

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 12, No. 2

TORONTO, ONTARIO

January 21, 1953

MAB TO FRAME CONSTITUTION AT AMHERST MEET

Radio programming and business are scheduled to be dealt with thoroughly at the two-day annual Maritime Association of Broadcasters convention in the Fort Cumberland Hotel, Amherst, N.S., beginning January 26. Television will be the subject of two speakers.

Following the official welcome of the MAB president, E. Finlay MacDonald, manager of CJCH, Halifax, the first day will get under way with a review of the expected future developments in the Canadian radio industry by T. J. Allard, general manager of the Canadian Association of Broadcasters.

The general manager of Northern Broadcasting Company, Jack Davidson, will speak on profitable station management. "Is Television Practical In A Small Market?" will be the subject of Spence Caldwell, president of the radio and television agency and production organization, S. W. Caldwell Ltd.

A panel will discuss the many facets of public and press relations, station promotion and editorial policy under the chairmanship of Fred Lynds, managing director of CKCW, Moncton. Panel members include: Charles Edwards, general manager of Press News Limited; Phil Curran, general manager, British United Press; Dick Lewis, publisher of this paper; and Bob Bowman, managing director of CFBC, Saint John.

An address by Ev Palmer, radio and television director of the newly-formed Toronto branch of the U.S. agency, McCann, Erickson Inc., will lead off the second day.

Art Manning, general manager of CKCL, Truro, will chair a panel discussing a program exchange scheme for Maritime stations.

"Static Statistics" will be the title of a talk by Marshall Wilson, district manager of Northern Electric Co. Ltd.

A general business session during the final afternoon will be headed by a discussion on "Sponsor Education" by Gerald Redmond, manager of CHNS, Halifax, and Austin Moore, radio director of Imperial Advertising Limited, Halifax. The present situation on music copyright is to be explained by Malcolm Neill, managing director, CFNB, Fredericton and chairman of the CAB board. A proposal to establish an index of Maritime announcers and radio talent will be

VOCM Flies Greetings to Greenland



FOR THE SECOND CONSECUTIVE YEAR, Mengie Shulman, commercial manager of VOCM, St. John's, Nfld., travelled to air bases in Labrador and Greenland, bringing to the many civilian employees at the bases verbal Christmas greetings from friends and relatives at home in Newfoundland. The messages, recorded by people in and near St. John's, were broadcast at Greenland over the Armed Forces Radio Station WXLS. Shulman, who recorded and brought back replies from the northerners, is seen above with a group of girls at the U. S. Airforce Base, Narsarsuak, Greenland. The trip entailed more than 2,000 miles of travel in a USAF C-47 transport plane and took thirteen days.

in the same manner as was prescribed then.

The reason for stressing the amount of fees in their objections rather than the manner of collecting them was because the latter point is under consideration by the Exchequer Court at this time, following a test case between radio station CHML, Hamilton and CAPAC.

The session of the Copyright Appeal Board commenced January 5 and the first matter considered was a series of objections to copyright tariffs asked by CAPAC, presented by Willard Z. Estey, Toronto barrister, acting for the Musical Protective Society of Canada. This society, Estey explained, is comprised of a group of users of music on a commercial basis. These include the Hotel Association of Canada and the various provincial associations; the Motion Picture Industry Council; the Canadian Music Operators' Association; the Canadian Association of Broadcasters; the Canadian Restaurant Association; several fair and exhibition associations and several individual firms including the Canadian National Exhibition.

The general tenor of Mr. Estey's case was that the coming of Broadcast Music Inc. meant that CAPAC

(Continued on page 8)

CAPAC TARIFF DEFERRED

Ottawa—More stress was laid on the amount of fees rather than the method of assessing them in the annual appearance of the Canadian Association of Broadcasters before the Copyright Appeal Board this month. The Composers, Authors and Publishers Association of Canada (CAPAC) were asking for 1 3/4 % of stations' gross revenues, which is the same amount and the same method as was awarded by the Board last year. Previously, fees have been computed on the basis of the number of licensed radio sets.

The Copyright Appeal Board was presided over, once again by Mr. Justice J. T. Thorson. He was assisted by Mr. Charles Stein, Q.C., Under Secretary of State and Deputy Registrar-General of Canada, and Mr. P. Fontaine, Assistant Deputy Minister of Justice.

The Board heard objections

put forward by John Funston, program director, CHNS.

During this session a Constitution for the MAB will be drafted.

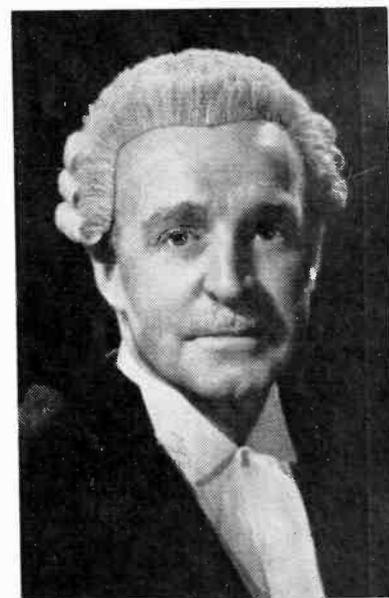
Speaker at the Annual Dinner on Tuesday will be Bill Byles, radio

raised by Samuel Rogers, Q.C., assisted by Allan Rogers, both active as counsel for the Canadian broadcasters, with Harold Manning, Q.C., appearing for CAPAC.

The CAB's two counsel concentrated their efforts on establishing — by calling various station managers and program-directors to give evidence — that much less use is being made of CAPAC music and that the amount of money levied by way of copyright should be reduced. They urged that the fees be based on population, on the number of radio homes in Canada or on the number of licensed radio sets, rather than on the gross revenue.

Claiming that the fees paid by Canadian radio stations are lower than those in the United States, Harold E. Manning urged the Board to award his clients the same tariff as last year, leviable

and television director of Young & Rubicam Inc., under the title, "What TV Will Do To You". The dinner, which follows a cocktail party, will be chaired by Mengie Shulman, commercial manager, VOCM, St. John's, Nfld.



Samuel Rogers, Q.C., colorful Toronto barrister, whose case for the CAB before the Copyright Appeal Board is reported elsewhere in this issue, is seen here in traditional barrister's wig. The picture was taken in November, 1944, when Sam was appearing before the Privy Council in London in a test case for the juke box industry which he was arguing before the final court of appeal. Barristers still don wigs in the British courts.

BCAB CONVENTION

Empress Hotel, Victoria, B.C., February 12-13

CAB CONVENTION

Mount Royal Hotel, Montreal, March 9-12

CAB MEMBER STATIONS

MARITIMES (12)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKCW Moncton
- CKMR Newcastle
- CJRW Summerside
- CHSJ Saint John
- CKCL Truro
- CFAB Windsor

QUEBEC (24)

- CHAD Amos
- CHEF Granby
- CKCH Hull
- CKRS Jonquiere
- CKLS LaSarre
- CKBL Matane
- CHLP Montreal
- CJAD Montreal
- CKAC Montreal
- CFCF Montreal
- CHNC New Carlisle
- CHRC Quebec
- CJNT Quebec
- CKCV Quebec
- CJBR Rimouski
- CHRL Roberval
- CKRN Rouyn
- CKSM Shawinigan Falls
- CJSO Sorel
- CHGB St. Anne de la Pocatiere
- CKLD Thetford Mines
- CKVD Val D'Or
- CFDA Victoriaville
- CKVM Ville Marie

ONTARIO (38)

- CKBB Barrie
- CJBQ Belleville
- CKPC Brantford
- CFJR Brockville
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJOY Guelph
- CKOC Hamilton
- CJSH-FM Hamilton
- CHML Hamilton
- CJRL Kenora
- CKWS Kingston
- CJKL Kirkland Lake
- CKCR Kitchener
- CFPL London
- CFCH North Bay
- CFOR Orillia
- CKLB Oshawa
- CFRA Ottawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines

What Price Radio?

T. G. FERRIS
Director of
Public Relations
and Advertising
HOUSEHOLD
FINANCE
CORPORATION
OF
CANADA



says:

“ THE HOUSEHOLD FINANCE CORPORATION OF CANADA has been using 'local' radio for over four years. We are now on eighty-nine stations.

“We have found the flexibility of 'local' programming, which enables us to reach all secondary markets as well as the major markets throughout Canada, a very necessary adjunct to our business.

“As we expand in relation to demand, we anticipate further use of 'local' radio, and, along with it, the very excellent help given us by stations in the various markets.”

The CANADIAN ASSOCIATION of BROADCASTERS

Representing 117 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD
 General Manager
 108 Sparks St.
 Ottawa

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

CAB ANNUAL MEETING
MOUNT ROYAL HOTEL, MONTREAL, MARCH 9-12

CAB MEMBER STATIONS

- CHLO St. Thomas
- CJIC Sault Ste. Marie
- CJCS Stratford
- CHNO Sudbury
- CKSO Sudbury
- CKGB Timmins
- CFCL Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Windsor
- CKNX Wingham

MANITOBA (6)

- CKX Brandon
- CKDM Dauphin
- CFAR Flin Flon
- CKRC Winnipeg
- CJOB Winnipeg
- CKY Winnipeg

SASKATCHEWAN (8)

- CHAB Moose Jaw
- CJNB North Battleford
- CKBI Prince Albert
- CKCK Regina
- CKRM Regina
- CFQC Saskatoon
- CKOM Saskatoon
- CJGX Yorkton

ALBERTA (10)

- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CHFA Edmonton
- CFRN Edmonton
- CJCA Edmonton
- CFGP Grande Prairie
- CJOC Lethbridge
- CHAT Medicine Hat
- CKRD Red Deer

BRITISH COLUMBIA (17)

- CHWK Chilliwack
- CJDC Dawson Creek
- CFJC Kamloops
- CKOV Kelowna
- CHUB Nanaimo
- CKLN Nelson
- CKNW New Westminster
- CKOK Penticton
- CKPG Prince George
- CJAV Port Alberni
- CJAT Trail
- CJOR Vancouver
- CKWX Vancouver
- CKMO Vancouver
- CJIB Vernon
- CKDA Victoria
- CJVI Victoria

NEWFOUNDLAND (2)

- CJON St. John's
- VOCM St. John's

PROGRAMS

"The People's Choice" is People's Choice

Saint John—A radio poll of public opinion has been started here by station CFBC. The first known program of its kind, it was launched early last month with results that were both amazing and disastrous. At least that is what station manager Bob Bowman and his staff thought as they wondered what kind of monster they were holding by the tail.

The first question submitted for listener's consideration on the new *The People's Choice* show seemed ordinary enough: "Who was doing the most for the public good in your community?" Listeners were invited to phone in their nominations and votes to a special telephone number between 5:45 and 7:30 p.m.

Then it happened. An untold number of calls caused the Maritime Telephone's buzzers to jangle and lights to flash until the whole system sagged in the middle. When it was all over officials of the phone company estimated the damage caused by the overload at about \$5,000.

From the calls that were completed, however, an extensive slate was chalked up which included the local Member of Parliament, a Baptist minister, a sports promoter, and an Anglican bishop. Embarrassed, Bowman saw his own name on the list at one point in the race but promptly withdrew.

There were some changes made for the second night of *The People's Choice*. The telephone company had to be talked into renewing the station's phone service and finally agreed after installing an extra battery of trunk lines. To handle the anticipated calls the station supplemented its staff with eleven part-time operators recruited from the local Vocational School.

After the question for the evening had been posed: "If there was to be a general federal election next week, how would you vote?" the deluge began. Calls at the rate of one every four seconds per operator—far more than could be handled—flooded in and by the time the poll closed some 5,460 votes had been tabulated.

Incidentally, the consensus of opinion showed a close split between the two major political parties. Liberals got 2,758 favorable calls while Progressive Conservatives polled 2,469. The balance went to other parties and in a poll of this kind there could be no "undecided" category.

In addition to phone calls, listeners in Nova Scotia or people without phones can register their feelings by mail. A tally of the mail vote is added to the phoned total and announced in the broadcast two days later.

Bowman believes that as long as he can keep the Maritime Telephone & Telegraph Company happy and the capacity of their equipment ahead of the incoming calls during this show, his brainwave is going to be a great success. With all the impact of a quiz show—although



—Photo by Joe Michaud

THE EMERGENCY PHONE INSTALLATION and staff of eleven high school students required to handle the flood of incoming calls occasioned by *The People's Choice* program, is seen in the above photo. CFBC's accountant Doug Neal and staffer Gladys Sullivan supervise the tabulation of votes on the evening's question.

the only people paid are those who send in questions that get used—plus interest generated by the timeliness of the questions, Bowman doesn't think he will have much trouble getting listeners and keeping them. Even for those who are not interested in the poll there are still the newscasts, music, announcements and programs during the polling period.

