

CANADIAN BROADCASTER AND TELESCREEN

*Now In Our
Twelfth Year*

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 12, No. 12

TORONTO

June 17th, 1953

CONVENTION CALENDAR

July to December, 1953

1953		JULY					1953
SUN	MON	TUE	WED	THU	FRI	SAT	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

1953		OCTOBER					1953
SUN	MON	TUE	WED	THU	FRI	SAT	
				CAA MEMBERSHIP MEETING AND ANNUAL DINNER IN MONTREAL			
				1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
RTNDA (NEWS) CONVENTION WARDMAN PARK HOTEL, WASHINGTON D.C.							

1953		AUGUST					1953
SUN	MON	TUE	WED	THU	FRI	SAT	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						
BCAB SUMMER MEETING MALASPINA HOTEL, NANAIMO B.C.							

1953		NOVEMBER					1953
SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						
CCBA PROGRAM CLINIC ROYAL YORK HOTEL, TORONTO			CCBA MEETING ROYAL YORK HOTEL, TORONTO				

1953		SEPTEMBER					1953
SUN	MON	TUE	WED	THU	FRI	SAT	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				
WAB MEETING JASPER PARK LODGE							
B.M.I. PROGRAM CLINIC ROYAL YORK HOTEL, TORONTO							

1953		DECEMBER					1953
SUN	MON	TUE	WED	THU	FRI	SAT	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

HOLIDAYS

Dominion Day - - - - July 1
Civic Holiday (in many centres) August 3
Labor Day - - - September 7

Thanksgiving Day - - October 12
Christmas Day - - December 25
New Year's Day - - - January 1

CAB Member Stations

ATLANTIC (15)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW Moncton
- CKMR Newcastle
- CHSJ Saint John
- CJON St. John's
- VOCM St. John's
- CJRW Summerside
- CKCL Truro
- CFAB Windsor

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (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
- CJAD Montreal
- CFCF Montreal
- CFCH North Bay

What Price Radio?



H. H. RIMMER
National Chairman
of the
Publicity Committee
The
**CANADIAN
RED CROSS
SOCIETY**

—photo by Milne

says:

"The support of the Canadian Association of Broadcasters, so generously granted by member stations to the Canadian Red Cross Society, is truly gratifying.

"During the month of March, your very active participation in our annual appeal does so much to acquaint the nation of our work and to explain the need for support.

"Throughout the year, we are most appreciative of the many broadcasts devoted to the work of the Red Cross both at home and abroad. Your member stations and Red Cross have mutual interests — service to the community and service to humanity.

"On behalf of the society, may I extend to your association our sincere appreciation of your very valuable and respected assistance?"

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
Executive Vice-President
108 Sparks St.
Ottawa 4

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto 5

CAB Member Stations

CENTRAL CANADA (38)
(Continued)

- CFOR Orillia
- CKLB Oshawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines
- CHLO St. Thomas
- CJIC Sault Ste. Marie
- CJCS Stratford
- CKSO Sudbury
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Windsor
- CKNX Wingham
- CKOX Woodstock

PRAIRIES (23)

- CKX Brandon
- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CKDM Dauphin
- CFRN Edmonton
- CJCA Edmonton
- CFAR Flin Flon
- CFGP Grande Prairie
- CJOC Lethbridge
- CHAT Medicine Hat
- CHAB Moose Jaw
- CJNB North Battleford
- CKBI Prince Albert
- CKRD Red Deer
- CKCK Regina
- CKRM Regina
- CFQC Saskatoon
- CKOM Saskatoon
- CKRC Winnipeg
- CJOB Winnipeg
- CKY Winnipeg
- CJGX Yorkton

PACIFIC (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



If Murray Brown and Doug Trowell hadn't been in Toronto at the Radio Golf Do the day I had to speak to the London "Optimists" last week, this would never have happened. But they were, so here 'tis.

