old Admiralty friend of mine who freely did doubt almost any report submitted ● ● ● In support of which, do now cite the experience of CJNB, North Battleford, whose 'Jill' program for Javex has now been off the air for several months, but is far from being forgotten. Manager Hume Lethbridge did bring Eastward with him, on his attendance at the Quebec C.A.B. Convention, two letters, and later in the mail received a third, all sending in suggestions and Javex labels—and this, be it marked, MONTHS after the program had been off the air—the which he did proudly deliver, in person, to Reg. Kirbyson, Esquire, Vice-President of the Sponsor-firm, Standard Chemical ● ● ● Too, did learn from CJBQ, Belleville, that loud and melodious voice of the Bay of Quinte, who aired a Correspondence Course of Piano Lessons, that, in the one and one-half months following the end of the series, they received no less than 89 requests for the course ● ● ● All of which leads me to believe that Radio doth truly have a permanent impression value, and to repeat my newly-coined and derisive epithet 'Knutz' ● ● ● Do, from time to time, meet radio copywriters who wish, with some degree of futility, that they had the opportunity to give full rein to their imaginative thought. To them, do cite the actual and truthful instance of the pickle-firm who recently assailed an already plentifully-pickled market. From some inspired pencil came the slogan 'SPOOKLES—the Pickle with the HAUNTING flavour!' And so to bed—if I were not a-scared!"

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

| | | | |
|---|-----------------|----------------------|-----------|
| MONTREAL | TORONTO | WINNIPEG | VANCOUVER |
| <i>Representative for these live Radio Stations</i> | | | |
| CJOR Vancouver | CKY Winnipeg | CKSF Cornwall | |
| CFPR Prince Rupert | CJRL Kenora | CKVL Verdun-Montreal | |
| CKLN Nelson | CJBC Toronto | CJBR Rimouski | |
| CJGX Yorkton | CFOR Grillia | 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 | | |

AGENCIES

By Art Benson

NAMED RADIO DIRECTOR

Toronto.—Hugh Horler has been named Radio Director of MacLaren Advertising Co. Ltd., succeeding the late Maurice Rosenfeld.

Horler, who is 29, joined MacLaren's Winnipeg office (then Norris Patterson) in 1941 as office boy, and gravitated naturally to the radio department.

In March, 1944, he was transferred to the Toronto office as assistant producer. Until his new appointment, he was supervisor of radio productions. He lives in North Toronto with his wife, Kathryn and his daughter, Aileen.

CANADIAN ADVERTISING

Vancouver.—B.C. Tree Fruits Ltd. has a spot announcement campaign under way over CKNW, New Westminster, advertising B.C. Newton Apples.

VICTOR VAN DER LINDE

New York.—Dolcin Ltd. has renewed the 15-minute Sunday newscast with Gordon Cook over CFRB, Toronto, for 52 weeks advertising Dolcin tablets.

ASSOCIATED BROADCASTING

Toronto.—Giles, Rice & Peters Ltd. (Motor Cars) has scheduled a five-minute six-a-week midnight newscast for one year over CFRB, Toronto, featuring Barry Wood.

Templeton's Ltd. has started a five-minute five-a-week early morning newscast (7.00 a.m.) over CFRB, Toronto, for one year featuring Wally Crouter. The series advertises TRC's and Raz-Mah capsules.

F. H. HAYHURST

Toronto.—Addisons Ltd. (Electrical Appliances) has scheduled the 15-minute six-a-week *News Outlook For Canadians* for 52 weeks over CKFH, Toronto. The commentary features Dr. Marcus Long, professor of philosophy at the University of Toronto. Art Hives handles the commercials on Addison AM and TV sets and appliances. A spot announcement campaign is also under way for the same sponsor over 25 stations coast to coast.

Montreal.—Davis & Lawrence Company has scheduled a series of spot announcements over a group of Quebec stations advertising Feramine.

MacLAREN ADVERTISING

Toronto.—Canadian Shredded Wheat Company is piping in *Straight Arrow* from Mutual to the mid-eastern region of the Dominion net. Heard twice a week, the new series features half-hour Indian stories aimed at teen-agers. Michael Kane handles the commercials which are on Shreddies.

WHITEHALL BROADCASTING

Montreal.—Imperial Tobacco Company has replaced *Saddle Rockin' Rhythm* with the 15-minute three-a-week *Smiley Burnette Show* (All-Canada) over

a wide list of stations coast to coast for 13 weeks advertising Ogdens Fine Cut.

NEW AGENCIES

Ottawa.—The Canadian Association of Broadcasters has announced the enfranchisement of three new advertising agencies.

They are: Payeur Publicite Limitee, 290, 9th Street, Quebec City. The president is G. H. Payeur.

Gordon & Gotch Ltd., 43 Victoria Street, Toronto, whose placements of advertising are through the London, England, office.

O'Neill, Larson & McMahon of Buffalo, and 447 Jarvis Street, Toronto. The manager is Bob Kesten.

A. J. DENNE

Toronto.—Edward Hawes & Co. Ltd. has scheduled a series of one-minute spot announcements over 25 stations coast to coast advertising Hawes Floor Wax.

WANTED

Used Turntable for use in station library. Will not be used for broadcasting. Preferably 33 1/3, 45, 78 vertical and lateral.

Write or Wire

CJR W

Summerside

P.E.I.

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 SNELCROVE
Manager

REPS. NATIONAL BROADCAST SALES

CANADIAN BROADCASTER AND TELESREEN

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

Published by
G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
EMpire 3-5075

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

Correspondents
Montreal - Walter Dales
Winnipeg - Dave Adams
Vancouver - Bob Francis



Vol. 10, No. 6.

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

March 21st, 1951

The Boss Works On Commission

There is a logical sequel to the dissertation which appeared in our last issue, urging management to co-operate with its staffs and its suppliers. Obviously this is the obligation of staffs and others to management, and neither story is complete without the other.

Too many staffers and others who live off the avails of a business are quite convinced that the money they receive for their services comes out of a bottomless pit. They go along in their own sweet ways, with a false sense of security and well-being, and a deep-rooted if foolish conviction that the firm could not get along without them, and that they have only to threaten to leave to get a substantial pay increase.

During the war, when goods and services were at a premium, there developed among staffs, and suppliers as well, a spirit of daring defiance which said, in effect: "If you don't like it, you know what you can do about it." Unfortunately this attitude has far from evaporated, and, with shortages of both manpower and materials looming up again, we are endangered with the situation being aggravated once more.

Shaking a stick at the boss's head for more pay and shorter hours jeopardizes the future of everyone from the chief to the office boy. Sometimes, especially in times of shortages, it is expedient for management to accede to those demands. But all emergencies end, and the flow of defence or other emergency business fares likewise. Then it is not a case of management trying to get even with its men who took advantage of him during his predicament. It is simply a case of simple mathematics that when the income goes down, the outgo has to be diminished commensurately.

But this is only a side issue.

The real point is that whether the boss is running his own business or operating one for someone else, he is working on what is virtually a commission basis.