Up to this point *The People's Choice* has been on safe ground with questions, but the station is scheduled to deal with some hot issues in the near future. One evening's subject will question the desirability of having taverns in tavernless New Brunswick, while another will suggest the removal, in whole or part, of the province's sales tax or the advisability of imposing one in Nova Scotia.

The MARITIME MARKET and

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

New CFCY BBM

- DAY: 156,380
- NITE: 149,320

After 5 BBM surveys CFCY still offers the top circulation in Maritime Commercial radio—ACTUALLY 50% greater than the next station.

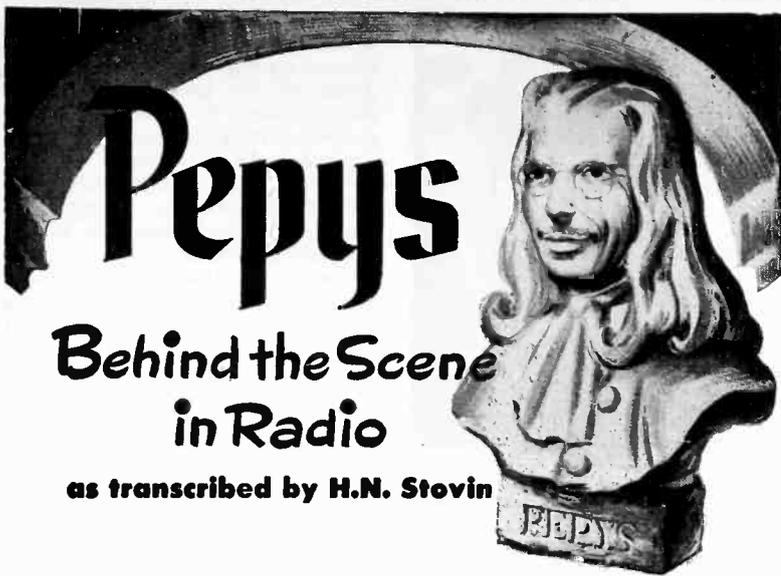
An ESTABLISHED AUDIENCE built up by
over 25 years of broadcasting

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

5000 WATTS DAY & NIGHT

630 KILOCYCLES

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



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

"Looking back over the pages of this, my diary, which hath been many years in the making, did smile at the whimsy of how useless it would all be were nobody able to read. And then did muse on the days when my dominie taught me my letters, and did impress on me with his cane those letters I was slow to con, but on a part of me which I do now reserve for sitting! Most of us, methinks, learned to read more or less painfully; but none of us, it is strange to recall, had to learn to listen at all ● ● ● This pleasant conceit led me to reflect that in this simple fact lies the reason that radio is such a powerful means of influencing people in both their social and their buying habits — a factor which no advertiser can afford to ignore. For was it not Aristotle who wisely said, 'the road to a man's heart is shorter through the ear than through the eye' ● ● ● From Jim Purvis of CHAB Moose Jaw a copy of the Annual Report by the Dept. of Agriculture, Saskatchewan, of its Radio and Information Division, an informative document which CHAB is using, in sections, in its 6.45 to 7.00 early morning show, and indeed a great interest to rural listeners ● ● ● CKSF Cornwall to be heartily commended for its 5-hour Children's Christmas Broadcast, designed to provide not less than 250 seasonable parcels for the less fortunate members of the community. \$2,435.00 was raised on the night itself, and the total objective, \$4,000,000, was subsequently reached — thus beating all former records. Pepys doffs his beaver to Fred Pemberton, Manager of the biggest 'little' station in Canada."

"A STOVIN STATION IS A PROVEN STATION"

PROGRAMS con'td

Entertainment-Plus Emphasized in Shows

Summerside, P.E.I. — Believing that if radio is to maintain its place in the community in the face of competition from television, when it arrives, station CJRW here says it has started experimenting to determine the appeal of programs designed to offer the listener more than just entertainment.

The stations programming department has set out to create and establish shows that combined the elements of entertainment and information in the right proportion to prompt genuine listener enthusiasm.

The first of these programs, *Nature's Way*, features a member of the faculty of the local High School in talks on natural history and a professional hunting and fishing guide discussing local wood lore. The guide answers questions sent in by listeners on fish and game conditions; the teacher delivers informative talks on the little-known phenomena of nature.

The guide is also an unofficial weather prophet. An example of his predictions: The mild weather in the Summerside area so far this winter will continue because the bees have built their nests close to the ground, and many crows and robins didn't migrate south this fall as usual. Apparently the bees are credited with knowing in advance about a hard winter, in which case they build their nests high in the trees to avoid the cold and drifting snow.

Second show on the CJRW experiment list was *Schurman's Scholars*. It passed with honors and became a regular feature early last month. Emceed by program director Bob Schurman, with a panel of four students from High School grades 11 and 12, it serves as a public forum on vocational guidance.

For fifteen minutes each week the students interview a qualified representative of a profession or trade. Through questions they attempt to get their guest to reveal every important qualification, attraction and drawback of his field so that students, as well as parents,

can be helped in forming preliminary ideas on their futures.

This program also serves as a public platform since it can be used to support local campaigns, such as an appeal for student nurses, blood donor drives and public support for anti-tuberculosis weeks.

A similar program undertaken by CJRW is called *Juvenile Jury*. Four children, ranging in age from 8 to 12 years, are assisted by a moderator in answering questions sent in by adults, usually parents. The questions are largely concerned with child-raising problems. It gives the panel of youngsters an opportunity to tell parents and playmates how, in its collective wisdom, to cure such things as thumb-sucking and bad manners and to handle problems like birthday parties, music lessons, and homework.

Two of the children appear regularly on the show and have with them two different guests each week from other schools throughout Prince Edward Island and neighboring New Brunswick and Nova Scotia.

With these three shows well under way and indications that they are appreciated by a growing listening audience, Bestall is more than ever sure this is the right track. It is not improbable, he says, that programs can be made up covering almost every subject taught in schools and dressed up a bit for adult entertainment. Certainly a lot of people are just waiting to be taught something about something.

CORRECTION

A typographical error marred our front page story in the last issue — "Talent Strikes For Pay As You Play". In the final paragraph, we referred to an agreement signed last summer between U.S. networks and the Screen Actors' Guild "which calls for payment of 20% of the 'live' fee in return for which the producer and sponsor have unrestricted use of films made." As was pointed out to us by over a dozen of our alert readers, the 20% figure is an error and should read 200%.

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

Member of Radio Station Representatives Association

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60,000 FRENCHMEN

can't be wrong

CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

680 KC.

La Voix Francaise De l'Alberta

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Toronto and Montreal

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Action Stations

In dedicating this issue to the Maritime Association of Broadcasters at Amherst, N.S. next week (January 26-7), we have one wish for the eastern broadcasters which can be summed up in one word — letsgetgoing.

This will be our third successive visit to an MAB meeting and we have no doubt it will be as pleasant as the previous ones. The quiet friendliness of this particular group of Canadians appeals tremendously to most visitors. The projection of this quiet quality into industry progress may not be quite as commendable.

Year after year, the Maritime broadcasters take it square on the chin when they tell themselves and each other that they are making no headway to speak of in acquainting the rest of Canada with their maritime markets. They plan elaborate presentations which get so far out of hand that they never appear in print. But it is not always a matter of cost. When the Broadcaster office writes asking for stories of local industrial progress and radio's share in it, for inclusion in such an issue as this one, at absolutely no expense, the replies are discouragingly few and far between.

• • •

Would it be too much to suggest that there has been more than enough "consideration" given the need for this particular job of informing; that the time for action is long past due?

This kind of promotion has played a major part whenever and wherever Canadians have enjoyed or are enjoying a boom. A little co-operative thinking and acting on the part of Maritime broadcasters next week might have far reaching effects on the whole eastern community. This much is hard to say. What is certain though is that information of this sort would get an enthusiastic welcome from industries which are all eager to find new outlets for their wares.

• • •

A Real Job For Radio

There can be only one flaw in the suggestion outlined in a speech by the publisher of this paper which appears elsewhere in this issue. The suggestion he puts forward is a plan for the government to get out of TV in return for facilities being afforded it for broadcasting its programs over private stations. If the true purpose of the CBC is to furnish people with worth-while programs, then this plan not only enables it to furnish them at a pre-determined



"Some people just can't carry a tune"

cost, but makes it possible for them to do so without risk of the losses which always go hand in hand with CBC operations.

The only possible flaw is that the government's desire to broadcast is not confined to a desire to spread culture. Rather, if it objects to this idea, it can only be because it dislikes letting go the potent propaganda machine — propaganda for its own advantage that is — into which it proposes to turn national television.

At this early stage in the history of television, there is still time to face the future, if the public can only be made to grasp the situation in true perspective.

Details of the plan are fully covered in the reprint of the speech on page 18. Besides the circulation of this paper, a large number of mimeographed copies has been distributed in influential quarters. But if the plan has the merit we earnestly believe it has, then it simply has to be put across to the public in the hope that they will see the sense of it, and turn on the heat with their members and others. And who is better qualified to get this story across than the people most vitally concerned, the broadcasters?

This is not a case for deep deliberation, and reference to the CAB Convention. It has to be acted upon now.

• • •

An Orchid for the Reps

It took the Toronto national sales representatives to make the study of seasonal sales in which they found out that people spend more money in the summer than everyone thought and also that the best days in retail selling are Saturday and Friday, running closely

in that order, but that Monday stands higher than we'd have thought.

The survey was made by a process of supplying stations with mail ballots with which to quiz their local merchants.

The project seems to have been statistically sound, co-operation was good where it existed, and quite sufficient to give a clear picture. It is disappointing though to learn that those who stood to gain most, the stations, were canvassed by mail not once but twice, soliciting their co-operation, and replies only came from a scant fifty per cent.

At the regional conventions this month and next, and then at the big CAB meeting in Montreal in March, thousands of words will be uttered about the rights and the wrongs of research. This system will be castigated because of that, the other on account of this. But one thing that will be overlooked is the factor most likely to impede the progress of most research or other projects of importance to the industry, and that is what the broadcasters see every morning when they look in their mirrors.

• • •

Apparently this survey is only Project No. 1 with the reps. In the near future NARSR will try to find out what really happens to the radio audience in the summer. It will also examine program schedules to see what happens to programs in the warm weather and to listeners to see how they react to those programs.

• • •

Editorials Are Sustaining

Once again, at Amherst, the topic of editorializing will crop up. When the Maritimers discuss the subject—and we hope that discussion will soon give way to action—there is one thought which might be worthy of consideration.

In the press, editorials appear on pages which are free of advertising. This may not be absolutely universal, but it is certainly the general rule.

At past meetings of broadcasters, where the editorial subject has been booted around, there has frequently been expressed or assumed the thought of commercial sponsorship for editorials.

It seems to us important that it be made clear that as soon as a station's editorial thinking is labeled as a sponsored program, it ceases to be the thinking of the station. It would, in effect, be introduced with such a statement as: "Station CRAM Thinks, through the courtesy of Stevenson's Hardware Store."

Maybe this sounds ridiculous. We hope it does.

YOUR STATION CAN NOW BUY FOR LOCAL USE BOLD VENTURE
 TOP ADVENTURE MYSTERY STARRING BOGART AND BACALL STOP
 PROGRAM PACKS RATING FOR YOUR STATION COMMA EXCITEMENT
 FOR YOUR LISTENERS STOP CAN WE DISCUSS QUERY
 ALL CANADA RADIO FACILITIES



HUMPHREY
BOGART



LAUREN
BACALL

★
 together in

"BOLD VENTURE"



Here's a program that will build listenership for your station. It's a great opportunity for you to get a big show with big names. "Bold Venture" stars famous Bogart and Bacall. Each half hour episode is a complete adventure set in a rough and tumble tropical waterfront. If ever a radio program had 'everything'— "Bold Venture" is it! Intrigue — suspense — action — drama — romance! Production is by F. W. Ziv Company.

We'd like to show you what this program can do for your station. Call your All-Canada man today.

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

TWO PROVEN SUCCESSFUL HALF-HOUR PROGRAMS AVAILABLE
 NOW FOR NATIONAL BUYER STOP BOTH REAL WORKERS STOP
 SURVEYS PROVE BOTH TOP AUDIENCE APPEAL STOP MAY WE
 SHOW YOU THE FACTS QUERY

ALL CANADA RADIO FACILITIES



RICHARD
KOLLMAR in

"BOSTON BLACKIE"

"Boston Blackie" is a half-hour high-rating mystery. Entertains the whole family without the usual blood and thunder. Has good rating history. This may be the program you need to do a job for you nationally. Call your All-Canada man for information. No obligation.



DUNCAN
RENALDO in

"CISCO KID"

There's a romance about the Old West that appeals to youngsters and adults. "Cisco Kid" captures that appeal. Complete half-hour adventures combining action, humour and romance. It's Canada's top western. Good ratings, successful background. This one is going to do a job for a national sponsor. For the facts, call your All-Canada man.