Bob Reinhart, CFPL's program director, started the ball rolling, and, at my earnest behest (though I hadn't met her yet and shudder to think what I might have missed) brought in the station's promotion Jill, Dorothea (Red) Belcher.

When CFPL goes on the air November 30 (1953 I guess) with a completely TV staff of fifteen men, women and Bob Reinhart, all but one will be from CFPL radio people. The exception will be Tom Ashwell, who never worked for CFPL, but was in radio at CJCS, Stratford. On his own hook, Tom is starting a course at Ryerson, and when he emerges he will take over as one of CFPL-TV's audio-camera men.

This station, which will be Canada's first private TV station to hit the air — they keep telling me — is determined to let radio and newspaper personnel from its CFPL and London Free Press have the first crack at the TV jobs.

The reason for this, I learned, is that top management feels that loyal employees rate whatever breaks become available, and also that through their radio and newspaper experience, they have a sound knowledge of the combined talents of advertising and showmanship which go to make up the peculiar business of broadcasting, whether by radio or television.

Among people who will be diverted to TV from the company's other spheres of activity, will be two TV production directors. One of these is Jim Plant, an erstwhile CFPL music librarian, who has consistently persisted in getting in the hair and toupés of radio producers, writers, announcers, operators and anyone else he could think of, in his attempts to find out what made a program perk.

Kevin Knight, CFPL's chief operator, who will share the TV producers' love seat, came into radio the hard way as transmitter operator. Kevin's progression, from transmitter to operator to production department to chief operator and now to TV production, testifies to the station's sincerity in its internal promotion policy.

Ron Laidlaw, who will have charge of the filming department, comes into TV from the newspaper, where he has been a photographer. He got the inside track on movie making while he was serving with the RCAF, and has continued pursuit of the craft since, as a hobby.

Other appointees are Murray Brown, Bob Reinhart and Glen Robitaille,

who will triphibialize between AM and TV (oh yes, and FM) in — respectively — management, program direction and engineering.

Bill Nunn will move from AM to TV studio engineer. Bob Elsdon will shift from radio to TV sales. Announcer Tom Booth will continue as a TV spieler, but will also be called an "expediter" who will be charged with such jobs as seeing to it that when the commercial calls for a demonstration of a "Freezolor," some dope won't send over a Soprano Sewing Machine by mistake. Dale Duffield leaves the turn-table for the camera.

By the time this video baby is launched on the air waves, the investment will be \$635,000, with an estimated first year loss of just \$115,000, president Walter J. Blackburn told the CBC Board when he appeared before them. So three-quarters of a million is the comfortable round sum initial capital. Much has been said in the past about private enterprise being willing to risk the large sums to start TV at no expense to the public. Here is Case History 1, Chapter 1.

If the Men from Mars were scheduled to invade Tibet this afternoon, Kate Aitken would just naturally be on hand to meet them, with a tape-recorder, for tomorrow's Tamblin, Good Luck Margarine or Lipton's radio program. This being the way it is, Good Queen Bess II won't have been a bit surprised when she found "Radio's Flying Mrs. A.", white ermine, tiara and all, in a prominent seat in the Abbey for the Coronation.

How she got there is quite a story, starting when her TCA plane landed at Heath Row, in North London, Saturday afternoon.

Archie MacTavish was there to meet her. Not an Oriental potentate with a turban and a harem, nor a sceptered Earl, Archie was a former Glasgow policeman, now turned courier, with a motor bike and side car to prove it.