That is to say he can pay certain percentages of his revenue for rent, equipment, salaries and other items of overhead. If he goes over this percentage he automatically goes broke.

Whether he is merchandising automobiles or radio programs, there is more cost to his finished product than the cost of materials and the earnings of the people who work on it. Rent, building maintenance, the wages or salaries of the janitor and the general manager are a part of that cost too.



"I know the face but I can't recall the name."

Not long ago, two members of the staff of a certain business decided to go to their chief to hit him up for a pay boost. The first man got what he was after and the second was refused.

Naturally the unsuccessful one was disappointed. He felt bitterly that he had been treated with rank discrimination. His boss, he charged, was a heartless tyrant, who refused to admit the economic problems of feeding a family under present conditions.

He was wrong. He was a satisfactory employee, and the last thing his employer wanted was to lose him. But he fell down in his approach.

When he went in for the pre-arranged interview, the boss showed him where even the twenty-five dollars a month he was after would throw the budget for his department all akimbo.

The other thought things through before he put the bite on the old man. His approach went like this: "My living expenses are naturally going up considerably. I realize that this does not have any effect on my value to the company, but I wondered just what I might do—some extra duties perhaps—to make it profitable for you to boost me about fifty a month."

Just why he put it across and the other failed needs no explanation. While one of them simply asked for an increased price for the commodity he was selling, and offered no extra value in return, the other put up a proposition of wrapping himself in the large family size bottle and offering a better bargain for a somewhat higher price.

One thought should be added to this, though. To make that fifty-dollar boost stick, it had to be more than lip service. He had not only to offer to assume more

responsibility, but he also had to proceed to assume it.

Employers are not running benevolent institutions or schools of instruction. They operate their businesses for the purpose of earning profits by offering their clients some form of usefulness. And the more useful they are, the greater those profits will be. And precisely the same situation applies between the staff and the boss. He distributes his salary budget in direct ratio to the usefulness of his men.

Advertising Is Under The Gun

If the Federal Government succeeds in its attempts to amend the B.N.A. Act and forces the institution of a provincial "turn-over tax" of three or possibly four per cent on retail sales, the impact of the move will shake every retail business at its foundations and force many if not most of them to curtail drastically their regular expenditures. And easily the most vulnerable of such disbursements is advertising.

The significant point to be remembered is that if legislation is passed enabling Ottawa to shelve some of its obligations to the public onto the provinces, it will be quite dissimilar to and more pernicious than the present federal sales tax, because it will be a hidden tax which merchants will have to conceal in their retail prices.

The effect of this on the retailers will be that they will be blamed by the public for further increases in living costs, which no regulations or controls will be able to prevent. Their first step will be to start lopping expenses, and, as is usual, the first expense to feel the sharp edge of the shears will be advertising.

A levy of three per cent on a bottle of pop or a chocolate bar would be so insignificant, it would not be collectable from the consumer, but would simply be a new load for retailers to carry, or else pile many fold onto more expensive items. Consequently, the retailer, especially the smaller one, is going to have no alternative to slashing where he can.

Retail merchants' associations and other trade organizations see all too clearly the handwriting on the wall. It is vitally urgent that the CAB and the other media associations bend every effort to combat the move right now. And, on the local level, radio station managers and other media heads should throw in their brains and their resources with their merchants to see if it cannot be stopped while there is still time.

THE AGENCIES Know the Score!

See
1950 B.B.M.

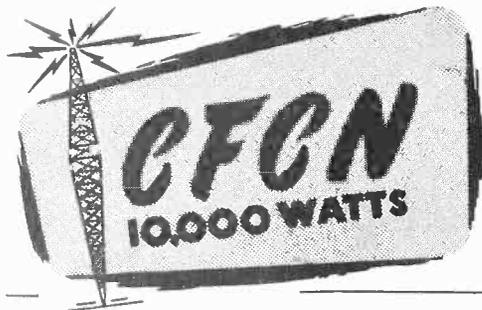
the Fig-
ures for
CFCN
are proof
of value!

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 spon-
sors—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."

RESEARCH

Search For Research

Quebec City.—Researchers were in unanimous agreement at the CAB Convention here last month, when they sat in on a panel called "Earnings and Audience" to kick around the tortuous questions of audience and program measurement. They all felt it desirable to have an independent body formulate a pattern for program measurement which could be applied by all research organizations.

Walter Elliott, of Elliott-Haynes Ltd., started the proceedings with the suggestion that private stations could help themselves with their small telephone surveys to determine the value to an advertiser of any specific broadcast. The plan was to phone a cross-section of the area—say 500 calls—at the outset of the campaign to determine the percentage of people who were using the product. Succeeding checks at intervals of a month or more would show how the programs were increasing its use.

Penn McLeod, Penn McLeod & Associates Ltd., felt that radio stations are providing too much information compared to other media.

Speaking of the "time strip" technique he introduced into Canada as opposed to the system of individual program measurement, he said that this system gives less information which is compensated for by a larger sample. Half hour strips through the day have proved satisfactory, he said, but for evening studies it needs sorting out.

"Advertising agencies have a mania for audience information in all media," according to Michael O'Grady, Canadian Opinion Co. (Gallup Poll), and while radio has provided more detail, broadcasters are at a disadvantage by reason of the nature of the medium.

He expressed the view that what is being provided by broadcasters is less analyzed than the data provided by the others. He urged the radio men to find out what kinds of people are listening to their programs.

"Radio must adopt a new deal," he said, offering as comprehensive a job as what is done by the magazines which should be undertaken by a personal interview form of study. Both these steps would serve to offset the lack of sufficiently detailed information which detracts from the value of present methods.

He then proceeded to list certain projections of research as it now exists, including: What kind of listeners? — How many listeners rather than how many sets? — How many extra sets? — Farm and Summer Audience Situation — Auto Radio Listeners — Qualitative Evidence of Effect of Radio on Buyers — Study of Likes and Dislikes to Help Programming.

There seems to be some variation in telephone versus non-telephone homes, O'Grady said in reply to a question from the floor. While non-telephone homes seem

to be in a slightly lower income bracket, he said, but appear to have more sets in use. This, though, is not enough to have any significance, he said.

Pat Freeman, who heads up the sales and research department of the Canadian Association of Broadcasters, wound up the proceedings with the eloquent question—"What's to do?"

"Our present studies are confined to the metropolitan one-third, and we are overlooking the rural two-thirds, where they do more listening," he said. "We are overlooking the hundreds of thousands of sets in 'other' rooms."

Claiming that the size of this "multi-set audience" is enormous but an unknown quantity, he urged the delegates to spend the money to find out.

"Since the war," he continued, "3,600,000 homes have bought 4,000,000 radio sets, so perhaps we are only telling our story to about one-fifth of the nation."

"In their recent study, the magazine publishers spent \$90,000 on less national volume than ours," he concluded.

New Look For Research

Washington.—Edgar Kobak was elected this month as permanent chairman of the board of the NAB's Broadcast Advertising Bureau. During the same meeting at which he was elected, Kobak, who is a business consultant and owner of a station (WTWA, Thomson, Ga.) and at various times has served in executive capacity on three major networks, including the presidency of MBS, set forth the three prime objectives of BAB.