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VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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



IT'S NOT
NEWS when
CHSJ receives

over 8,000 letters a week
on

"LUCKY CASINO"

IT'S A REGULAR OCCURRENCE

Lucky 9.30 to 10 a.m. Monday through
Friday is but one of the many local program
features which

GET RESULTS

CHSJ

SAINT JOHN, NEW BRUNSWICK

CAPAC

(Continued From Front Page)

is not getting the same play for its music as it did before the rival organization's repertoire was available to music users. He felt therefore that CAPAC is now only entitled to a fraction of the money paid in copyright fees. Regarding the method of collection, he said, "We would not accept the percentage (of revenue) basis unless our business was threatened by refusal." He felt, rather, that fees should be based on the use to which the music was put or the size of audience to which it is played.

• • •

Opening for the CAB, Allan Rogers claimed that reduced use of CAPAC music justified a reduced tariff. CAPAC, through its counsel, Harold Manning, claimed that there was no satisfactory evidence of the reduced use.

Rogers quoted the British United Press "Summary of Top Ten Tunes for 1952" which he explained consisted of surveys made in seven cities in which the popularity of various pieces of popular music were assessed. He told the board that in this list of top ten tunes for last year, two of the compositions were controlled by CAPAC, seven by BMI, and one was joint authorship, with music supplied by a member of one organization and lyrics by the other.

Rogers went on to quote the U.S. juke-box trade paper, *Cash Box*. He said that the paper had polled juke-box operators, who voted for the most popular tunes. Eleven of their choices were BMI, seven were CAPAC, and two were joint ownership.

Manning expressed doubt as to whether one or more of the tunes claimed as BMI were not either CAPAC or joint authorship. In reply, Rogers invited him to disclose which tunes he claimed as BMI were CAPAC, and offered to send out for the record. His challenge was not met.

• • •

The first of a number of station men called to give evidence by CAB counsel was Lyman Potts, assistant manager of CKOC, Hamilton. As in the case of each of the station men called, Potts told the board that his station has labelled records

BMI, Public Domain or CAPAC as the case might be. Most records of the popular type of tune come free from the recording companies who were anxious to get them played on the radio, he said.

Potts went on to explain how the operation of the station's program department of which he is in charge has to meet heavy competition as local listeners have two other Hamilton stations and several in Toronto and Buffalo to choose from. Their choice of music is determined by the selections played on American stations where the hits break first and also by U.S. juke-box polls. He also mentioned *Billboard*, the entertainment publication, and the Canadian poll conducted regularly by British United Press.

He said that the use of BMI music has increased. He also said that during the last few years many hours of music have been replaced on the air with such talking programs as quiz shows, dramas, and such programs.

Asked to show evidence off the amount of CAPAC and non-CAPAC music used on the station, Potts produced figures for the non-network programs and those which are not prepared elsewhere and supplied in the form of syndicated transcriptions. During the weeks of November 2 and 9 tests were made, he said, and it was found that in the first of those two weeks 65% of the music was non-CAPAC and 35% CAPAC. During the second of the weeks 67% was non-CAPAC and 33% CAPAC.

The CAPAC counsel, Harold E. Manning charged that labelling music was undertaken to enable private broadcasters to avoid playing CAPAC tunes. Potts denied that this was the case.

Manning stressed that in transcribed programs music is chosen by sponsors. He implied that there was some hidden reason why network and transcribed music was not analyzed for ownership by Potts. Potts claimed that it was not practical to do this as it was not under the station's control. Manning asked if the same ratio obtained in network as local programs and Potts pointed out that there is a trend towards more dramas and therefore less music in network shows.

Jack Radford, Manager and owner of the 250 watt station CFJR

We're Buzzing!

BEEcause . . . Our
listening audience
has INCREASED by
— 42% —
in TWO YEARS.



680 on your dial . . .

CHLO

ST. THOMAS

Compare 1950-1952
B.B.M. Then see . . .
RADIO REPRESENTATIVES
TORONTO - MONTREAL

programming. He pointed out, though, that "music is an important component — but still only a component." He then listed a large number of programs of the "talk" type.

Fred Pemberton of CKSF, Cornwall, another 250 watt station, told the Board that he had definitely tried to program without CAPAC music for six or seven months, except in the case of network and transcribed programs. He explained that the station is on the network six to seven hours a week and that most of the network programs are non-musical. As regards transcribed syndicated shows, he told how his station runs eight half hours, one after the other, of drama on Tuesday nights. He produced one log for one day of his operation in which there was only one fifteen minute program containing any CAPAC music at all.

Reo Thompson, CFCF program manager, told the board that competition was very keen for the Montreal five thousand-watter. He said that a test made from October, 1952, to January, 1953, showed that his station was using 62% CAPAC music and 38% non-CAPAC. They had tried to program with non-CAPAC music in January, 1952, and had reduced the CAPAC content of their programs to 8% for this test. In this case again, the figures excluded network and transcribed shows. He went on to say that the station is using less music now than previously because the public prefers dramatic and other talking shows. Labelling of records, he said, was accomplished through the co-operation of BMI and music publishers. When asked why he had not approached CAPAC for assistance, he said he felt it would not be offered. The CAPAC counsel said that there had been a continued request on the part of CAPAC to the CAB to provide lists of selections used in programs, but that none had been forthcoming.

The manager of CKTB, St. Catharines, Cliff Wingrove, said that all his station's music was identified from material supplied by BMI and information from publishers. His station had never contacted CAPAC, to his knowledge, he said, to seek assistance in identifying discs.

Last March when news broke of the Board's decision to raise CAPAC fees, "we were concerned as to whether we could afford to pay the higher rate," he said. They tried out a plan to restrict the use of CAPAC music. Starting the week of April 7 and continuing until the week of November 16 they ran twelve hours of network a week and two and a half hours of syndicated transcribed programs. In the time controlled by the station, CAPAC content of programs varied from 28.8% in the first week to less than 1%. After two weeks of the period the highest CAPAC content was 3.3% or 34 out of the 1,033 tunes they played in one week.

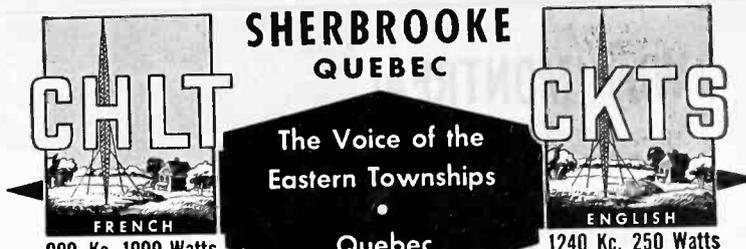
The program director of CFPL, Bob Reinhart, said that his station's library was completely identified. He said that there was a definite trend towards more talk programs, especially talks to women, and drama. Quiz, he said,

may be dying down a little. The musical content of the station's own programs had been checked, he told the Board, and in the year beginning November 12, 1951, had varied from 41.4% to 56%.

CAPAC music is no more valuable than BMI or public domain. Reinhart said that his station has adopted a policy of playing no more than 50% CAPAC permanently. In October, 1951, CFPL produced programs containing as much as 72% CAPAC music. He said the policy of diminution was started because of the expectation of increase in CAPAC tariff. He had never been requested to supply CAPAC with lists of programs.

Bill Stovin of CJBQ, Belleville, told the board that an increase of newscasts and farm programs had resulted in less music being played in 1952 than previously. Discs at his station are identified, he said. He also pointed out that a study of musical content had proved that CJBQ can get along without CAPAC. He produced a letter from

(Continued on Page 10)



SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts (FRENCH) 1240 Kc. 250 Watts (ENGLISH)

Representatives

JOS. A. HARDY & CO. LTD. — CANADA — — — — — CHLT
 RADIO TIME SALES LTD — — — — — CKTS
 ADAM J. YOUNG, JR. INC — U.S.A. — — — — — CHLT & CKTS

CFCO goes over the top again

More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: **76,950 homes**
 ¼ hr. program class "B" lowest discount. 12¢ per M. radio homes

Total Nighttime Audience: **43,530 homes**
 ¼ hr. program class "A" lowest discount. 31¢ per M. radio homes
 BBM STUDY NO. 5

CFCO - 630Kcs - Chatham

GRUNEAU RESEARCH LIMITED

ANNOUNCES . . .

A Personal Interview — House to House — Survey of the RADIO LISTENING AUDIENCE OF METROPOLITAN TORONTO

A new approach to Radio Listening and Audience Research based on the "Co-Recall" system, designed to provide Radio Advertisers, Advertising Agencies and Radio Stations detailed data on:

- Individual Radio Listening
- Household Radio Listening
- Program Ratings — Share of Audience
- In and Out of Home Traffic

QUALITATIVE LISTENER MARKET DATA

Characteristics of Listeners, by sex, age, income levels, by occupation of head of household, etcetera;

Also,

- By Individual Radio Stations
- By Time of Day and Evening
- By Programs
- By Early Morning and Late Evening Audiences.

Field work will be completed end of January 1953, with reports available to all subscribers during the latter part of February.

Information concerning this Toronto Radio Listening and Audience Survey is available upon request from:

GRUNEAU RESEARCH LIMITED

Marketing Research

20 Bloor Street West, Toronto, Ontario
 2052 St. Catherine Street West, Montreal, Quebec

Why MONTREAL Turns to 600 For Sales!

EVERYBODY who sells knows the answer. People buy the brands they know, from the salesman they've learned to trust.

In Montreal, listeners have learned to trust an old, experienced radio salesman for many reasons.

First, because CFCF is an old friend, bringing top entertainment, quick, accurate news coverage to their homes for nearly 34 years; Montreal grew up with CFCF.

Again, because CFCF is most interested in what most interests them. Every field in community affairs, from education to service clubs, is liberally represented in CFCF'S schedule—and regularly listened-to.

These build the confidence that counts in sales—and CFCF has the confidence of Montreal.

More SALES per dollar are yours with CFCF . . . with a **BIG promotion PLUS!**

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



For Outstanding Results:

Y O U G E T M E S S A G E
A **C** R O S S A N D W I L L
L I **K** E S T A R T L I N G
— R E **S** U L T S ! ! Y O U
W I L L **F** I N D W H E N U
R E A C H T H E L A R G E
B U Y I N G — P U B L I C
I N **CORNWALL** O N T
1 2 3 0 0 N T H E D I A L

"THE SEAWAY CITY"

Reps.: Horace N. Stovin & Co. (Can.)
Joseph Hershey McGillvra (U.S.)

CAPAC

(Continued from previous page)

a local record shop asking that they be advised if they were going to play certain CAPAC tunes again in order that the proprietor might lay in a supply if they were. Stovin said that the demand for CAPAC records at two large local record shops has fallen off since he started his diminution policy.

Stewart Brandy, program director of CFCO, Catham, said that the station's library of recordings is almost completely identified. "Since last March, we have been diminishing the use of CAPAC music," he said, citing two examples. During the week of Mar. 31 to April 5, 1952, the station played 17% CAPAC music to 83% non-CAPAC, and the week of April 6 to April 13, the CAPAC content was 9.76% and non-CAPAC 90.24.

Russ Eastcott of CHML, Hamilton, a 5,000 watt station broadcasting twenty-one hours a day, said that in spite of the fact that the station has just increased its schedule of operations three hours or more a day, the use of music is definitely no more and may be less. He said that hillbilly music, which is largely non-CAPAC, has increased the station's audience by 50% over popular music in a short time. There is a sponsors' waiting list for all newscasts including the one that goes on the air at 5.00 a.m., he stated. He told the board that in September, 1951, CAPAC content was around 70%, that by the week of November 10 to 16, 1952, it had been reduced to 32%.

Summing up the evidence of this cross-section of station-men, Sam Rogers pointed out to the Board that if a station deliberately sets out to restrict the use of CAPAC music, it can do so.

William Low, the general manager of CAPAC, put up an argument about the authenticity of the CAB spokesmen's claims that certain numbers in the popularity polls were BMI. He questioned such numbers as "Auf Wiederseh'n", "Cry", "Tell Me Why" and "Kiss of Fire". He also pointed out that labelling of records (BMI or CAPAC) could be correct in the States but not in Canada because of various kinds of publishing contracts. He submitted that the number of playings of the top ten tunes would be negligible in comparison with the total number of tunes played on the radio altogether. A very small percentage of hit parade tunes become "standard" numbers.

He went on to explain that CAPAC receives all programs of CBC's nineteen stations and the three networks. These are analyzed, he said, and it is our experience that "there is a slight upward trend in the volume of music used."

Sam Rogers asked the board to take consideration of the fact of the diminution of the use of CAPAC music in setting the CAPAC fees for 1953. "You can be perfectly certain that the downward trend of the use of CAPAC music and the upward one of BMI and Public Domain is because there is more desire for popular music not controlled by CAPAC than has been the case before," he said.

The amount of time that stations devote to network programs and syndicated shows is a very small percentage of station time and a very small percentage of that time is devoted to music, he said.