Archie was the way Kate spent Coronation week-end seeing London sitting down (in the side car). They covered the whole London scene, talking to people who sat and waited for the historic moment, a day, a night and into day again. The youngsters she is talking to in our picture are waiting in front of Canada House, using each others' backs as pillows, as they pursue their studies, her's a French novel and his a Greek tragedy. Kate set out to interview all the people who had come to

(Continued on page 4)

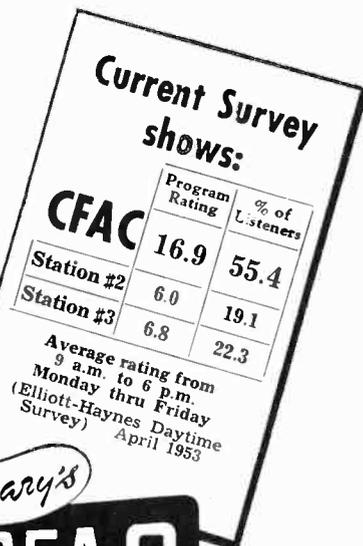


If you want a real* listener who **GETS OUT AND BUYS!**

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.

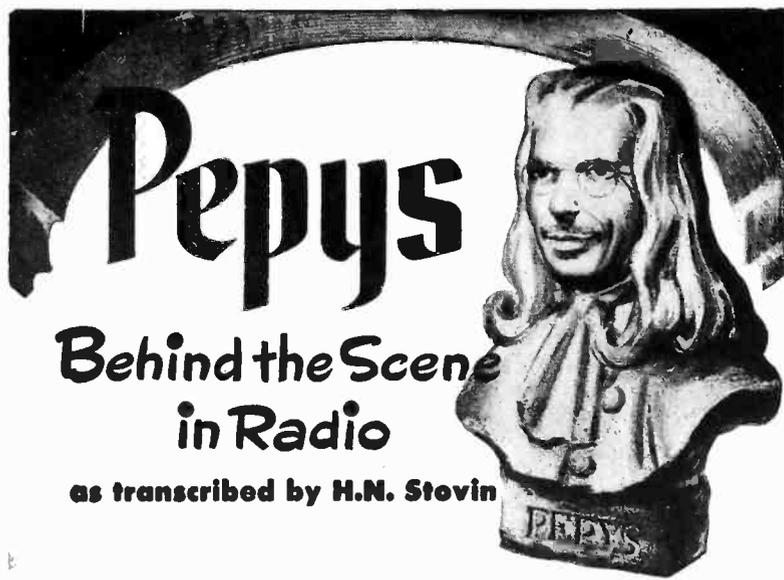
But then, you're probably out for some facts and figures on just how many people listen to CFAC. The current ELLIOTT-HAYNES Report shows that almost triple the number of Calgarians listen to CFAC in preference to any other station. Just look at the chart on the right:



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

* Not just a potential.





as transcribed by H.N. Stovin

"Do solemnly pronounce a malediction on those petulant souls (happily in a very small minority) who did complain that our Coronation was over-publicized. It was the biggest event of its kind that, God willing, will be seen in our lifetimes, and every one of the family of Stovin Stations played a manful part in giving it the joyous prominence it rightfully deserved ● ● ● Jack Radford, CFJR Brockville's alert managing director, now in England for the Coronation and while there making a series of tapes for Shell Oil Company of Canada Limited. He will also visit Paris before returning late in June ● ● ● Another promotion-minded station-manager is Fred Pemberton of CKSF Cornwall, who has been distributing 3-dimensional models of St. Lawrence Seaway scenes to various advertising agencies. Reports are that Bob Saunders has been so caught off-base that Ontario Hydro (reported to have some interest in this project) has telephoned for one of these models, presumably to find out what they are doing about this major project! ● ● ● CFOR Orillia also moving territory around, in a way all their own. Their recently inaugurated 'Dominion Barn Dance', which is broadcast from coast to coast (to coin a phrase) via the Dominion Network on Saturday at 9 p.m. does feature the 'Calgary Range Riders', which talented group actually did come from the Golden West ● ● ● So, with Radford moving the Coronation's Full and Jubilant Record to CFJR, Pemberton Calmly Knocking Saunders Flabbergasted for CKSF, and CFOR bringing Calgary's Finest to Orillia Regionally — there is always something doing on those proven Stovin Stations."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Member of Radio Station Representatives Association

OVER THE DESK

(Continued from page 3)

London to see the Coronation procession, and thanks to Archie, she nearly did. Also she squeezed in a side trip into the country to see how they were celebrating the great day on the Village Green.