They were: (1) to encourage wider use of radio by all advertisers, emphasizing its eminent position as an advertising medium and its wide acceptance in American homes; (2) to accomplish this purpose, not only by headquarters activity, but to establish

RADIO STATION EXECUTIVE

Can Be Available, April 1st

For the past six and one-half years have been managing a very progressive Ontario station. Much experience in programming, selling and music. Company reorganization is reason for desiring to sever present affiliation. Willing to invest in worth-while station. Age 39, married, excellent references as to character and ability. Am no drifter or boozier and am desirous of a permanent location. Interested in managing station, good commercial or programming position or with national department of a national advertising agency. Will furnish full details, references, photograph, etc., on request.

Box A-81

Canadian Broadcaster
& Telescreen

163 1/2 Church St. Toronto



WHEATSTOCK
WILLIE

and

BOVINE
BILL



ARE PLEASED TO ANNOUNCE THAT

YORKTON

IS AGAIN WESTERN CANADA'S
RICHEST FARM DISTRICT

GRAIN & LIVESTOCK VALUE

\$42,128,000

(AS LISTED BY SANFORD EVANS)

CJGX

940 ON YOUR
RADIO DIAL

Yorkton
SASKATCHEWAN

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



EDDIE CANTOR is seen above whispering to songstress **Peggy Brooks** while **Stan Francis** tries to get in a word. The three Colgate stars got together when **Banjo-Eyes** appeared on **Share The Wealth** during a recent visit to Toronto. Cantor took time out to judge Toronto talent and chose **Evelyn Gould** to appear on his television show, **The Colgate Comedy Hour**, on April 1.

be carried out in comparing results of existing methods with data from seldom-used house-to-house surveys, to reveal further information on the degree of agreement or disagreement between methods. It is believed that much can be gained from comparing the results obtained by the commercially practiced methods with those obtained from the more expensive house-to-house incidental and house-to-house unaided recall techniques, the committee said, although it pointed out that the latter surveys are recommended for comparative purposes and not as absolute yardsticks.

The cost of the project, including a full-time manager, is reportedly estimated to be about \$140,000. A volunteer committee of five industry research leaders will probably be appointed to assist the manager, possibly from among the original committee of:

Dr. Kenneth H. Baker, NAB research director; Louis H. Avery, of Avery-Knodel, Inc., station representatives; Hugh M. Beville, NBC director of plans and research; Matthew N. Chappell, chairman, department of psychology, Hofstra College; E. L. Deckinger, director of research, Biow Company; Herbert L. Krueger, manager, WTAG, Worcester; Fred B. Manchee, executive vice-president, BBD & O; and A. Wells Wilbor, director of marketing research, General Mills, Inc.

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

RESEARCH

(Continued from page 6)

a field organization which will devote its entire attention to selling the medium; and (3) to expand and develop the present service activities of the bureau.

Earlier, William B. Ryan was elected president of BAB.

■ ■ ■

One of the first problems facing the new National Association of Radio and Television Broadcasters in the near future will be a complete study and possible overhaul of all existing methods of research in radio and television.

The special test survey committee, which was set up some months ago, recently recommended that NARTB sponsor a three-step evaluation study of radio-TV research in an attempt to remove the confusion in ratings. The committee, in its report, said it "believes that if something is not done, radio and television research of any kind—good or bad—may be discredited in many quarters, and a great disservice thus done

the entire industry."

"It is firmly believed," reads the report, "that from the data that would be collected (from such a study), competent research authorities in most organizations using radio and television ratings data will be able to set forth simple charts and rules as to the conditions under which various types of data can and should be used. It is hoped that reasonable standardization can thus be arrived at for the industry as a whole."

First step in the proposed survey is a complete analysis of research methods in which the leading audience measurement services will submit answers to a series of questions about their coverage, methods, costs and data. The next step will be to make a comparison of surveys conducted in the same areas. "It seems highly probable that something can be learned from study of these data side-by-side, with re-tabulations being provided in many instances in an attempt to reduce the number of variables functioning."

Lastly, the committee recommended that original experiments

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

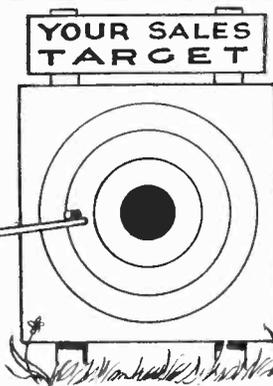
Studios—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1411 Stanley St. • Toronto—53 Yonge St.
U.S. Representative: Joseph Hershey McGillvra, Inc.
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

Long Range Planning with Short Range Efficiency has built

Wide Area Coverage with Local Effectiveness

(The largest New Brunswick audience — 1950 B.B.M.)

(24.3% of "local" advertisers are retailers located more than 50 miles from Fredericton)



GET THIS EXTRA FIRE POWER BEHIND YOUR SALES TEAM — SEE **A.C.R.F.**

CHML DELIVERS

TOP COVERAGE

According to B.B.M. this is the comparison between the Hamilton stations as of October, 1950.

TOTAL WEEKLY B.B.M. BY DAY

| | |
|--|--|
| CHML Radio Homes 287,890 CHML Covers 123,050 More During the Day | 2nd Station Radio Homes 164,840 |
|--|--|

TOTAL WEEKLY B.B.M. BY NIGHT

| | |
|---|--|
| CHML Radio Homes 243,360 CHML Covers 86,940 More During the Night | 2nd Station Radio Homes 156,420 |
|---|--|