He went on to point out that last year the Board awarded 1 3/4 % of revenue as the copyright tariff for CAPAC. United States stations, he said, were paying 2 3/4 % of revenue,

CJAD

first

IN MONTREAL
AMONG ENGLISH
LANGUAGE
STATIONS

* **SHARE OF AUDIENCE REPORT**
(Morning, Afternoon and Evening)
July, August, Sept. 1952 — Elliott-Haynes

* **EARLY MORNING AND LATE EVENING LISTENING**
March 1952 — Elliott-Haynes

* **AUTO-RADIO LISTENING**
April 1952 — Elliott-Haynes

* **B. B. M. ANALYSIS (1952)**
TOTAL WEEKLY
Day — 227,740
Night — 223,400

6-7 PER WEEK
Day — 141,030
Night — 126,710

5Kw ON 800Kc

AFFILIATED WITH CBS

Representatives
RADIO TIME SALES LTD.
Montreal and Toronto

ADAM J. YOUNG JR., INC.
New York and Chicago

while local stations were paying 2¼% for "blanket commercial licenses" and a small "sustaining fee" in addition. But, he went on to say, deductions are allowed in the United States from gross revenue figures, which are not available in Canada. Three examples of these deductions were: (1) revenue from political broadcasts, (2) transcriptions on which fees are paid at the source, and (3) co-operative advertising.

In the States, he continued, stations were offered an alternative. There was available to them a "station program license" under which the station only pays fees to ASCAP (of which CAPAC is the Canadian equivalent) in respect of programs containing ASCAP music.

Rogers then produced figures from the U.S. *Broadcasting Yearbook* for 1952 that established that after deductions had been made, American stations were only paying 1.76% whereas the true figure in Canada was 2.45% taking into consideration that CBC's payment of fees.

"If 1.76% is the correct percentage to be collected in the United States from all broadcasting, including sustaining programs, then the amount in Canada should not exceed that," he said. Before concluding his argument, Rogers produced facts which established the use of music in CBC network programs carried on private stations had been diminished, rather than increased, as was claimed by the other side.

Summing up, he pointed out to the Board that radio stations are making less use of CAPAC music and should pay less. He urged that the fees based on population, on the number of radio homes in Canada, or the number of licensed radio sets.

Harold Manning of Toronto, counsel for CAPAC, said that the Canadian fees actually are lower than those in the United States. He asked that the system of basing fees on revenues be continued.

Mr. Justice Thorson, the chairman of the board, deferred his decision. On a suggestion of the counsel for CAPAC, he agreed to apply the fees to revenues in fiscal years ending September 30 instead of December 31. He said that that would do away with the objection that stations don't know on January 1, each year what they would have to pay CAPAC that year.

Named NBC President

New York—Frank White has been elected president and a director of the National Broadcasting Company, succeeding Joseph McConnell. The announcement of White's appointment last month makes the 52-year-old accountant's career unique in broadcasting history.

White resigned as president of Mutual Broadcasting System last May to become general manager of NBC's radio and TV networks. He is now the only man to have attained the presidency of two different networks. He was also treasurer of Columbia Broadcasting System for ten years and was named a vice-president and director of that network in 1942. Five years later he was named president of the CBS subsidiary, Columbia Records Inc.

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



SARNIA HAS GROWING PAINS
The School Board has handed its budget to the City Council which amounts to \$2½ million including a new high school and an addition to the collegiate. The city share of the New General Hospital will amount to \$2 million. The Civic Hydro has handed down a bill for \$1,200,000 for the extension of its services.

Reps: Mulvihill in Toronto
N.B.S. in Montreal
Donald Cooke in U.S.A.

CHOK
SARNIA ONT.

For complete coverage . . .

Make sure the following markets are used on your next radio campaign:

CKBB, Barrie	CHOK, Sarnia
CJCH, Halifax	CKTB, St. Catharines

For Quick and Complete Information Contact

Paul Mulvihill
Radio Station Representative

21 KING ST. EAST WA. 6554 TORONTO

SASKATCHEWAN



... province with the greatest wheat harvest in Canadian history . . . adding to the prosperity of people you can reach by way of the FIRST radio station in Saskatchewan —



CKCK REGINA

Representatives: All-Canada Radio Facilities

The
WESTERN RADIO PICTURE
is
NOT COMPLETE
without
OUR 1000 PERSUASIVE WATTS!

•

★NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

•

CHAT
MEDICINE HAT

An All-Canada-Weed Station

**IN
THE
Maritimes
YOU'LL
SELL
MORE
WITH
RADIO**



BILL FULTON
Program Director



CY LYNCH
Chief Announcer



ABBIE LANE
Women's Commentator



PAT CONNOLLEY
Sports Commentator



BAZ RUSSELL
Disc Jockey



FRED HEARN
Announcer

Use The Local Touch

Use the experience of local radio people. To you they are just faces but to CJCH advertisers these fifteen young men and women are the nucleus of an efficient team.

From their combined knowledge of the Halifax Market, its trends, tastes, income, ambitions and habits, the CJCH program policy is formed.

They, or the personnel of any Maritime radio station will work closely with you or your agency in the selection of time, program type, commercial approach and merchandising technique.

They will help you adapt your promotion to local conditions for greatest impact and greatest returns.



SYD PILKINGTON
Continuity Editor



HOWARD GERARD
Traffic Manager



LORNA O'BRIEN
Traffic Asst.



CLAIRE CHAMBERS
Sales Manager



RUSS BAILEY
Account Service



CECILE EMBERLEY
Secy. to Manager



AL CAMPBELL
Chief Operator



REG MacWILLIAMS
Chief Engineer

Because

ALL SALES ARE LOCAL . . .

no national approach can equal the effectiveness of local advertising.

Each strategically located Maritime station exercises a powerful influence on local opinion in its market area. Its policies and programs are in harmony with local tastes. Its air salesmanship is endorsed by the local merchant who counts every dollar of his modest budget.

If you would sell more in the Maritimes, use Radio. To sell more in Halifax, the Maritimes' largest "local" market,

USE **CJCH** **HALIFAX N.S.**

REPS: Paul Mulvihill in Toronto; Radio Time Sales in Montreal; Adam Young in U.S.A.

HERE'S THE FACT

Your money's
worth twice as
much on

CFCN

CALGARY

... AND HERE'S THE FIGURE

Total Radio Homes: NIGHT TIME

CFCN—158,650—**74,810** or 89.2% more than station #2

96,700 or 156% more than station #3

12,860 or **8.7%** MORE THAN STATION
#2 PLUS #3

STATION #2—83,840

STATION #3—61,950

Your sales message goes into twice as many homes as the two other stations combined. When you buy advertising time in the Calgary market, for the best coverage . . .

Compare the cost * Compare the Coverage * Compare the results

it's **CFCN** ... every time

Ask RADIO REPS in Toronto, Montreal, Winnipeg and Vancouver

MARKETS

Maritimers Are Different But . . .

The simple and scanty raiment of golden tresses reportedly chosen by the lovely Lady Godiva for her canter through the market place was no more revealing than the picture the statistician is trying to paint. If you peep closely, as Tom did, you can learn a great deal.

But this is not a rehash of D B S reports, nor an unveiling of new and exclusive research findings. Let's say it's an attempt to breathe life back into cold figures.

When an area is analyzed as a market, then a part—and it's the large part of the basic data required—is cold statistics. How many, where, what income? Through what channels of communication can they be contacted? And that information you already have in your files.

The confusion starts when you ring in the breath of wonderful, unpredictable life. How do these people think? How do they reach decisions, particularly decisions to buy?

Suppose we assume that most of the decisions of life are influenced by the individual attitude toward money. Suppose we also assume that all such attitudes can be divided into three categories.

People who consider money as a goal would be in the first group.

People who consider money as a means to an end would be in the

second group.

People who consider money as a necessary evil would make up the third group.

Then the relationship of the size of each group to the others and to the total buying public would affect the tone of the market as much as the total income.

A market heavily stacked with the first category would be a stock broker's paradise.

A heavy plurality of the second would weave a welcome mat for the appliance boys.

A deck stacked with the third would make tough sledding for any salesman.

You'll probably find the Maritimers somewhat like that last example.

There are a goodly number of would-be millionaires, and some of the boys have made the grade.

There are a lot of Smiths fighting their ulcers to keep up with the Joneses, too.

But there is a big slice of the total D B S nose count that has other standards of success than bucks in the bank and gadgets in the kitchen. Check up on their families, their pets, their hobbies, their pleased but unpretentious hospitality. Meet their friends and their fellow workers, and you'll begin to understand—and envy them.

The Maritimes have no monopoly on such people, but it's possible that there are a substantially larger number in relation to the whole than in most other parts of our country.

Such a "maladjustment" of balance would account in part for the impression that Maritimers are "different".

Greetings Broadcasters
and Guests

AT THE

**MAB CONVENTION
AT AMHERST**

We are always happy to supply wire line services to the many Broadcasting Stations in Nova Scotia and Prince Edward Island.

Maritime Telegraph &
Telephone Company Limited

The Atlantic coast provinces have long been credited with the export of a disproportionate total of brains. Most Maritimers are intensely loyal to the Crown, great admirers of British tradition and fanatically Canadian. They are not convinced that it is a treasonable act to take their talents to Montreal or Toronto or Vancouver.

When the urge to do great things, to test his mettle, moves the Frenchman, he trudges with supreme self-confidence to Paris, the Englishman to London, the American to New York, the Canadian to Toronto. Each of these cities becomes the great pool of national genius. This is not an attempt to justify the exodus of Maritime brains, but to classify by comparison those who stay in the Maritimes. Consider the men who have brought world-wide recognition and credit to the Maritimes. Consider how many have made their mark in finance and diplomacy, in careers calling for unhurried, sound judgment.

These qualities have been absorbed from the Maritime environment, inherited from their Maritime families who have practiced deliberation as they have fostered frugality and self-discipline. These downeasters have earned their reputation for "making haste slowly". And they are called "different".

Income levels in the Maritimes are lower than in the industrial areas of Canada. D.B.S. will supply all the details. From the same source you can confirm that outgo is less, too. There appears to be only a slight difference between the unallotted surplus of income over cost of living, in the Maritimes as compared with Montreal.

If you care to look into the matter of investment, you'll be surprised at the volume of Maritime capital floating around Bay or St. James Streets. And sales of Canad-

ian Government Bonds in the Maritimes has always been a source of great satisfaction to the boys at Ottawa.

These surplus dollars, these investment dollars get mixed up with other dollars from Vancouver, Winnipeg, Toronto and Aklavik, till you can't tell them apart or distinguish the motives of the investors by geographical locations. But Maritimers are said to be "different".

In these three provinces are several distinct ethnic groups. Northern and Eastern New Brunswick is predominantly French-Canadian with living standards almost identical with south-eastern Quebec. Probably a quarter of these people speak no English. Certainly three quarters prefer to carry on business transactions or consider product claims presented in French.

Along the lower St. John River Valley and its tributaries, around the Bay of Fundy and in the Annapolis Valley are the homes and heritage of the Loyalists. The old names continue to occupy places of prominence in political, church, military and social circles.

In Cape Breton and Eastern Nova Scotia is the largest concentration of Scots outside the land of the heather. Proud, shrewd, honest, they are highly respected and have for generations been entrusted with heavy responsibilities of public office. The Macs have done well in business, too.

On Nova Scotia's South Shore the hardy, industrious descendants of the early Dutch settlers, the true Bluenosers, have made Lunenburg County reputedly the wealthiest county in Canada.

Practically every European nation and many on the other continents have contributed good people who have become good Maritimers and good Canadians.

These are the people who make
(Continued on Page 16)

DID YOU KNOW!

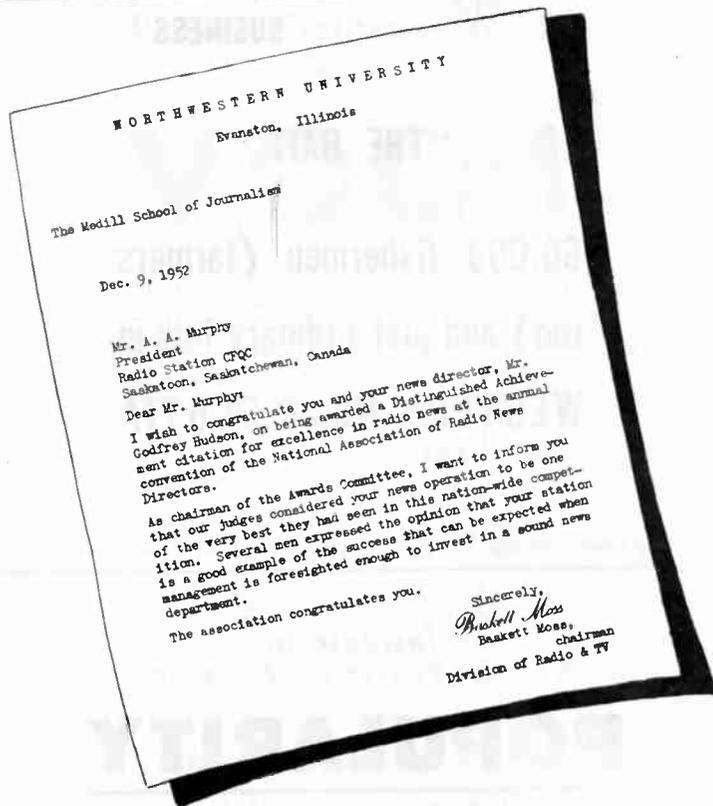
Two days before Christmas CKCL raised over \$3,000.00 in cash and merchandise in less than 36 hours for a burned out family.