Come Tuesday morning, Archie was waiting at her door step at 6.30. Mrs. A. found him there when she got back from a solitary excursion to take some snaps (with Tamblin's "620 Brownie") of the Canadian troops and others who were tented in the park around the corner.

To enable her to bounce around with Archie in the side car until the last possible moment, and also, I would imagine, to prove to herself that she hadn't lost the old touch, Kate had wangled a permit to enter the Abbey late for the ceremony. (They insisted she arrive before Her Majesty though). But the problem was changing into her State clothes.

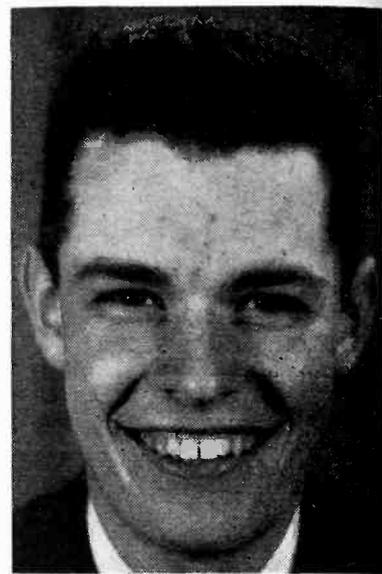
All morning she'd been gadding around in her somewhat beaten up and ringing wet travelling suit, with the Coronation gear strapped to the side car.

Fortunately Archie knew a guy in one of the coal rooms in the Abbey. So with minutes to spare, she spread some newspapers on the floor of the cellar, did her quick change with the help of Archie and his coal room pal, who zipped her up the back, shook out her ermine cape and planted the tiara on her head at exactly the right angle, just like the best Parisian ladies' maids.

At 10.10 our Katie swayed majestically into the Abbey, to take her seat with the other great ladies.

Lorne Greene is now offering for sale what someone at CBS described as "the watch the industry has been waiting for". Greene invented it some years ago, and now has contrived to get it put into production by a Swiss manufacturer. It is chrome-plated, dust-proof, non-magnetic and has a lever movement. The main feature is that you set it for a 14 minute and 40 second (or other program) period, and you can tell at a glance how many minutes and seconds of the period are left. It sells for \$49.50, and Greene is offering it "direct".

Associated Press gets the silver-plated thunder mug for the story of the Coronation. A woman listener rang a station during a June 2 broadcast. She wanted to know who was the star who was playing the girl!



This is the smile that popped up every once in a while to haunt delegates at the CAB Convention in Montreal last March. It is worn by Johnny Holden, son of CFRB's commercial manager, Waldo. Next week it will frighten the natives of Barrie. All of which means that Johnny H. is breaking into radio (headed for sales and publicity it says here) with Ralph Snelgrove, who says that if you can do it for your friend Foster's Billy Hewitt, you can do it for Waldo Holden's Johnnie.

If you happen to be interested in a nice six-room brick house in a pleasant part of suburban Toronto and have about \$4,000 handy, I would suggest you contact Tjuk Tudor at the Horace Stovin office (EM. 3-9184) for the gen.

And that cleans off *The Desk* for this issue. Buzz me if you hear anything, won't you?

Advertising SALESMAN

Western Ontario radio station has an opportunity for an experienced advertising salesman. Must be a self-starter. Position offers excellent working conditions plus good remuneration for the right man.

Box A-168
CB & T 163½ Church St.,
Toronto



THE NEWFOUNDLAND STORY

... within the past 36 months ...

- Domestic Power Consumption up 103%.
- Commercial Power Consumption up 89%.
- Car Sales up 358%.
- Home Construction up 568%.
- Retail Sales up over 80 million increase first quarter.