CHML HAS 75% GREATER PENETRATION BY DAY

CHML HAS 55% GREATER PENETRATION BY NIGHT

CHML - HAMILTON

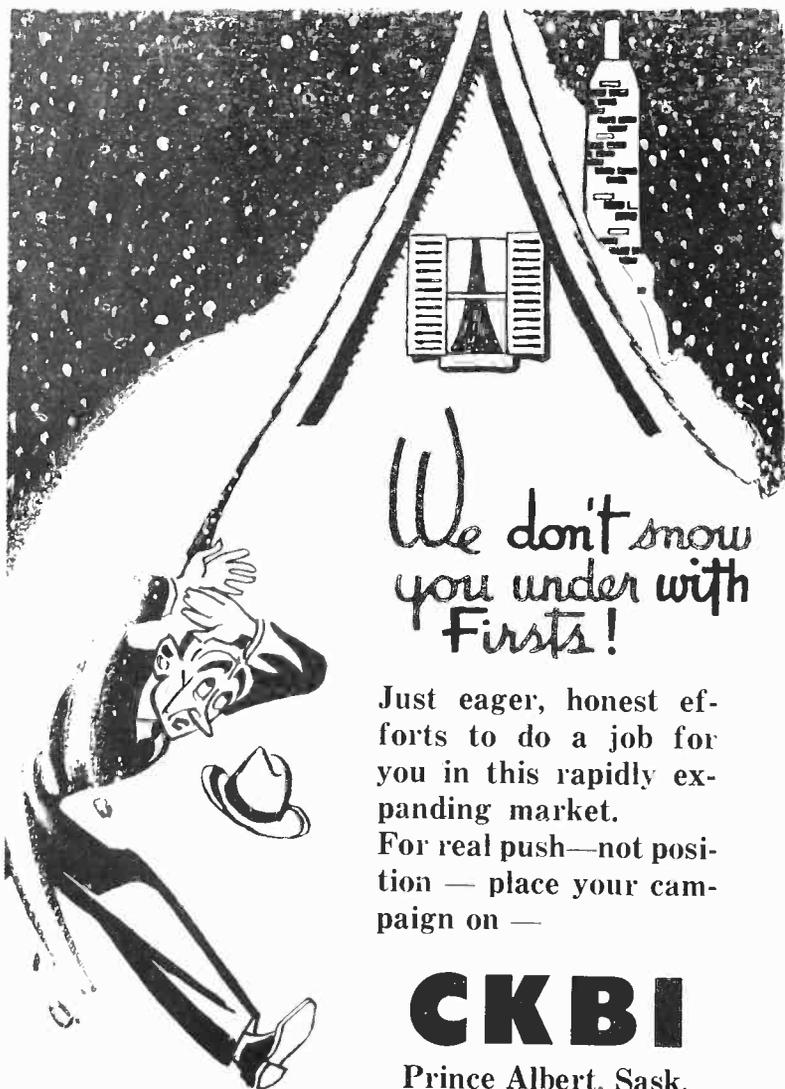
5000 WATTS

900 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO — 88 RICHMOND STREET WEST
MONTREAL — MEDICAL ARTS BUILDING



We don't snow you under with Firsts!

Just eager, honest efforts to do a job for you in this rapidly expanding market. For real push—not position — place your campaign on —

CKBI

Prince Albert, Sask.

5000 Watts

C.A.B.

Clients, Reps and Agencies Stage Free-for-all

Quebec City.—The conference room at the Chateau Frontenac here did not exactly explode as Vic George's perennial *Information Please* panel held the floor on the Monday afternoon of the CAB Convention, but it did its best.

Agency men, national reps and sponsors bandied words on just what the agency wants to know, but nobody seemed quite sure what this was. They also trotted out the perennial question as to whether station men should call on the clients on their visits or whether they should leave this sort of thing to the reps. Everyone said "Come in and see us by all means," but it seemed to this scribe that it was said in a tone which means "come in and see us if you must."

Bob Campbell, of J. Walter Thompson, thought visiting clients was more helpful in the case of the smaller agencies where they might not have as many radio experts. Alec Phare, of R. C. Smith & Son, from the floor, spoke for the medium-sized agencies (and "very reliable") when he pointed out that these visits, if paid without previous consultation with the agency, could create confusion and queer plans. Jack McGill (Tuckett Tobacco) expressed confidence in his agency (MacLarens) and pointed out that his firm did not want their agency to think for them but with them. "We are glad to see station men," he said, "especially if they have something to talk about besides the weather," and also provided they write or phone first.

Carleton Hart, of Procter & Gamble, is "not bothered a bit if station men come to see us," because "we do like to know what is going on."

Broadcasters showed interest in a few words spoken by the New York sales representative, Joe Weed, who rose to answer the question: "What is the difference between U.S. and Canadian representation?"

"It is harder for a U.S. representative of Canadian stations to get attention from American time buyers," he said, "and it is there-

fore important that stations boil down information, making it as brief as possible. What we need from a station is 'headline information' so that he who runs may read," he added.

Weed told the meeting that U.S. operators move faster than their Canadian cousins and urged stations to furnish availabilities and other information faster. "The best sales pitch arrives with the availabilities," he said, "so tell us why the times are good when you send them, so that the salesman can hand this information along at the same time."

The time-worn question of what the agency wants to know came in for brief and effective treatment by Bob Campbell, who pointed out that an agency cannot be partial to any one medium, but has to weigh them against one another to determine "how to reach more prospects with fewer dollars." He explained that an agency has to concentrate on the answer to this question, rather than which medium to use.

He broke the information down into three categories: (1) sell the market; (2) radio in that market; (3) your station in that market.

"Don't be selfish," he said. "Tell us more about the market, its industries, wage levels, tourist trade if any, then coverage, and the competitive coverage of other media." He concluded with this epigram: "Me-tooism gets us down. Don't say 'Joe Blow is on the schedule. Why ain't I?'"

Pursuing the information theme, Ruth Jones pointed out that the smaller Canadian places present a problem in an American agency office. They would like more information about the people, their incomes, buying habits, racial origins, working conditions and general characteristics.

Guy Herbert, of All-Canada Radio Facilities Ltd., asked stations to supply more information.

"Your representative is a branch office of your station," he said, "and as such must have the information with which to sell the station and must help to sell it by paying periodical visits.

"No station manager ever comes on a trip without good information which the rep learns during that visit. Radio is being well sold, and success usually comes of the rep and the station knowing the client's picture and

★PTQ MAIL RESPONSE

FOR FEBRUARY

19272

letters, each containing proof of purchase of sponsor's product.

ASK OUR REPS. ABOUT 'CROSS THE BOARD AVAILABILITIES

★"POP THE QUESTION"

(E-H Ratings: 22.85 a.m. & 24.6 p.m.)

CFBC - Saint John, N.B.

REPS: J. L. Alexander — Montreal & Toronto
Weed & Co. — in the U.S.A.

problems," he went on, adding: "there has been too much tendency on the part of agencies and clients just to sit and listen without letting anyone in on what he wants to know."

He urged clients and agency men "to open up just a little more and tell them what they want, especially in respect to smaller markets."

Malcolm Neill (CFNB, Fredericton) did his best to start the fireworks when he asked if the agencies deliberately design some spot campaigns to irritate the listeners, and also wanted to know if the agencies appreciate stations telling them when they feel that they are irritating.

This brought Bob Campbell to his feet with the statement that while an "irritating" type of campaign might be good for such a one-shot as a fire sale, "there is a growing belief among sponsors that their advertising must have a certain public relations value. The good name of the sponsor is often as important as that of the product," he said.

A question sparked from the floor by Pete McGurk, of Weed & Co., as to why it would not be feasible to make public a list of what all sponsors are doing, brought both the advertisers on

the panel to their feet. Both of them said, in effect, that they weren't too anxious to tell their competitors what they were doing, although they would both be quite agreeable to being on the receiving end of such information.

Ruth Jones sounded the warning that when television comes to Canada, it is going to be very tough on radio stations. "TV is very expensive," she said, "and something has to give. In the States, spot radio has not suffered particularly but network radio has."

Deploring the lack of TV research, she went on to say that radio is still the cheapest buy. Now is the time to sell radio as hard as you can," she said, "so that when TV comes, radio will still get a look-in."

Wilf Dippie, Montreal manager of Radio Representatives Ltd., questioned the desirability of give-away programs. He calculated that the value of free spots to donors of prizes on these programs would often amount to as much as \$150, but are now included in a \$50 program.