The large loyal audience that helped us do this is also available for your advertising message.

CKCL

TRURO, NOVA SCOTIA

Representative — OMER RENAUD & COMPANY — Toronto & Montreal



Announcer Wanted

Experienced man for general duties. Position now open. Apply immediately. Send disc or tape with audition material.

CJOY
GUELPH



THE RADIO HUB OF SASKATCHEWAN

Contact
Radio Reps in Canada
Adam Young in U.S.A.



to Sell B.C.

WESTON'S
BREAD
USES

B.C.
RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

IN
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When an area is analyzed as a market, then a part—and it's the large part of the basic data required—is cold statistics. How many, where, what income? Through what channels of communication can they be contacted? And that information you already have in your files.

The confusion starts when you ring in the breath of wonderful, unpredictable life. How do these people think? How do they reach decisions, particularly decisions to buy?

Suppose we assume that most of the decisions of life are influenced by the individual attitude toward money. Suppose we also assume that all such attitudes can be divided into three categories.

People who consider money as a goal would be in the first group.

People who consider money as a means to an end would be in the

second group.

People who consider money as a necessary evil would make up the third group.

Then the relationship of the size of each group to the others and to the total buying public would affect the tone of the market as much as the total income.

A market heavily stacked with the first category would be a stock broker's paradise.

A heavy plurality of the second would weave a welcome mat for the appliance boys.

A deck stacked with the third would make tough sledding for any salesman.

You'll probably find the Maritimes somewhat like that last example.

There are a goodly number of would-be millionaires, and some of the boys have made the grade.

There are a lot of Smiths fighting their ulcers to keep up with the Joneses, too.

But there is a big slice of the total D B S nose count that has other standards of success than bucks in the bank and gadgets in the kitchen. Check up on their families, their pets, their hobbies, their pleased but unpretentious hospitality. Meet their friends and their fellow workers, and you'll begin to understand—and envy them.

The Maritimes have no monopoly on such people, but it's possible that there are a substantially larger number in relation to the whole than in most other parts of our country.

Such a "maladjustment" of balance would account in part for the impression that Maritimers are "different".

*Greetings Broadcasters
and Guests*

AT THE

**MAB CONVENTION
AT AMHERST**

We are always happy to supply wire line services to the many Broadcasting Stations in Nova Scotia and Prince Edward Island.

**Maritime Telegraph &
Telephone Company Limited**

The Atlantic coast provinces have long been credited with the export of a disproportionate total of brains. Most Maritimers are intensely loyal to the Crown, great admirers of British tradition and fanatically Canadian. They are not convinced that it is a treasonable act to take their talents to Montreal or Toronto or Vancouver.

When the urge to do great things, to test his mettle, moves the Frenchman, he trudges with supreme self-confidence to Paris, the Englishman to London, the American to New York, the Canadian to Toronto. Each of these cities becomes the great pool of national genius. This is not an attempt to justify the exodus of Maritime brains, but to classify by comparison those who stay in the Maritimes. Consider the men who have brought world-wide recognition and credit to the Maritimes. Consider how many have made their mark in finance and diplomacy, in careers calling for unhurried, sound judgment.

These qualities have been absorbed from the Maritime environment, inherited from their Maritime families who have practiced deliberation as they have fostered frugality and self-discipline. These downeasters have earned their reputation for "making haste slowly". And they are called "different".

Income levels in the Maritimes are lower than in the industrial areas of Canada. D.B.S. will supply all the details. From the same source you can confirm that outgo is less, too. There appears to be only a slight difference between the unallotted surplus of income over cost of living, in the Maritimes as compared with Montreal.

If you care to look into the matter of investment, you'll be surprised at the volume of Maritime capital floating around Bay or St. James Streets. And sales of Canad-

ian Government Bonds in the Maritimes has always been a source of great satisfaction to the boys at Ottawa.

These surplus dollars, these investment dollars get mixed up with other dollars from Vancouver, Winnipeg, Toronto and Aklavik, till you can't tell them apart or distinguish the motives of the investors by geographical locations. But Maritimers are said to be "different".

In these three provinces are several distinct ethnic groups. Northern and Eastern New Brunswick is predominantly French-Canadian with living standards almost identical with south-eastern Quebec. Probably a quarter of these people speak no English. Certainly three quarters prefer to carry on business transactions or consider product claims presented in French.

Along the lower St. John River Valley and its tributaries, around the Bay of Fundy and in the Annapolis Valley are the homes and heritage of the Loyalists. The old names continue to occupy places of prominence in political, church, military and social circles.

In Cape Breton and Eastern Nova Scotia is the largest concentration of Scots outside the land of the heather. Proud, shrewd, honest, they are highly respected and have for generations been entrusted with heavy responsibilities of public office. The Macs have done well in business, too.

On Nova Scotia's South Shore the hardy, industrious descendants of the early Dutch settlers, the true Bluenosers, have made Lunenburg County reputedly the wealthiest county in Canada.

Practically every European nation and many on the other continents have contributed good people who have become good Maritimers and good Canadians.

These are the people who make
(Continued on Page 16)

DID YOU KNOW!

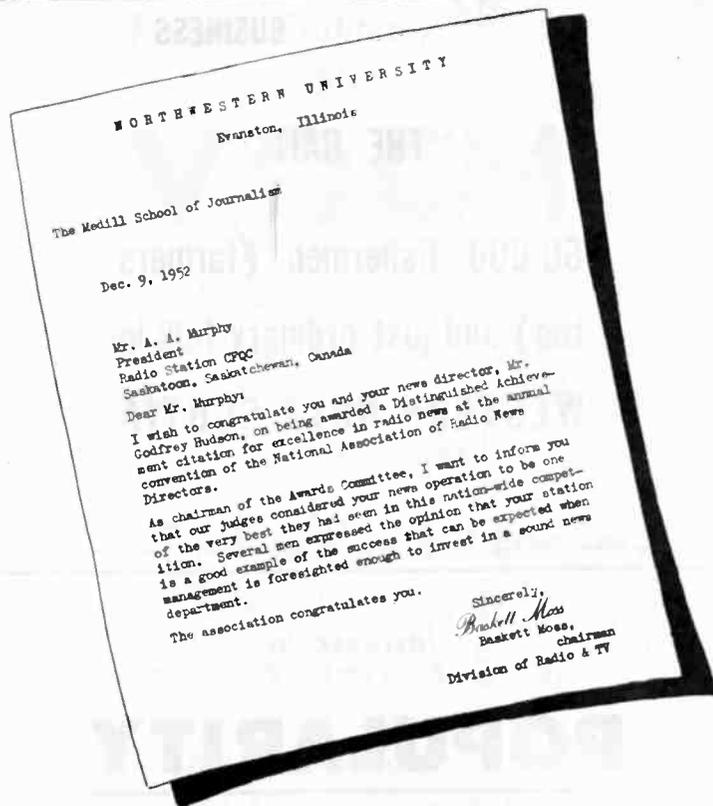
Two days before Christmas CKCL raised over \$3,000.00 in cash and merchandise in less than 36 hours for a burned out family.

The large loyal audience that helped us do this is also available for your advertising message.

CKCL

TRURO, NOVA SCOTIA

Representative — OMER RENAUD & COMPANY — Toronto & Montreal



THE RADIO HUB OF SASKATCHEWAN

Contact
Radio Reps in Canada
Adam Young in U.S.A.



Announcer Wanted

Experienced man for general duties. Position now open. Apply immediately. Send disc or tape with audition material.

CJOY
GUELPH

to Sell B.C.

WESTON'S
BREAD
USES



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

**FISHING IS BIG BUSINESS
IN THE BLUENOSE
COUNTRY!**



**IS ALWAYS
FISHING FOR
NATIONAL
BUSINESS**

"THE BAIT"

**60,000 fishermen (farmers
too) and just ordinary folk in
WESTERN NOVA SCOTIA**

(Continued From Previous Page)
up the Maritime Market. It's a market that poses certain problems, but so does every market area in Canada. Yet, Maritimers are said to be "different".

Maritime people work their farms and produce excellent crops. The potatoes of P.E.I. and New Brunswick are rated at premium prices on the open market. So are the apples from the Annapolis Valley of Nova Scotia. Grain, seed, root crops, hogs, poultry and dairy products meet highest standards, and bring highest prices.

Nova Scotia fishermen land about a quarter of the country's volume of fish and realize almost a third of the national dollar value of sea foods at the shore.

New Brunswick harvests a higher percentage of its forest crop as pulpwood, and gets a return per cubic foot that is greater than the national average. Nova Scotia mines are among the most efficiently operated in the world.

These and other smaller basic industries provide employment for about three out of four working Maritimers.

Manufacturing in the coastal provinces produces a wide range of products of excellent quality at competitive prices. Canned foods, work clothing, steel and furniture, wire products, fancy biscuits and confectionery, building products, pleasure boats and heating equipment made in the Maritimes find a ready market across Canada and keep the local market keenly competitive. But it is said, the Maritimers are "different".

Like other Canadians, the Maritimers work a little, play a little, sleep a little, earn a little and spend what they earn. They grumble about prices and taxes, about the condition of the roads, the liquor laws, the radio license fee, and about freight rates. They have been told they should have Passamaquoddy Power and the Chignecto Canal; that western grain should be shipped through Halifax and Saint John rather than U.S. ports; that the government should subsidize apple shipments to Britain and get busy finding potato markets in South America. Because they're people, they must have something to beef about, but because they're people they buy Fords, Palmolive, Nylon and Fuller Brushes. They have children who wear out and outgrow shoes and clothes at a discouraging rate. They keep pets that seem to thrive surprisingly well on western foods. In fact, they act in a manner amazingly similar to people in Ontario or British Columbia. The few differences in behaviour result from certain physical, geographic and sociological advantages enjoyed by Maritimers.

The average drinking resident of the coastal provinces prefers rum to rye, and tea to coffee. The average Maritimer lives in more spacious quarters than Canadians of any other section, and a far larger proportion in frame dwellings. Only about 1½% live in homes of brick or masonry.

The old general store still serves many Maritimers, but the self-service principle is rapidly becoming the favorite modus operandi.

More Maritimers live on the land than any other Canadians except Prairieites. This tends to make

**Progressing
Along With
Central Alberta**

B B M

March 1950

15,190 homes

B B M

January 1952

19,820 homes

WHICH MEANS

One Third

MORE

For Your

DOLLAR

ON

1230 on your dial

CKRD

RED DEER, ALBERTA

The Voice of Central Alberta

See

Radio Reps. — Adam Young

Increase in

POPULARITY

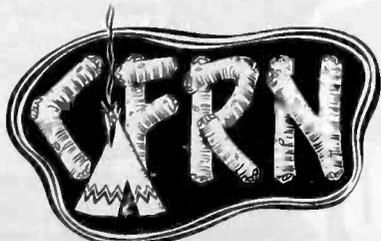
and

POPULATION

1950 : 36,780 Edmonton Radio Homes
CFRN DAYTIME BBM — **88%**
CFRN NIGHTTIME BBM — **90%**

1952 : 42,920 Edmonton Radio Homes
CFRN DAYTIME BBM — **91%**
CFRN NIGHTTIME BBM — **94%**

In Edmonton it's



RADIO REPRESENTATIVES LTD.

MONTREAL — TORONTO — WINNIPEG — VANCOUVER

**STEADILY
EXPANDING!**

Prince Albert building permits for 1952 went over the two million dollar mark.

Present indications for 1953 are that this figure will be doubled.

Our market is not booming but it is bouncing a bit. Add the Prince Alberta market in 1953.

CKBI

PRINCE ALBERT

SASKATCHEWAN

5000 WATTS

them self-sufficient and independent in a modest way. They value that feeling of freedom more than the close communion of souls imposed by apartment blocks.

As a result of environment, tradition, opportunity and choice, the average Maritimer lives at a slower tempo than the average Canadian, which probably accounts for the increasing flow of "tourists" from Ontario to the "East".

In spite of these "differences", the average housewife of Moncton, and her counterparts in Toronto and Victoria share more in common than the average housewives of St. Quentin, N.B., Charlottetown, P.E.I. and Yarmouth, N.S.

The average businessman of Fredericton, Kingston and Lethbridge have more common interests and problems than the average businessman of Halifax, New Glasgow and Edmundston.