All surveys show CJON with more listeners than all other NFDL stations morning, noon and night . . . plus more local business than all others combined.

CJON 5000 WATTS
DAY & NIGHT



CANADIAN BROADCASTER AND TELESCREEN

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
EMPIRE 3-5075

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Vol. 12, No. 12

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

June 17th, 1953

Whither TV Now?

The question of TV and its many ramifications has been kicked around so much that possibly it might be a good thing to sit back and take stock of the situation as it is today.

At long last, in 1951, our slow-motion government put the rusty wheels in gear, with the result that last fall, long years — decades in fact — after Britain and the United States had flicked the first switch, television came to Canada, or rather to Toronto and Montreal, with the establishment of government-owned television stations in those two cities.

At first the government announced that it was its policy to develop TV as a publicly-owned system, and that private enterprise was out of luck. Then the powers suddenly realized that a publicly-owned television system would have to be paid for, not just in Toronto and Montreal, but all over the country. They realized that a publicly-owned enterprise has to be national in scope. That is to say, it has to reach the whole country, not just certain choice, selected spots. It came to them at last that areas where CBC stations did not reach would not be very happy about having to pay for the TV programs enjoyed by the people of Toronto.

. . .

It presented quite a problem. The fantastic cost of television loomed up to make it impossible for the government to undertake the establishment of stations anywhere but in the large metropolitan centres. They decided upon these six: Toronto and Montreal, Ottawa, Halifax, Winnipeg and Vancouver. Then they had to justify collecting the cost of operating these stations with taxes from places where they did not feel it would pay them to operate stations of their own.

They hit upon an ingenious idea. They decided to carry through their original plan to monopolize the major markets, but to let private enterprise into the picture in smaller areas. They opened the door to some of the private radio stations, graciously allowing them to start their own TV stations on a private enterprise basis, but with one proviso. Before the CBC would recommend their applications for licenses, they had to undertake to carry some of the CBC's television programs, whatever their nature might be. (In Toronto, where CBC-TV has to compete for audience with Buffalo, surveys consistently show that Buffalo has the lookers by about five to one).



What it amounts to is that when the new private stations go on the air next winter, some CBC programs will come onto TV screens on private stations' channels. Doubtless the CBC will get the credit. At any rate it will get the loot from the coffers of the tax collectors. Actually though, the public will be paying these taxes to no particular purpose, because they will be broadcast over private stations which will have no share in the millions the public will donate to the CBC, but derive their incomes solely from the advertisers who buy their programs.

. . .

The private stations which have received TV licenses won't rock the rafters with their cries of "hear! hear!", when they read this blast at the undemocratic behavior of the government in bull-dozing the people on the TV question as they have. They have a license! We envy them! We congratulate them! We wish them well! We shall be around to sell them advertisements in our paper! But, none the less, we disapprove of the government's way of handling it and would be hypocrites if we didn't say so.

The government is wielding a double-edged scimitar. Where it is profitable, it is for the good of the people for the CBC to have a complete monopoly. Where it is not so profitable, the public weal demands that private enterprise be let in. This situation is making a great many people all over the country extremely angry right now. With an election in the offing, it is to be hoped these people will declare themselves to their members of parliament and those who hope to be members.

An Editorial That Worked

Radio's rights to a place in the sun, alongside the printing press, got recognition recently from the Barrie (Ontario) Council, which had been using an old by-law as a technicality by which to exclude press and radio from some of its meetings.

CKBB launched a campaign on the air with the result that, as was related last issue, reporters, both press and radio, may now write up council meetings in far greater detail than before.

This graphic example of radio editorializing at work should hearten those broadcasters who feel it is a good idea but don't quite know where to begin.

If this case in point is any criterion, a cause worth championing editorially is one which will improve the lot of citizens in the listening area of the station in question. Far and a way the easiest kind of campaign is one of a negative type, where the editorial writers cry from the roof tops that something is a "dirty shame." This, however, is far from the yardstick for desirable editorializing. Obviously there needs to be a wrong to talk about, but it is equally important to have a formula to suggest as a means of righting that wrong. This is what happens in Barrie's case of the closed council meetings.