Malcolm Neill felt that the situation would correct itself as these additional spots detract from the program. Ralph Snelgrove (CKBB, Barrie) felt that permitting such features was killing clients for radio. To this Cliff Wingrove (CKTB, St. Catharines) added the information that one manufacturer, whose wares were being given away on a program, advertised to his distributors that his product was being radio advertised from coast to coast. Vic George wound up the subject from the chair with the remark that one program eliminated its give-aways and immediately tripled its rating.

The Information Please panel consisted of Vic George, CFCF, Montreal, chairman; Jack McGill, Tuckett Tobacco; Ralph Hart, Spitzer & Mills (pinch-hitting for Bill Byles who picked up the flu bug); Guy Herbert, All-Canada; Ruth Jones, Benton & Bowles; Bob Campbell, J. Walter Thompson Co. Ltd.; Joe Weed, Weed & Co.; Carleton Hart, Procter & Gamble; Wilf Dippie, Radio Representatives Ltd., Montreal.

HAVE YOUR EYE ON



OF COURSE you have . . . that is the essence of all successful business. More and more smart business men are turning to Canada's **FIRST STATION** to increase their **PROFITS** in the huge Montreal market.

CFCF has grown with Montreal in the past 30 years . . . learning its needs and preference in radio entertainment through time and research, finding out the ways of **PROGRAMMING, PROMOTION** and **MERCHANDISING** to best suit this great buying market.

Ask our reps. They have the proven profit-making **FACTS** about Canada's **FIRST STATION**.



REPS:

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

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

CJAD
MONTREAL

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

5 Kw on 800 Kc
AFFILIATED WITH CBS

CBC

To Double Power

Vancouver.—A boost from 5,000 to 10,000 watts will go into effect at CBR here during the summer, regional director Ken Caple announced.

The 10,000 watt transmitter at the coast, plus relay stations in the interior, will give the province the best possible coverage, Caple explained.

Previous CBC plans for 50,000 watt transmitters at nine points in Canada, including Vancouver, have been abandoned, at least in the case of the West Coast, since the relay station system gives better coverage here.

The Vancouver transmitter is on Lulu Island, south of the city in the delta of the Fraser River, and work on the new one is well along.

Report TO THE BROADCASTING INDUSTRY
By Walter E. Elliott

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

The Respondents' Replies

ELLIOTT-HAYNES keeps a detailed record of the interviewer's experience on each call made. The following is a list of the seven possible classifications into which a call may be placed:

- 1.—No Answer
- 2.—Busy Number
- 3.—Information Refused
- 4.—Home Without Radio
- 5.—Home With Radio
- 6.—Radio Off
- 7.—Radio On.

Any respondent who answers the telephone, is willing to give information, and has a radio on, is further asked as to what station and program is being heard, and the name of the sponsor, if any.

In the next issue, we discuss how these classifications are handled in the statistical processing of ratings data.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
UNiversity 1519

515 Broadview Ave.
TORONTO
GERRARD 1144



"Commercial fisheries in Quebec Market No. 2 contribute handsomely to the annual revenue. Descendants of pioneers from Brittany and Normandy, who settled 400 years ago, still fish the waters of the Bay of Chaleur—but with 20th century gear and equipment. The Gaspé fleets include the latest in refrigerated vessels; while, ashore, are refrigerator warehouses, trucks and railroad cars to assure that Gaspé fish goes to market in perfect condition. More than that, biological stations and institutes are hard at work constantly increasing the number of commercial by-products of the fisheries. CHNC, New Carlisle, covers this wealthy portion of Quebec Market No. 2 thoroughly. For further details—Ask Jos. Hardy."

For any information on QUEBEC MARKET No. 2 and

"TRANS-QUEBEC" Radio Group Telephone, Wire or Write to **JOS. A. HARDY & CO. LTD.** MONTREAL QUEBEC TORONTO

REPRESENTING

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

PANORAMA

Star Strangled Banner

Toronto.—"Canadian radio isn't such a bad thing to be mixed up with after all," according to CFRB's Quarter Century Club studio engineer, Bill Baker, just back from another of his periodical tours of New York radio and television.

"Up in Canada," says Bill, "we have to use 75% ingenuity with our 25% cash. Down there it is the reverse. They buy themselves top names with their 75% cash and then expect these names to carry the shows without proper planning and attention to detail."

Bill, to whom radio is both a career and a hobby, and who has had a hand in the birth of scores of major programs in the past 25 years, came back from this trip convinced that attention to big names in both AM and TV New

York productions eclipses the importance of such elementary details as artists speaking over music cues and poor cross-overs of music breaks, often resulting in dissonant "wows."

"I honestly believe," he said, "that the majority of Canada's top radio shows show finer and more intelligent handling in their production. What Canada lacks is a greater field for talent, to avoid constant reappearances of the same voices. And this," he added, "would, of course, mean that there would have to be more shows to give the greater number of artists an opportunity to make a living doing the kind of programs in which they excel, rather than forcing them to take whatever parts are offered."



BALL CLUBS OKAY TV

New York. — The New York Yankee Baseball Club has approved the televising of its day games over two local stations and its night games over one because television must be looked upon as a medium for increasing attendance, was the unofficial view which followed the Yankee decision here last month.

Television station WPIX, a local independent, will televise both day and night home games of this club, while the DuMont outlet, WABD, is also scheduled to carry the day games. Sponsorship, in all cases, is being taken over by Ballentine Beer. Contracts for the games with the DuMont station only cover the coming season, but WPIX has reportedly signed for the next five years.

In addition to its deal with the sponsor and the Yankees, WPIX is scheduled to carry some 77 home games of the Giants. This makes a total of 154 major league games which the station will handle during the coming season, and television executives in general consider these moves an important affirmation of the medium's power to attract attendance at sport features.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

| DAYTIME | | |
|--------------------------|------|------|
| English | | |
| Ma Perkins | 20.8 | +1.8 |
| Pepper Young | 19.8 | +1.8 |
| Right To Happiness | 19.3 | +1.0 |
| Big Sister | 18.1 | +1.4 |
| Life Can Be Beautiful | 16.8 | +1.2 |
| Road of Life | 15.6 | +1.6 |
| Happy Gang | 15.6 | +1.7 |
| Laura Limited | 14.7 | -1.4 |
| Aunt Lucy | 13.9 | same |
| Kate Aitken | 13.9 | -1.5 |
| French | | |
| Rue Principale | 29.1 | +1.6 |
| Jeunesse Doree | 27.1 | +1.7 |
| Quart d'Heure de detente | 27.1 | +2.2 |
| Tante Lucie | 25.3 | +1.4 |
| A L'Enseigne des Fins | | |
| Gourmets | 24.8 | +1.1 |
| Maman Jeanne | 24.7 | -1.3 |
| Grande Soeur | 24.2 | +1.4 |
| L'Ardent Voyage | 23.9 | +1.1 |
| Metairie Rancourt | 20.1 | +1.4 |
| Joyeux Troubadours | 20.0 | +1.2 |