Two children from Saint John and Vancouver strike up a friendship in minutes, but two from Newcastle and Tabusintac only fifty miles apart in New Brunswick won't even talk the same language.

Certainly there are differences between regions across Canada, and merchandising plans should give consideration to regional habits, opinions and tastes, whether in Alberta or Nova Scotia, but no more in the case of the Maritimes as a whole than to Cape Breton as a part of the Maritime market.

Ethnic considerations should be a part of any merchandising plan for the Maritimes. Almost half of New Brunswick people are French. Possibly 25% of these do not speak English.

Yes, Maritimers are different from each other, from other Canadians, and I, for one, am happy about those differences. My greatest curiosity about the Hereafter is centred on the organizational detail that maintains a spirit of harmony among souls of uniform temperament, standardized morals, common environment and without ambition, its cause or effect.

PUBLIC SERVICE

Station Plays Santa

Truro — Station CKCL here played Santa Claus and Good Samaritan unexpectedly here just before Christmas when it secured a house, furniture, clothing, food and over \$1,500 cash for a burned-out family in less than 36 hours.

On December 22 fire destroyed the home and possessions of Joseph Rafuse and his family in a small village 15 miles from here. The family, consisting of five children under age eleven and the two parents, were attending a school Christmas concert when the fire broke out.

Rafuse, a mechanic with a trucking firm, found himself suddenly homeless and helpless.

Shortly after CKCL went on the air next morning, news editor Roy Chaisson, who had reported on the fire, outlined a plan for helping the family. This was immediately approved by the station's manager, Art Manning. Minutes later a campaign was launched, appealing to the public for donations of clothing, food and cash. An hour later over \$300 had been pledged.

By four p.m. the following day—Christmas Eve—a vacant house had been loaned to the family for the winter, enough furniture was on hand to set up housekeeping, and enough fuel, clothing and vegetables were available. Even a Christmas tree was up and decorated.

Producer Passes

New York—Radio and television writer and producer, Rupert Lucas, died here suddenly last week.

Following a successful stage career, Lucas joined the CBC on its inception in 1936 as drama supervisor and producer. He went to the United States in 1943 as editor-in-chief of *March of Time* films.

For more than the past year he has been free-lancing in New York, writing and producing for both network radio and television.



Keeping step with a rapidly expanding market to serve you better.

"IN THE HEART OF CANADA'S RICHEST MARKET"

Program Profitably in '53

WITH

VOCM

The Established Station for Penetration in Nfld's Rural Districts . . . PLUS complete coverage on the Avalon Peninsula Area!

VOCM is Radio Economy. BBM Proves It! Sponsor Renewals Show It!

Let us show you how even a small spot schedule produces BIG results.

For Availabilities Call Horace N. Stovin — Adam J. Young in the U.S.

Colonial Broadcasting System Ltd.
P.O. BOX 920 - - - - ST. JOHN'S

VOICE OF THE COMMON MAN will be at the MAB CONVENTION at Amherst

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WATTS

CKDA...

Victoria's MOST LISTENED TO Station!

to Sell B.C.

BULOVA WATCH

USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

FAX about CJFX

- Only station serving Nova Scotia's two largest industrial markets — Cape Breton and Pictou Counties.
- Has second largest total BBM* of any station in Nova Scotia.
- The station with the largest BBM* in Newfoundland (12,000 day and night) of any mainland station.

CJFX

ANTIGONISH, N.S.

REPS

N.B.S. in Canada — Adam Young in U.S.A

*BBM Study #5

VERBATIM

Time To Count Talents

Excerpt from an address to the St. Catharines Rotary Club on Thursday, January 15, 1953, by Richard G. Lewis, editor of this paper.

Are you aware of what is happening right now in the field of broadcasting? Radio and television that is. You know, of course, that the government operates its radio and TV systems in your name. But have you been following the recent trend of events?

For years, government radio stations have been operated, at your expense, by the CBC, which also makes the rules under which the other stations—the privately-owned ones—are allowed to remain on the air. The iniquity of this situation has been brought to your attention continuously by a great many organizations and people. So far you have not seen fit to pay very much attention to the alarms which have been sounded. I am laying the problem before you again today, because I feel that this time it is more likely that you will sit up and take notice when I point out that it is going to have an effect, make an immediate impact, on the seat of all your emotions, your pocket books.

At the present time you are paying the government for the CBC's cultural programs to which you abstain so steadfastly from listening, the sum of \$6,250,000 a year, this being the annual installment in connection with the \$25,000,000 grant which you are giving the CBC over a four year period. In addition to this, you are paying, in listener license fees, around five and a half million dollars a year, making a total of nearly twelve million dollars, for radio. And this sum, incidentally, is in addition to the money paid by national advertisers who use the CBC's facilities to sell their wares.

And now we have television.

Private enterprise is willing and able, as it has been for years, to give the people of Canada a television service completely free of expense and hazardous speculation. They would do this in exactly the same way as every merchant in St. Catharines does it when he earns your patronage—and so a living for himself and his family—with his contributions to your high standard of living, by making available to you the goods and services you need to brighten your lives.

But your government says no. The people of Canada must be protected. And it, the government, must do the protecting. I am not quite sure what you must be "protected" against, but when the present session of Parliament began, it announced, in the Speech from the Throne, that the CBC would establish TV stations in the largest, which meant most commercially profitable, areas, and that private enterprise would only be allowed to operate elsewhere than in those large cities and their vicinities.

Remember now, this TV service is something that private enterprise was willing and eager to give you, right across Canada, absolutely free. Various men of business were

RADIO ADVERTISING

FOR RETAILERS

A Monthly Service for Canadian Broadcasters

PROGRAM IDEAS

★ ★ ★

SALES DIGEST

★ ★ ★

MANAGEMENT AND PRODUCTION TIPS

★ ★ ★

COPY STARTERS

★ ★ ★

COMMERCIAL CONTINUITY

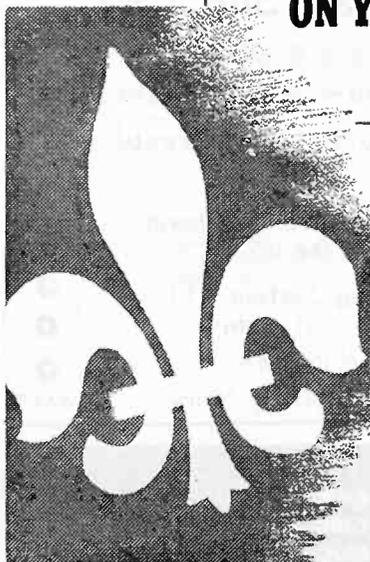
★ ★ ★

Call or Write

ALL-CANADA RADIO FACILITIES LIMITED

80 RICHMOND ST. W., TORONTO

A REAL "PUNCH" ON YOUR SALES STORY USE



CHRC

MAKE YOUR PRODUCT THE FIRST CHOICE IN QUEBEC AREA

The only 5000 watt Station in Quebec city. Reaches 250,000 radio homes and a \$908,288,000 net effective buying income*

* Sales Management, May, 1951.

OUR REPRESENTATIVES:

CANADA: Jos A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young Jr. Inc.

"TOP FRENCH RADIO VOICE"

Tell Us Another

Some people never know when they've had enough.

Olan Bros., an appliance business in Huntsville signed on for a special participating show for Huntsville merchants, when CFOR first hit 1,000 watts in November 1950.

After 13 weeks, they took a weekly 15 minute show of their own for a year.

Next they had daily spots, and recently tried a five minute newscast at 5 p.m. for 3 months. The other day, they signed for this daily news for a year.

Can you beat it? But that's not all.

This is just for the off season in this resort town. In the summer they bombard the 24,000 radio homes in our area with tourist programs too.

So, if you have any ice cream to sell to our eskimos, give Stovin a stir. He can use the money, and so can we.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

willing, and still are for that matter, to gamble the fabulous sums of money needed to get a TV station going, and the further capital it would take to keep it going through its first months.

They are willing to pioneer this new industry, just as their fathers pioneered in the radio industry back in the twenties; just as a previous generation of pioneers fought the battle of freedom of the press in order that you and I might live in a democracy; just as your fathers' fathers and their fathers before them pitched their tents and built their trading posts right on St. Paul Street, while it was still an ancient Indian trail, in order that you, their descendants, might be able to live and do business in this 20th century St. Catharines.

At this time, it is quite impossible to tell you what government "protection" in radio and television is going to cost you. I am not going to mention the immense sum of capital it would take to build the six television stations planned. The two the government has already erected stand you something between four and five million dollars, so you can take it from there.

When these six government stations are running—and indications are this will be in the very near future—their joint programming activities will cost you around thirty million dollars a year. There will be some revenue from commercial sponsors I suppose, but there will also be other expenses besides programs.

Are you happy about this situation, my friends? The broadcasting bill—that is to say the bill for government radio and television—which is about to be tucked under your doors, amounts, or will amount according to my information, to a total of about \$42,000,000 for a year's radio and television service. And it isn't as though you would be deprived of service if the bill wasn't paid. Private stations were broadcasting radio programs long before the CBC was formed. Right now they are supplying the CBC with most of its coverage through the affiliated private stations. They are also supplying the national system with some of its programs. It would be far easier for the private stations to function without the CBC than it would be for the CBC to function without the private stations. And there is no reason why television will be any different.

It doesn't seem to me to be such a prodigious problem, even if it is a fact, which I certainly do not admit, that a government broadcasting system is the only one capable of dispensing the peculiar brand of cultural entertainment which some people deem essential for Canadians.

I wonder if the government is telling the truth when it says its reason for wanting to run radio and television is just to provide people with that culture—that kind that was so eloquently advocated in the report of the Massey Commission on National Development in the Arts, Letters and Sciences. I wonder if this is the real motive, and not really a cover-up for running the broadcasting systems as giant propaganda machines to insure the government's continued existence in power. If so why does there have to be all this waste?

I have no official status in the broadcasting industry. I operate a completely independent trade paper—independent of the private broadcasters and independent even of CBC regulations. My paper says what it thinks and manages to sell a bit of advertising and a few subscriptions notwithstanding.

As editor of my paper, I am an observer, a close observer of Canadian radio. What I am going to say now may not please all my friends in the business. I believe it though, and so I am going to say it.

I should like to suggest that the door be opened for private enterprise to take over television and for the government to get out of it, now, in the beginning, before it is too late.

My plan is this.

The CBC should immediately dispose of its two television stations, and any assets it may have acquired towards the four it is planning. Also it should undertake to keep out of the business of actual broadcasting of television, concentrating instead on the production of programs to be made available to private television operators.

In return for this, private telecasters would agree to make time available to the CBC, whose TV activities would now be confined to program production, along lines parallel to the National Film Board's activities. It would be understood that these CBC programs would not be in any way

(Continued on Page 20)

CITIZENS

THE VOICE OF HALIFAX

THE CHOICE OF HALIFAX says: See you at the Convention!

YES, we'll certainly be there when the M.A.B. Annual Meeting gets under way on January 26th. And we're looking forward to meeting all our old friends once again.

But it's quite an effort to get away from Broadcasting House in Halifax, even for the meeting, because we're really busy. The listeners like us too, according to the latest Elliott-Haynes Report which shows that once more C H N S is the most listened-to commercial station in Halifax City and the Greater Halifax area. To get on our band wagon, write us direct or contact the ALL-CANADA MAN in Canada or Weed & Co. in the U.S.A.

CKXL APPOINTMENT



CKXL, Calgary, announces the appointment of F. H. (Fred) Cripps as news director. Mr. Cripps was with CKEY Toronto, for four years and also free lanced in the East prior to coming to CKXL.

F. H. (Fred) CRIPPS

CALGARY **CKXL** ALBERTA

News on the hour — 24 hours a day

to Sell B.C.

NABOB FOODS USE

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
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- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



If you want a real* listener who **GETS OUT AND BUYS!**

Time after time it's happened . . . an announcement on CFAC that there's something to be sold and BOOM! . . . immediate sales action.

Our advertisers tell us this story and it's just another indication that CFAC listeners do GET OUT AND BUY.

When your sales message goes over CFAC your audience is not just "potential", it's really listening.

But then, you're probably out for some facts and figures on just how many people listen to CFAC.

The current ELLIOTT-HAYNES Report shows that almost double the number of Calgarians listen to CFAC in preference to any other station. Just look at the chart on the right:

Try CFAC just once and see the effect. We'll warrant you'll back for more!

Current Survey Shows:

	Program Rating	% of Listeners
CFAC	17.1	54.1
Station #2	6.9%	
Station #3	6.7%	21.7
Average rating from 9 a.m. to 6 p.m. Monday thru Friday (Elliott-Haynes Daytime Survey) December 1952		



* Not just a potential

VERBATIM (Continued)

government propaganda, but rather a cultural type of entertainment.