It is worthy of note that a burning editorial broadcast over the air was not all that was required to set matters straight. Besides this, CKBB manager Ralph Snelgrove persuaded the council to let him appear before them in a special meeting to present his case.

One other interesting aspect to this story is the fact that the issue was not, in this case, one of radio trying to get the same recognition as the press. In this instance, press and radio were both shut out, and have now, through radio's efforts, both been let in again.

. . .

Spring Outing

About now, come noon, the three businessmen will forsake the crowded restaurants. They will take a paper bag containing sandwiches and so on and drive out to the lake for lunch. They will open their jackets to the warm sunshine, gather grass stains on their business suits, and tell lies to each other about how they were born to the country. Just before going back to work they will solemnly resolve to do this sort of thing more often during the next four months.

They won't be back, of course. Not until next year.

— Printed Word.

Another **FIRST** for **RCA VICTOR**

FIRST privately-owned TV station in Canada
chooses RCA TV Equipment

CFPL-TV in LONDON
to be one of the most powerful TV stations in Canada!



On May 1st, 1953, Walter J. Blackburn, President and Managing Director of the London Free Press Printing Company Limited, signs contract for RCA Victor TV transmitter and equipment. With him seated are: H. R. Davidson, QC, left, solicitor and K. G. Chisholm, RCA Victor Sales Engineer. Standing: Glen Robitaille, left, CFPL-TV Technical Director and Murray Brown, Manager of electronics division, The Free Press Company, London, Ont.

***FIRST** of The Privately-Owned Stations

Yes, CFPL-TV has chosen an RCA 10 kilowatt transmitter and huge 12-bay antenna providing an effective radiated power of 117 kilowatts.

In addition to transmitter and antenna, other RCA Victor TV equipment includes twin steatite coaxial line, monitoring equipment, test equipment, field camera and film projection equipment.

The big day will be about November 1, 1953, when

the newest and one of the most powerful TV stations in Canada will be in operation... using Canada's finest TV equipment... RCA Victor.

If You are Planning a TV Station

call in your nearest RCA Victor Engineer. He can be helpful at every stage of planning from the preparation of briefs to the training of technical personnel. Or write direct to Engineering Products Department, RCA Victor Company, Ltd., 1001 Lenoir St., Montreal.



ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR
COMPANY, LTD.

MOST FAVOURED AROUND THE WORLD IN TELEVISION

Hallifax • Montreal • Ottawa • Toronto • Winnipeg • Calgary • Vancouver

Verbatim

FIRST, LAST, ALWAYS—GET THE FACTS!

The profession of advertising is getting older every year, but I can't say that it is becoming more of a science as it moves along. And this should not be so.

Why is it, for example, that year after year the advertising manager must constantly be on the defensive to justify his budget? I'll tell you why: Because advertising is still treated as the result of sales, not the cause of sales.

There is a lack of concentrated attention in advertising to solving our immense distributive problems. Does advertising have all of the facts on potential consumer markets in order to create demand at a profit? Too many of us hope to resurrect the old, moth-eaten tricks, dust them off, and use them — all over again. But these may not be sufficient to keep us out of trouble.

Many advertisers today are unable to see the forest for the trees. And in this instance, the trees are often the reports and research of agencies, media and our own sales departments. It is well-nigh impossible to be objective about yourself and your work. Granted that the long-term interests of the ad-manager, the agencies and media are all the same, in many cases the short-range objectives are diametrically opposed. To be truly objective, reports and research should be done by an impartial group, and ad-managers, agencies and media will find that their mutual effectiveness will thereby be greatly increased.

Because we have not recognized this fact, progress has been much slower than we can afford for the next few years.