| EVENING | | |
|--------------------------|------|------|
| English | | |
| Charlie McCarthy | 39.1 | +1.7 |
| Lux Radio Theatre | 35.5 | +1.6 |
| Amos 'n' Andy | 34.7 | +1.3 |
| Our Miss Brooks | 32.4 | +1.1 |
| Twenty Questions | 29.3 | +2.7 |
| My Friend Irma | 27.9 | +2.1 |
| Aldrich Family | 25.5 | +1.0 |
| My Favorite Husband | 24.8 | +1.7 |
| Your Host, Gen. Electric | 24.5 | same |
| Suspense | 24.3 | +1.6 |
| Great Gildersleeve | 24.0 | +2.1 |
| Roy Rogers | 24.0 | +1.1 |
| Ford Theatre | 23.9 | +1.5 |
| Boston Blackie* | 23.3 | +1.3 |
| Treasure Trail | 22.8 | +1.9 |
| French | | |
| Un Homme et Son Peche | 31.0 | -2.3 |
| Radio Carabin | 30.3 | +1.0 |
| Metropole | 30.2 | +1.3 |
| La Pause qui Refraichit | 29.3 | +2.3 |
| Ceux qu'on aime | 28.3 | +2.1 |
| L'Epervier | 28.2 | same |
| Le Cure de Village | 25.7 | +1.6 |
| Prix d'Heroisme | 24.9 | -1.6 |
| Les Etoiles de Demain | 24.6 | +1.6 |
| Ralliement du Rire | 24.6 | +3.8 |
| Course au Tresor | 23.9 | -1.7 |
| Tentez votre chance | 22.4 | -1.8 |
| Qui suis-je? | 20.9 | +3.4 |
| Jouez Double | 20.8 | -1.9 |
| Theatre Ford | 20.8 | same |

PROGRAM AVAILABLE

Toronto. — *Knitting School of the Air*, the two-year-old program that conducts knitting classes by the knitting designer, Mary Esther, assisted by Marjorie Chadwick, has closed due to uncertainties arising out of world conditions. It has been sponsored for the past year by a wool firm, Newlands & Co. Ltd. A CFRB origination, it has been disced and relayed to a wide list of stations. It is available for sponsorship now.

SPONSOR BOOSTS TIME

Winnipeg. — Tremendous mail pull of Wendy Warren's CKY show, *Music Means Money*, has induced the Colgate - Palmolive people to boost their airtime to 30 minutes each weekday morning.

Formerly heard on a 15-minute basis, Wendy began pulling an average of 8,000 letters weekly on her cash give-away show. The half hour contract soon followed.

OPENING FOR ANNOUNCER

Midwestern thousand watter. Good chance for advancement. Experience and particulars to:

Box A-83
Canadian Broadcaster & Telescreen
163 1/2 Church St. Toronto

CHUB

NANAIMO, B.C.

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

In the Spring

1000 watts

1480 kc.

National Broadcast Sales

Toronto, Montreal

JOHN N. HUNT AND ASSOC., Vancouver

DONALD COOKE, INC. New York



EVERYONE IN SASKATCHEWAN

LISTENS TO . . .

CARROT RIVER
258 miles northeast of Regina.

KINDERSLEY
275 miles northwest of Regina.

CORONACH
152 miles southwest of Regina.

KIPLING
112 miles southeast of Regina.

For complete Saskatchewan coverage see your All-Canada man.



CKCK • Regina, Sask.

MUSIC

Haverlin Sticks With BMI

Washington, D.C.—The desk of the president of the National Association of Broadcasters was made ready earlier this month for its next occupant, Carl Haverlin. Everyone, including his close friends, was so sure the president of BMI would accept the post, that they had his sign on the door. But Haverlin had other ideas and upset NAB's plans by announcing that he would stick with the Broadcasters' musical organization.

Haverlin gave two reasons for refusing the position "so generously offered." He believes that neither his training nor experience fully fit him for "the magnitude and complexities of the responsibilities it entails" while he feels he can better serve broadcasters by staying with BMI.

It was also felt that the petitions of BMI employees and broadcaster subscribers, asking Haverlin to remain at his present post, may have influenced his final decision.

This move meant that the NAB committee, seeking a successor to Justin Miller, who has been moved up to chairman of the board, will have to start looking again. Two other possible candidates are: Eugene Thomas, general manager of WOR-TV and William Hedges, vice-president of NBC.

Moving Judge Miller to the board chairmanship, at his request, was but one part of a great shuffle that went on in NAB this month. As of April 1, the association will become officially known as the National Association of Radio and Television Broadcasters, which is the result of a move to bring TV broadcasters into the fold.

The Television Broadcasters' Association is being dissolved this month and the membership is shifting to what will be known as NARTB-TV, an organization within NARTB, but maintaining complete autonomy through a separate board of directors. Chairman of this board is Eugene Thomas who, if he isn't made president of the entire association, may be made general manager of the TV section. Thad H. Brown, Jr., former counsel for TBA, has been named counsel for NARTB-TV.

An active recruiting campaign is now being waged to bring in as many TV broadcasters as possible into the association's new section.

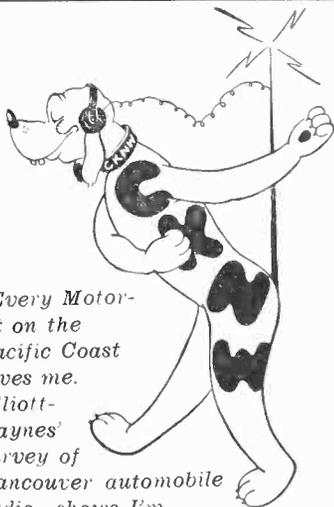
"Speaking Of Music"

Vancouver. — Convinced that radio can reach more average people than other media, the Vancouver Symphony Society is sponsoring a campaign over station CKWX here, designed to draw more people to the symphony concerts.

Nina Anthony, the station's continuity editor and promotion and publicity director for the Society, believes that music lovers and those who attend the concerts regularly make up the readership of the music pages of newspapers. But, through radio, Miss Anthony and the Society's directors feel the concerts will be brought to the attention of more people and a more generalized audience as a result of the current campaign. Formerly, advertising for the concerts has been carried mainly by newspapers.

Speaking of Music, a half-hour weekly evening program of recorded music, emceed by the orchestra's concert-master and conductor, Albert Steinberg, is the major part of the campaign, supplemented by a daily spot announcement and a newscast on Sunday.

Steinberg, assisted by Miss Anthony as the program's producer, plays excerpts from forthcoming concerts and interviews guest conductors and artists, in an attempt to popularize concert and classical music for the listeners.



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



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

"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

MULTI-MILLION EXPANSION BY CORNWALL INDUSTRIES

Illustrated is a section of the new steam power plant at the Cornwall mill of Howard Smith Paper Mills, Ltd. It is one phase of the plant's expansion program involving several million dollars.

Courtauld's (Canada) Ltd., too, are spending millions this year to increase the output at their large Cornwall rayon mill.

Industrial expansion is indicative of the trend in the growing Industrial City of Cornwall. Payrolls were never higher and workers spend their earnings in their home town.



Your radio message will give you a direct contact with this responsive consumer market.