I think that an hour or two a day on each television station would accomplish this purpose admirably. I think it would save the country many of the millions of dollars that are about to be spent on the helter-skelter TV system which is being planned. And I do most certainly believe that these serious programs, interspersed as they would be between the more popular commercial type of shows would gain more viewers and so enlighten more people than would be the case, for example, with a succession of scholarly programs presented through the day and evening on a completely cultural network.

I want to go further than this. I want to suggest that this plan be developed right away, before the new medium becomes too set in its ways. I hope also that its progress may be subjected to constant study, with the thought that it might equally well be applied in the case of the more settled—and therefore harder to disturb—business of radio broadcasting. In this way, the government system would be reconstituted so that it could concentrate on what it has proved itself most competent to do—program production, and would be relieved of the need to dissipate its time and effort on the administrative part of the business, which past financial statements indicate it has been unable to cope with, with any degree of success.

Let's restore broadcasting to private enterprise. Let's give them, or sell them the stations, let them operate the networks. There's where the gamble lies. There's where the deficits occur. On the other hand, let's see to it that the broadcasters recognize an obligation to the country by making their facilities available across Canada for some measure of serious programs—an hour or two a day—produced by this new-style CBC.



FOR THESE ARTISTS

- DAVIES, Joy
- DENNIS, Laddie
- EASTON, Richard
- FIRTH, Diane
- FRID, John
- LEACH, George
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RALSTON, Derek
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

GREATER OTTAWA

IS

42%

FRENCH*

WITH AN

ANNUAL

INCOME

OF

\$90,177,825

CKCH

Studios—121 Notre Dame St., Hull, Que.

Representatives

OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

*Over 100,000 French-speaking
Canadians.

1,269
OF THIS PAPER'S
TOTAL CIRCULATION
OF 1,828 ARE
NATIONAL ADVERTISERS
AND AGENCIES

cics
SELLS
in
Stratford

REPS

Summer Is A Busy Time

Toronto—There are indications that the level of business in summer is higher than most people believe and that a lot of economic notions about this time of the year are unfounded. These revelations can be glimpsed in the penultimate report of a survey on summer radio business being conducted by the National Association of Radio Station Representatives,

This report tends to indicate that the level of business in four categories—food, drug, appliance and radio, and garage and service station—is somewhat higher than popular opinion suggests, according to Bill Mitchell, member of the Association's sub committee handling the research.

Mitchell, on the sales staff of All-Canada Radio Facilities, also feels that the charts and graphs, based on over 50 community surveys conducted by radio stations, show that in some businesses summer sales are the year's highlight.

Another part of the study reveals that, in a comparison of selling on various days of the week, Monday accounts for about as much business as Thursday in three of the categories. Naturally, Friday and Saturday top all other days in sales by a considerable margin, the survey shows.

Stores concerned mainly with food sales do almost 50 per cent more business during the fall peak than at most other times during the year. The turnover during spring, early summer and late winter holds constant at the same level, but rises during late summer to the mid-fall peak and tapers off at the same rate to normal again at mid-winter, according to the survey.

Business on Saturday is more than a quarter (26.5%) of the average weekly total, while Friday runs a close second with 23 per cent. Thursday, with 17%, was slightly ahead of Tuesday's 12.5%. Monday and Wednesday were tied with 10.5%.

Another part of the survey attempted to show what products in each of the categories sell best during the summer. In the food category, canned meats topped the list, followed by: fruit, soup, vegetables,

canned juices, ice cream, salad preparations and dry cereals.

In appliance and radio outlets, the same seasonal sales curve was shown in the study, with only one difference: the fall peak was only about 35 per cent above normal level, and from this peak sales drop off to about ten per cent below normal during mid-winter.

Friday turned out to be the best sales day of the week in this class, for on this day 22 per cent of the week's business is done. The survey showed Saturday right behind with 21 per cent, and Thursday with 19 per cent. Tuesday accounted for 16 per cent of the week's sales and Monday had 14 per cent. Possibly due to half-day holidays in some individual cases and areas, although details weren't included in the tabulations, Wednesday showed a low point in this class with the remaining 8 per cent of the business.

A sales "natural" in this category during the summer appears to be refrigerators, followed in this order by: irons, toasters, records, fans, rangettes and flashlights.

Drug stores showed a different seasonal fluctuation graph. From a low point in the spring and early summer, business increases as much as 50 per cent during the fall and holds steady at this peak during most of the winter.

Saturday is the drug store's big day, the report shows, with 26 per cent of the week's business; second is Friday with 20 per cent. Monday and Thursday are tied for third place with 18 per cent and both Tuesday and Wednesday show sales of 9 per cent each.

Summer's best sellers in the drug store include: sun glasses, sun tan oils, cosmetics, photographic supplies, anti-allergy lotions, insecticides, picnic supplies and first aid equipment.

Winter is a bad time for garages and service stations, while in summer business is good. Relative sales during these seasons in this category indicate that during most of the spring, particularly the latter part when good weather prevails, business is about average for the year. It gradually swings up to a summer peak and slips only slightly until late fall. After this the drop to winter's low point is sudden.

Sales on Friday (24.5%) are higher than on Saturday (20%), while Monday and Thursday show 17 per cent each. Tuesday (11%) is

about as slow a day in a business way as Wednesday (10.5%).

This type of business rates its summer sellers this way: tires, in first place, followed by gasoline, oil, car polishes, summer accessories and spark plugs.

Apart from its being a first step toward a more complete understanding of a major radio problem, the station representatives believe that this study gives them some concrete information about how to sell summer radio, where before they had almost nothing. With an indication of what products sell best during summer and at other times, the reps feel they know what companies should be approached. They also will be able to talk to these prospective advertisers at a time which will or should coincide with the preparation of advertising campaigns.

They emphasize that this survey is but a first step. New factors are due for study in a similar way in the future. Among these and foremost on the list is the problem of what actually, if anything, happens to the radio listening audiences during the summer. Coupled with this the Association expects to make a comparison and study of the changes in radio programming during the summer.

It is pointed out that even the current study on summer sales presents new questions which stations, advertisers and advertising agencies are going to want answered.

An example: If people, especially the housewives, aren't out shopping in large numbers on Tuesdays and Wednesdays, as the report indicates, are they at home listening to their radios? Mitchell, along with other sub-committee members Ken Davis of Omer Renaud & Company and Ernie Towndrow of Stephens & Towndrow, thinks that the year-old NARSR can spearhead a quest for many of these answers.

Plan Amphibious Studios

Victoria—An immediate start on construction of new studios which can be used for either radio or TV is planned by W. M. Guild, manager of CJVI here.

The station applied six years ago for a TV licence, and Guild hopes that soon the application may be considered. In any event, he said, the station needed new space whether it went into TV or not.

SALESMAN WANTED

Opening for advertising salesman on Western Ontario station. Must have previous selling or radio experience, preferably in Ontario.

Box A-151

CB & T, 163½ Church St. Toronto

The station that means more business for you

1000 WATTS 1280 K.C.

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

CKOV
QUEBEC CITY

to Sell B.C. ROBIN HOOD USES B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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CJFX

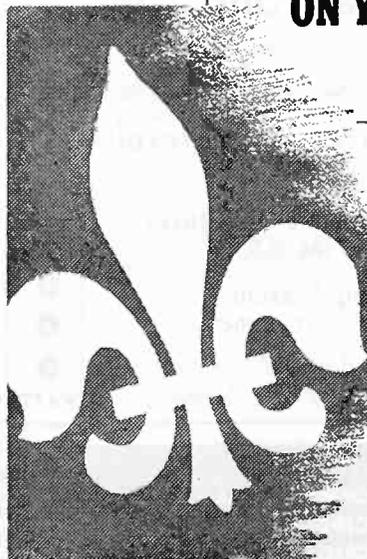
ANTIGONISH, N.S.

REPS

N.B.S. in Canada — Adam Young in U.S.A

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CHRC

MAKE YOUR PRODUCT THE FIRST CHOICE IN QUEBEC AREA

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Excerpt from an address to the St. Catharines Rotary Club on Thursday, January 15, 1953, by Richard G. Lewis, editor of this paper.

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For years, government radio stations have been operated, at your expense, by the CBC, which also makes the rules under which the other stations—the privately-owned ones—are allowed to remain on the air. The iniquity of this situation has been brought to your attention continuously by a great many organizations and people. So far you have not seen fit to pay very much attention to the alarms which have been sounded. I am laying the problem before you again today, because I feel that this time it is more likely that you will sit up and take notice when I point out that it is going to have an effect, make an immediate impact, on the seat of all your emotions, your pocket books.

At the present time you are paying the government for the CBC's cultural programs to which you abstain so steadfastly from listening, the sum of \$6,250,000 a year, this being the annual installment in connection with the \$25,000,000 grant which you are giving the CBC over a four year period. In addition to this, you are paying, in listener license fees, around five and a half million dollars a year, making a total of nearly twelve million dollars, for radio. And this sum, incidentally, is in addition to the money paid by national advertisers who use the CBC's facilities to sell their wares.

And now we have television.

Private enterprise is willing and able, as it has been for years, to give the people of Canada a television service completely free of expense and hazardous speculation. They would do this in exactly the same way as every merchant in St. Catharines does it when he earns your patronage—and so a living for himself and his family—with his contributions to your high standard of living, by making available to you the goods and services you need to brighten your lives.

But your government says no. The people of Canada must be protected. And it, the government, must do the protecting. I am not quite sure what you must be "protected" against, but when the present session of Parliament began, it announced, in the Speech from the Throne, that the CBC would establish TV stations in the largest, which meant most commercially profitable, areas, and that private enterprise would only be allowed to operate elsewhere than in those large cities and their vicinities.

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This is just for the off season in this resort town. In the summer they bombard the 24,000 radio homes in our area with tourist programs too.

So, if you have any ice cream to sell to our eskimos, give Stovin a stir. He can use the money, and so can we.

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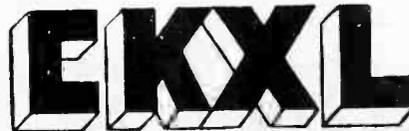


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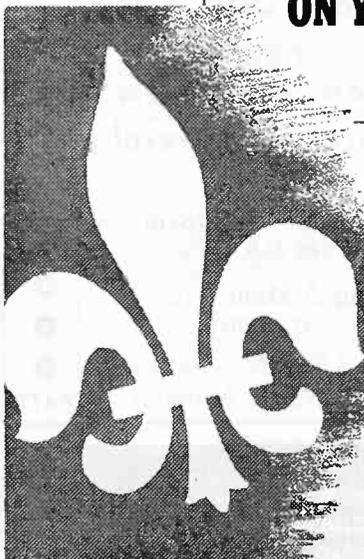
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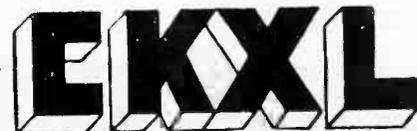


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If you want a real* listener who GETS OUT AND BUYS!

Time after time it's happened . . . an announcement on CFAC that there's something to be sold and BOOM! . . . immediate sales action.

Our advertisers tell us this story and it's just another indication that CFAC listeners do GET OUT AND BUY.

When your sales message goes over CFAC your audience is not just "potential", it's really listening.

But then, you're probably out for some facts and figures on just how many people listen to CFAC.

The current ELLIOTT-HAYNES Report shows that almost double the number of Calgarians listen to CFAC in preference to any other station. Just look at the chart on the right:

Try CFAC just once and see the effect. We'll warrant you'll back for more!

* Not just a potential



Current Survey Shows:

	Program Rating	% of Listeners
CFAC	17.1	54.1
Station #2	6.9%	21.7
Station #3	6.7%	20.9

Average rating from 9 a.m. to 6 p.m. Monday thru Friday (Elliott-Haynes Daytime Survey) December 1952

VERBATIM (Continued)

government propaganda, but rather a cultural type of entertainment.

I think that an hour or two a day on each television station would accomplish this purpose admirably. I think it would save the country many of the millions of dollars that are about to be spent on the helter-skelter TV system which is being planned. And I do most certainly believe that these serious programs, interspersed as they would be between the more popular commercial type of shows would gain more viewers and so enlighten more people than would be the case, for example, with a succession of scholarly programs presented through the day and evening on a completely cultural network.

I want to go further than this. I want to suggest that this plan be developed right away, before the new medium becomes too set in its ways. I hope also that its progress may be subjected to constant study, with the thought that it might equally well be applied in the case of the more settled—and therefore harder to disturb—business of radio broadcasting. In this way, the government system would be reconstituted so that it could concentrate on what it has proved itself most competent to do—program production, and would be relieved of the need to dissipate its time and effort on the administrative part of the business, which past financial statements indicate it has been unable to cope with, with any degree of success.

Let's restore broadcasting to private enterprise. Let's give them, or sell them the stations, let them operate the networks. There's where the gamble lies. There's where the deficits occur. On the other hand, let's see to it that the broadcasters recognize an obligation to the country by making their facilities available across Canada for some measure of serious programs—an hour or two a day—produced by this new-style CBC.