Another problem: For many years the general consuming public has felt that a disproportionate share of the cost of its product was due to advertising cost. Has advertising attempted to correct this notion? The makers of Old Gold cigarettes did it the other day when they said advertising cost is approximately 2/5 of one cent on a package, and this is 60 per cent less than forty years ago.

Every advertising man should have his own set of such facts.

We have not recognized the diversity of interests among the advertising manager, the agency and media. Their separate research on a project are aimed in all directions, and too

Condensed from an address by F. W. Mansfield, director of sales research for Sylvania Electric Products Incorporated, New York, to the Association of Canadian Advertisers during its annual convention at the Royal York Hotel, Toronto on May 5th.

much research doesn't prove anything in most cases.

Many of us recognize the importance of media research, and much valuable data is available. But here again, you'll find that, understandably, the data tends to favor the medium involved. This is especially true in the radio and television fields today. These media conduct their own research, and therefore it is of limited value because it lacks objectivity.

Please bear in mind that this is not criticism of the media. I am merely saying that none of us can be relied upon to evaluate the merits of our own philosophy. We manufacturers are no exceptions: If you want to know what is wrong with our product, do not ask us; ask our competitors.

In the area of the advertising message, little or nothing has been done. For example, most of us know very little about the impact of the messages we try to deliver to the public. Frequently what we intend to say is misinterpreted.

Another important problem — probably the most important — is money. How much, for instance, should be spent on advertising and promotion in a given situation. What do we get for that money? I am very enthusiastic about the possibility of making progress, but this is an area in which we will have to be extremely patient.

In the absence of facts of our own, we who have to prepare advertising budgets have remained on the defensive. We have let the other man choose the battleground. We have resorted to the superficial argument rather than the fundamental one. I just hope we can solve the problems before any future recession, because if we don't, advertising will again be treated as the result of sales.

A food company that lends itself nicely to direct-mail campaigns has conducted these campaigns for quite

a few years and with evident success. However, it was never shown by any factual data that the direct-mail campaigns contributed to the financial success of the company; the ad-manager and management just thought advertising was a good idea.

One year the company took a financial beating. The immediate reaction was to cut the advertising budget by one million dollars. The

advertising manager was non-plussed. He consulted a research expert and found that, in a house-to-house audit, it could be shown that the households affected by the campaign bought the product, showing a profit of \$1.5 millions more for the year than in the households not receiving the literature. In other words, \$1 million of advertising brought the company \$1.5 million of profit.

Obviously the ad-manager now thinks that this research man is his friend — he got him back his budget. My premise is that had the researcher found just the opposite, everyone (Continued on page 8)

CHFA

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

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

CKCV listeners become buyers

1000 WATTS 1280 K.C.

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

CKCV
QUEBEC CITY

to Sell B.C.

LEVER BROS. 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

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

VERBATIM

(Continued from page 7)

should have been equally happy, including the ad-manager. Supposing the facts had uncovered a situation whereby the \$1 million advertising had created only \$500,000 of profit. The discontinuance of the advertising would have created for the company exactly the same fundamental condition as the opposite. Everyone should have been happy, including the ad-manager.

The object lesson here is to get off the defensive and into the offensive with facts. For management, be prepared with data you can prove as being reliable, and whether the data is positive or negative to your particular case, you can be sure that management will think more of you for presenting it. You'll be building with bricks, not straw.

Most economists admit that advertising is useful in telling the merits of new products, but go on to say that thereafter advertising merely shifts a customer from one brand to another and does not increase the

total market. Advertisers have failed to recognize that advertising as a whole is not under attack; it is just a part of advertising. They have done very little to eliminate the unfair practices which have resulted in over-all criticism. Advertisers have failed also to discover a statement explaining what true economic function is performed by competitive advertising.

What is the true function of advertising? Our clue is the object lesson about the food company cited previously: Advertising is good which creates for the advertiser more gross income (more marginal balance of profit) than the cost of the advertising which permits the advertiser to deliver the extra income. To the extent that the advertiser can defend his appropriation within this definition, the advertising budget is no longer subject to attack. If we really believe this, then appropriations should be increased and merchandising pressure stepped up when things get tough.