91% (B.B.M. Survey) of Cornwall homes listen regularly to their local station.

RADIO STATION CKSF

All programs synchronized on CKSF-FM

CORNWALL - ONT.

Represented by HORACE N. STOVIN (Canada)
Joseph H. McGillivra (U.S.A.)



Want to

- ★ Sell MORE goods
- ★ Get MORE dealer impact
- ★ Get MORE for your advertising dollar

THEN USE THE STATION IN CANADA'S RICHEST MARKET — CKLB, OSHAWA

REPS: JIM ALEXANDER — JOS. H. MCGILLVRA

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.



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NEWS

Commentator Girdles Globe



FORMOSA WAS A MAJOR STOP in Larry Henderson's current world-wide tour. He is seen above with Madame Chiang Kai-shek during the taping of an interview.

Toronto.—A 13-week world tour that will bring him in touch with many of the people and countries currently prominent in the news, was started last month by Larry Henderson, the roving reporter of the *Headliners* program, sponsored by Supertest Petroleum Corporation Limited.

Henderson's first stop after leaving Canada was Tokyo, where he was accredited to General MacArthur's headquarters. Later, as an official United Nations war correspondent attached to 8th Army Headquarters, Henderson, with the rank of captain, toured the forward battle areas in Korea. From an unidentified sector of the front he was able to record the sounds of men in battle as members of the Princess Pats went into action.

Earlier this month, after making the hop to Formosa, Henderson held a recorded interview with Madame Chiang Kai-shek, in the absence of the Generalissimo, in addition to taping his own on-the-scene reports. He then moved to the mainland for commentaries

from Hong Kong and travelled south to Saigon in Indo China.

Through the personal request of Secretary of External Affairs Lester B. Pearson, arrangements have been made for Henderson to be received and assisted by Canadian representatives in the cities visited. Pearson was also instrumental in getting permission for Henderson to visit Formosa.

When Henderson arrives in India this week it is expected that the reporter will make an extensive tour of three or four cities, starting from Delhi, before leaving for Europe.

Prospective interviews have been lined up by Henderson with such prominent figures as Jawaharlal Nehru, Liaquat Ali Khan and Marshal Tito. A total of 18 Asiatic and European cities have been included in the tour.

The *Headliner* programs, which Henderson is recording during his trip, form part of the regular Supertest campaign and are being broadcast on six Ontario and Quebec stations five nights a week. Harry E. Foster Advertising Limited places the program for Supertest, and is handling many of the details and arrangements of the trip.

Last year Henderson made an extensive trip throughout Europe gathering material for his program.

Paper Sponsors News

Vancouver. — An ex-commando and foreign correspondent, Roy Jacques, has begun an 8 p.m. news broadcast on CKMO for the morning *News-Herald*, in the paper's first assay into the evening news field.

A former writer for Lorne Greene, in radio, a staffer on *Saturday Night* in the magazine field, and correspondent in Europe for the *London News Chronicle*, is Jacques' background.

With commandos during the war, he took part in raids on the French coast and was taken prisoner at Dieppe.

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TALENT TRAIL

By Tom Briggs

Rich, resonant bass voices, like that of Bruce Webb, are rare, and so it is probably a treat for many to hear this fellow showing off to full advantage during most of a well-planned half hour (Mondays, 7.30 p.m., on CBL) each week. But Webb is also one of those few individuals who can completely dominate a program and not apologize for it, because his speaking voice during the announcing and incidental patter retains most of the deep, round tone that he puts into singing. And mostly he says something.

It is difficult to tell just how much of the show's life and brilliance is due solely to the showmanship of Webb and how much has been planted by producer Jack Conway, but the net result is an enjoyable program which may very well appeal, if once they hear it, to as large a universal segment of listeners as any musicale. This is because Webb, the feminine guest vocalists and the band cover everything from jazz and "bop" to semi-classical pops, and each number in itself has something to recommend it while the performance brings this merit out.

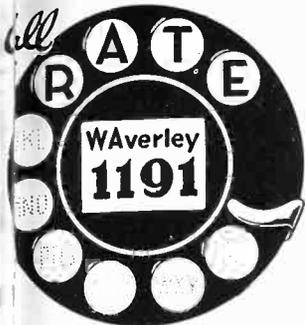
There are many others who contribute to the show's vitality and Webb, through some clever announcing, makes one glad that they are there. When he isn't in action himself he lavishly brings the spotlight to bear on one of the six vocalists who alternate as guests. They are all veterans of the microphone and include: Peggy Brooks, Frosia Gregory, Dorothy Dean, Frances Wright, Helen Young and Phyllis Marshall.

And then there is the band, a big one for this sort of thing, which gives every indication of knowing how to handle itself well in any passage, and then some. It is headed by Don Gordon, and sounds as if he does less conducting than piano-playing, letting the others go pretty much on their own. For the most part it turns out lively and pleasant, and everybody, including Lew Lewis and Cliff McKay on clarinets, flutist Gordon Day, bassman Gurney Titmarsh, trumpeter Jimmy Reynolds and guitarist Merv Johnson, seem to enjoy the work.

The same type of program, done equally as well but on a wider scale, is done on Tuesdays and Thursdays at 7 p.m. (CBL) by a different group calling themselves the *Sunshine Society*. This show doesn't have a Webb, but it does feature that good tenor, George Murray, fortified by songstress Dorothy Alt and jazz singer Billy O'Connor.

An even bigger band operates here, made up of triple-threat Bert Niosi on clarinet, flute and saxophone, trumpeter Jimmy Reynolds, trombonist Teddy Rodderman, Lew Lewis on tenor sax, guitarist Stan Wilson, pianist Jimmy Namaro, and Joe and Johnny Niosi on bass and drums.

For an informal presentation of popular music with lots of show and no lack of expense for good talent in profusion, these shows ring a big bell.



OR THESE ARTISTS

- BOND, Roxana
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- 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
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- WOOD, Barry
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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)

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

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

SINGING

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

"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," CKY 9.30 p.m.—Available for commercials, guest appearances. Phone HY. 7782. (G)

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

ACTING

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

TOBY ROBINS — Engueue — ME. 4144. (D)

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No globe-trotting for **LADDIE DENNIS** this fall, staying on the job. Available for acting, 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)

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

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

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

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

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ROXANA BOND — WA. 1191. (L)

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

ANNOUNCING

MICHAEL FITZGERALD — Kingsdale 0616. (M)

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)

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BARRIE APPOINTMENTS



ART HARRISON

Barrie. — Bert Snelgrove has been named assistant manager and Arthur C. Harrison has been made advertising manager of station CKBB here, it was announced last month by station manager Ralph Snelgrove.



BERT SNELGROVE

Bert Snelgrove moves up from the post of office manager, while Harrison was formerly a sales representative with the station. It was also announced that Dan Connell has joined the station's staff as district sales representative.

NEW PROMOTION MAN

Winnipeg.—Ross Teel has joined the promotion department of CKY. It is his maiden effort in radio. Ross will handle writing and commercial art assignments for the station. He has had seven years' experience in the latter vocation.