1,269
OF THIS PAPER'S
TOTAL CIRCULATION
OF 1,828 ARE
NATIONAL ADVERTISERS
AND AGENCIES

cics
SELLS

in

Stratford



FOR THESE ARTISTS

- DAVIES, Joy
- DENNIS, Laddie
- EASTON, Richard
- FIRTH, Diane
- FRID, John
- LEACH, George
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RALSTON, Derek
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

GREATER OTTAWA

IS

42%

FRENCH*

WITH AN

ANNUAL

INCOME

OF

\$90,177,825

CKCH

Studios—121 Notre Dame St., Hull, Que.

Representatives

OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

*Over 100,000 French-speaking
Canadians.

REPS

Summer Is A Busy Time

Toronto—There are indications that the level of business in summer is higher than most people believe and that a lot of economic notions about this time of the year are unfounded. These revelations can be glimpsed in the penultimate report of a survey on summer radio business being conducted by the National Association of Radio Station Representatives,

This report tends to indicate that the level of business in four categories—food, drug, appliance and radio, and garage and service station—is somewhat higher than popular opinion suggests, according to Bill Mitchell, member of the Association's sub committee handling the research.

Mitchell, on the sales staff of All-Canada Radio Facilities, also feels that the charts and graphs, based on over 50 community surveys conducted by radio stations, show that in some businesses summer sales are the year's highlight.

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Box A-151

CB & T, 163½ Church St. Toronto

The station that means more business for you

1000 WATTS 1280 K.C.

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

CKOV
QUEBEC CITY

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THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOY—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



If you want a real* listener
who **GETS OUT AND BUYS!**

Time after time it's happened . . . an announcement on CFAC that there's something to be sold and BOOM! . . . immediate sales action.

Our advertisers tell us this story and it's just another indication that CFAC listeners do GET OUT AND BUY.

When your sales message goes over CFAC your audience is not just "potential", it's really listening.

But then, you're probably out for some facts and figures on just how many people listen to CFAC.

The current ELLIOTT-HAYNES Report shows that almost double the number of Calgarians listen to CFAC in preference to any other station. Just look at the chart on the right:

Try CFAC just once and see the effect. We'll warrant you'll back for more!

Current Survey Shows:

	Program Rating	% of Listeners
CFAC	17.1	54.1
Station #2	6.9%	21.7
Station #3	6.7%	20.9

Average rating from 9 a.m. to 6 p.m. Monday thru Friday (Elliott-Haynes Daytime Survey) December 1952

* Not just a potential



VERBATIM (Continued)

government propaganda, but rather a cultural type of entertainment.

I think that an hour or two a day on each television station would accomplish this purpose admirably. I think it would save the country many of the millions of dollars that are about to be spent on the helter-skelter TV system which is being planned. And I do most certainly believe that these serious programs, interspersed as they would be between the more popular commercial type of shows would gain more viewers and so enlighten more people than would be the case, for example, with a succession of scholarly programs presented through the day and evening on a completely cultural network.

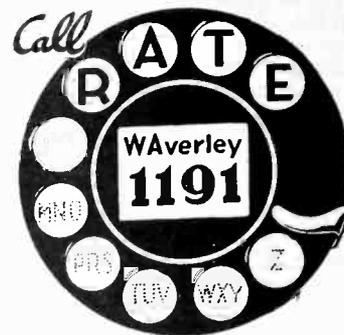
I want to go further than this. I want to suggest that this plan be developed right away, before the new medium becomes too set in its ways. I hope also that its progress may be subjected to constant study, with the thought that it might equally well be applied in the case of the more settled—and therefore harder to disturb—business of radio broadcasting. In this way, the government system would be reconstituted so that it could concentrate on what it has proved itself most competent to do—program production, and would be relieved of the need to dissipate its time and effort on the administrative part of the business, which past financial statements indicate it has been unable to cope with, with any degree of success.

Let's restore broadcasting to private enterprise. Let's give them, or sell them the stations. let them operate the networks. There's where the gamble lies. There's where the deficits occur. On the other hand, let's see to it that the broadcasters recognize an obligation to the country by making their facilities available across Canada for some measure of serious programs—an hour or two a day—produced by this new-style CBC.

1,269
OF THIS PAPER'S
TOTAL CIRCULATION
OF 1,828 ARE
NATIONAL ADVERTISERS
AND AGENCIES

cics
SELLS

in
Stratford



FOR THESE ARTISTS

- DAVIES, Joy
- DENNIS, Laddie
- EASTON, Richard
- FIRTH, Diane
- FRID, John
- LEACH, George
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RALSTON, Derek
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange

**GREATER
OTTAWA**

IS

**42%
FRENCH***

WITH AN
**ANNUAL
INCOME**

OF

\$90,177,825

CKCH

Studios—121 Notre Dame St., Hull, Que.

Representatives
OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

*Over 100,000 French-speaking
Canadians.

REPS

Summer Is A Busy Time

Toronto—There are indications that the level of business in summer is higher than most people believe and that a lot of economic notions about this time of the year are unfounded. These revelations can be glimpsed in the penultimate report of a survey on summer radio business being conducted by the National Association of Radio Station Representatives,

This report tends to indicate that the level of business in four categories—food, drug, appliance and radio, and garage and service station—is somewhat higher than popular opinion suggests, according to Bill Mitchell, member of the Association's sub committee handling the research.

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- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

A WEEKLY BBM of 71,380
(44,340 daily)

gives

CJBR
Rimouski

The Largest French-Language
Potential Coverage in Canada
after Montreal and
Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR
RIMOUSKI

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

PROMOTION

**Ronson Promotion Awards
East, West and Centre**

Toronto—Radio station CHNS and its promotion manager, Jim McKeagan, captured the first of three awards in the recent promotion contest staged by Ronson Art Metal Works (Canada) Ltd., it was announced here last week. Second prize went to CKOY, Ottawa and its former publicity director, Michael Sinelnikoff. Third Prize was taken by CJVI, Victoria and promotion manager Jim Crawford.

Staged among the 33 stations of the CBC's Dominion network carrying the weekly fifteen-minute Ronson program, *It Happened Here*, the contest ran during October and November. Winners were chosen on the basis of the number and scheduling of promotional spots and flashes, originality of publicity ideas, tie-ins with local Ronson dealers and newspaper advertising and publicity.

Special honorable mentions were also awarded to CFQC, Saskatoon and promotion manager Marnie de Manbey; CKX, Brandon and promotion manager Archie Olson; and CJBC, Toronto and Manager Bob McCall. The top three winners received plaques, engraved lighters and cheques payable to the stations' recreational funds for respective amounts of \$100, \$50 and \$25.

Commenting on the promotion campaigns which were entered in the contest, Ronson's advertising manager, E. J. Watley said: "We needed the support of the stations to put *It Happened Here* across and we got it". The Ronson program is a live production dramatizing true stories from Canadian life.

The Award-Winning Promotion Campaign of CHNS, Halifax, included a dummy lighter display in the lobby of the Casino, large Halifax theatre. During the two-month campaign the display also toured the city atop the station's truck; street car and bus cards and direct-mail pieces were also employed. Another award winner, CKOY, Ottawa, had a Ronson dealer on the air each week to give a preview of the week's *It Happened Here* story. CJVI, Victoria, used spot and flash announcements, direct-mail pieces and blotters.



ANNO DOMINI

Why is it that every time I meet a sweet young thing with come-hither eyes, she always calls me "sir" or "Uncle Dick"?

• • •

LIMITED FIELD

In our new hunt for Canadian talent we met a girl with a face just built for radio, and a perfect voice for silent pictures.

• • •

SO THERE!

"I do not want to provoke my learned friend any more than is absolutely necessary, and I feel quite sure that he will reciprocate."

*Samuel Rogers, Q.C.
before the
Copyright Appeal Board*

• • •

AND IT WAS TOO

Wally Crouter, C F R B's breakfast barker, got a call from a woman listener the other day. "I have lost my dog", she said. "It's a bitch". To which the inimitable Crouter replied: "Yes madam, isn't it?"

• • •

CONVENTION STUFF

Now is the time for all good Maritimers to converge on Amherst and postpone from this year to next all the things they postponed from last year to this.

• • •

BLIND MAN'S BLUFF

The announcement that Gerry Redmond and Austin Moore will talk to the MAB Convention on "Sponsor Education" makes us wonder whether it wouldn't be better to let the blind keep on leading the blind.

• • •

WANT AD

World War widow with six-six-months old baby seeks employment.

• • •

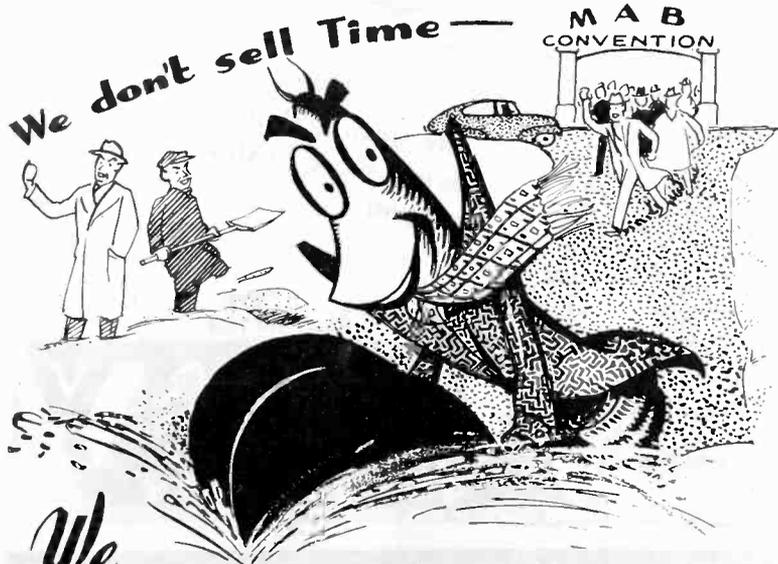
WHAT WOULD YOU DO?

Then there's the one about the noted divine who received a telegram "All is discovered. Fly." And he flew.

• • •

AND THE SAME TO YOU

We have just deciphered the remaining three Christmas card signatures by thinking about all the people we know who write with their feet.



We Sell
Results

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



THE MARITIMES FIRST STATION

CELEBRATING 3 DECADES OF PUBLIC SERVICE



NEW BRUNSWICK'S
No 1 STATION

IN 1923 CFNB first went on the air. From these pioneer days through 3 decades of constant growth CFNB prestige has been built upon superior service to listener and advertiser alike. Engineering perfection, quality programming and adequate power continue to gain an ever increasing audience of interested listeners. Through this policy of operational superiority we shall continue to grow.

CFNB
5000 WATTS - 550 KC.

REPRESENTED BY ALL-CANADA RADIO FACILITIES . . . WEED & CO. IN U.S.A.

“**Y**ou mean whole families will hear my sales talk!”

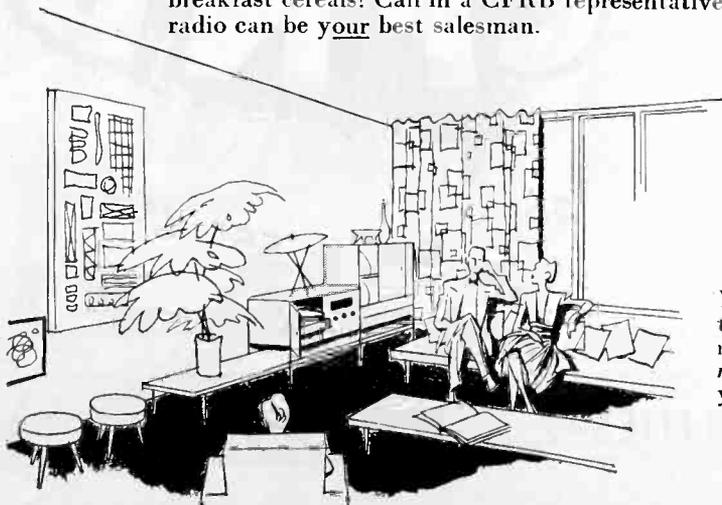


Even the most enterprising salesman, 25 years ago, sceptically regarded the selling power of radio. Today, all salesmen know that radio rivals any medium in delivering customers per dollar.

Take a favourite Sunday night comedy program* on CFRB as an example. This program has an estimated audience of 535,583 people! Twenty-five years ago, who could imagine an audience that size!

CFRB was the first to envisage the tremendous sales power of radio. Now, confident in 25 years of experience, CFRB has the background *and* the foresight to help you sell!

What's your problem? Want to move more drugs, rugs, building materials, breakfast cereals? Call in a CFRB representative. Let him show you how radio can be your best salesman.



AMOS 'N ANDY

Your prospects are 'at home' to radio... to CFRB. Your radio selling messages reach, remind, result in sales of your product.

As ever,
your No. 1 station
in Canada's No. 1 market

CFRB

50,000 Watts • 1010 K.C.

REPRESENTATIVES

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