IT'S AN ILL WIND

New Westminster.—A spot announcement campaign for the Eccles-Rand Manufacturing Company, which started here last month over station CKNW, is probably the first of its kind anywhere. Commercials are designed to sell a brand-new product—Atom Bomb Shelters.

Edmonton's Broadcasting Pioneers



FRANK MAKEPEACE
Chief Engineer, CFRN

Frank Makepeace is a native Albertan and received his education in Lacombe and Edmonton. He has been a "ham" radio operator since 1918, and has operated VEGAH since 1921. In 1928 he joined CJCA which was then under the management of G. R. A. Rice, one of Canada's pioneer radio men. In 1934 he followed the trend to CFRN, serving as engineer and transmitter operator. He distinguished himself shortly after by building a temporary 1,000 watt amplifier when delivery of a new transmitter was held up. Makepeace is an active community worker, President of Jasper Place Community League and an executive member of the Federation of Community Leagues. Favorite sport — hunting.

In Edmonton
its

CFRN

Radio Representatives Ltd. — Adam J. Young, Jr., Inc.



QUALITATIVE RESEARCH

Does the public listen to breakfast ribaldry because it likes it, or because it wants to know the time?

• • •

TIP TO ANNOUNCERS

Take an interest in your sponsors. Sample their products. But if you're reading commercials for half a dozen laxatives, remember that Rome wasn't built in a day.

• • •

DEPT. OF REVILATIZATION

Every program was once someone's brilliant idea. So was a new car, when it was designed in 1936.

• • •

FAMILY REUNION

"I'm sorry I have to leave the rehearsal, but I promised my wife I'd meet my mother-in-law, who is coming in on the 5 o'clock broom."
—Maurice Rapkin.

• • •

SWIPED

In TV, nothing is rehearsed except the wrestling bouts.

• • •

CAREER COUNSEL

You sleep longer with your boss than you do with your wife, so you might as well like it.

• • •

COST PER LISTENER

The commercials are the price they pay for listening to their choice of radio programs for \$2.50 a year, subject to increase without notice.

• • •

WANT AD

Quiz show for sale. Can guarantee 70% listenership — in studio audience.

• • •

NEWS FLASH

Milton Berle has signed a 7-figure 30-year TV contract with NBC. (Just a flush in the can. —Ed.)

• • •

THANK OFFERING

Got any dough, Joe? Don't be a cripple, kid!

CJCH HALIFAX

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One
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In
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Number
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24 HOURS
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MA. 4864

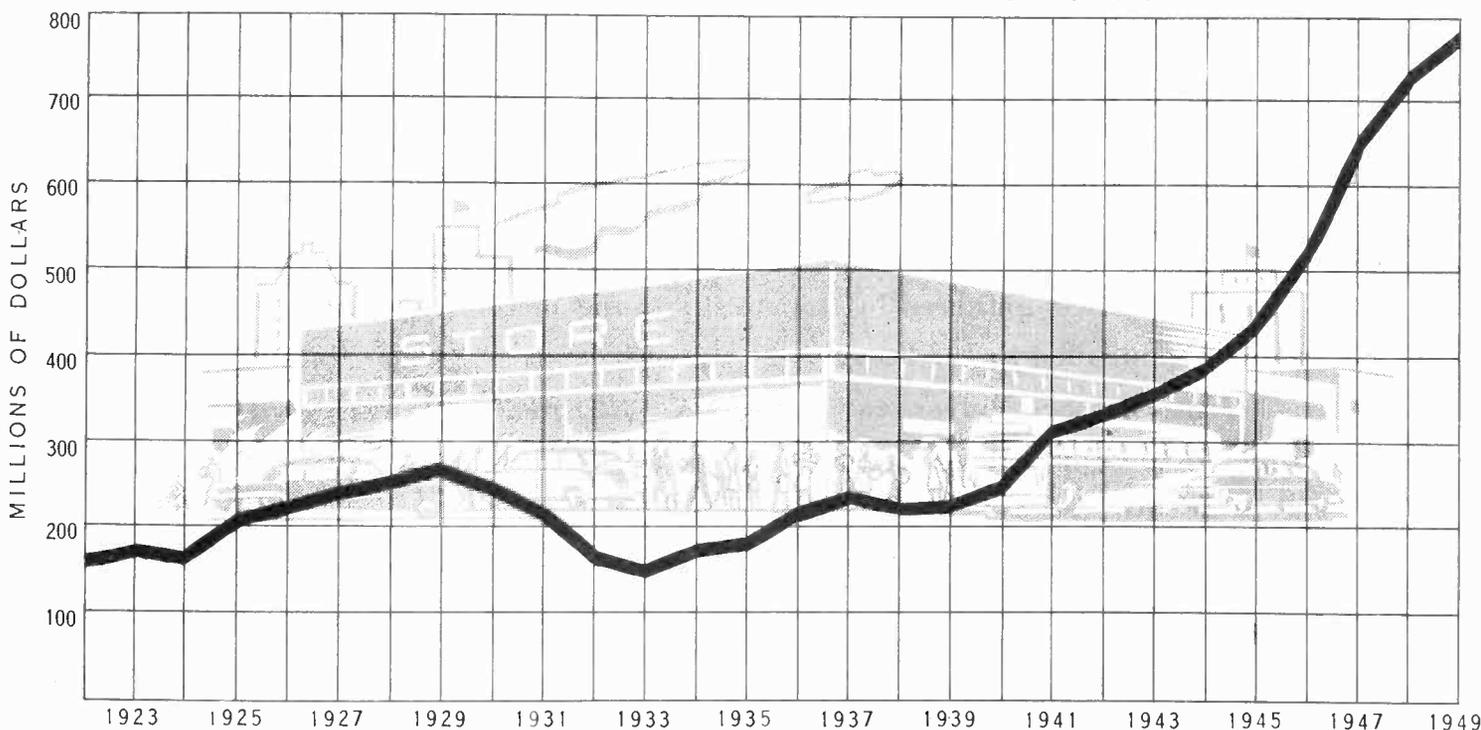
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Retail sales increase in B. C. during the past decade has been phenomenal. Look at the chart. \$248,000,000 in 1940; \$438,000,000 in '45; \$770,000,000 in '49. And the figures are still mounting. Nowhere in Canada will you find a more prosperous community — nowhere a better market for your merchandise — nowhere a finer argument for intensive radio coverage.



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 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON

CKNW NEW WESTMINSTER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL

CJOR VANCOUVER
 CKMO VANCOUVER
 CKWX VANCOUVER
 CKDA VICTORIA
 CJVI VICTORIA
 CJIB VERNON

Why buy a pig in a poke?



LEW PHENNER, Past President of A.C.A., chairman of its radio committee and President of Canadian Cellucotton is widely known and liked in Canadian Advertising circles. His views on time buying will be of interest to all our readers.

Lew Phenner gives his reasons for depending on BBM figures

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Just as "space" buyers turn first to A.B.C., time buyers turn to BBM. In our company the only figures on radio listenership we accept are BBM. To do anything else is to buy a pig in a poke."

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.

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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.

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