But the advertising budget should be considered as something more than just in fixed relationship to sales. We should treat it more in terms of its objectives, and the cost of attaining those objectives. If every time we spend one dollar on advertising we get \$1.01 of tangible results, we should continue advertising until we reach the point of diminishing returns. If we are spending \$1.00 and getting back only 99 cents, it should be stopped until we learn to get \$1.01.

We must not minimize the difficulties of the problems. But let us not concede that advertising problems are insoluble. Most of the progress that has been made in this world has

resulted from activity by people who are ignorant enough not to know that something could not be done. Don't rely on media to tell you where to advertise; they are not disinterested. Don't rely either on your agency to tell you how much to spend; they want to make a living just as much as you do. Don't try to solve your problems on the basis of logic alone. You need facts, and don't accept "research" without appraising it critically.

The effectiveness of advertising can be measured at numerous levels of penetration. These levels for printed media are:

1. A statement of the number of people who have access to a magazine, or newspaper "raw" circulation figures.
2. The number of people who have leafed through a particular magazine or newspaper to the extent that they qualify as "readers".
3. The "readers" who have actually seen the ad which was inserted in the publication under study.
4. Those qualified "readers" who saw the message and received from it some measurable impact or impression.
5. The impact was such that at least the name of the advertiser or the trademark was impressed upon the reader's mind.
6. The reader has associated some sort of message with that name or trademark that could be: favorable, neutral or unfavorable. In turn, that message might be: the message the ad was intended to convey; something similar to what was intended; something entirely different.
7. The duration of the impact was such that it lasted until the reader was motivated to purchase the product.
8. The impact was useful in that the audience representing the best potential market was influenced to purchase the advertised brand when the time came to buy a product in that line.

What we really want to know is Step 9: The percentage of the potential market motivated to actual purchase is sufficiently great to justify the money spent in the advertising. We probably will seldom get that far in our analysis.

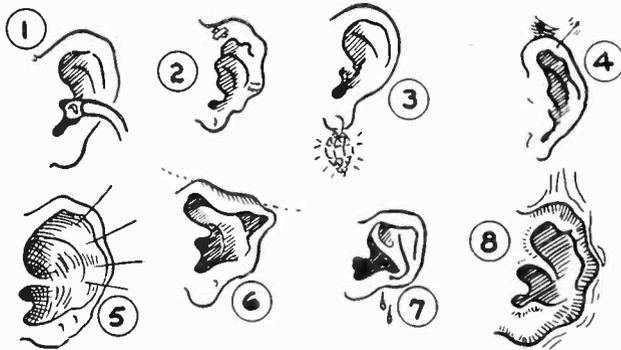
On the other hand, the closer we get to it, the better we are doing our job of helping our advertising and promotion people to solve their problems.

Look to the Leader!



Mobile Merchandiser
 See Page 18

HOW'S YOUR **EAR-OLGY?**



CAN YOU IDENTIFY THEM?

NOTE: Each day more than 211,000 ears listen to

CKSF

CORNWALL

"THE SEAWAY CITY"

- () Baby's ear
- () Henpecked husband
- () Sweet young thing
- () Pugilist's ear
- () Gossip's ear
- () Man-about-town
- () Doctor's ear
- () Philanderer



REPS: HORACE N. STOVIN & CO., TORONTO and MONTREAL
 JOSEPH HERSHEY MCGILLVRA INC., U.S.A.

You can't cover Simcoe County without CKBB BARRIE

REPS — PAUL MULVIHILL TORONTO
 RADIO TIME SALES MONTREAL
 ADAM YOUNG U.S.A.

A similar structure of the levels of penetration is adaptable to radio and television.

- A. The ownership of radio or TV sets.
- B. The sets in use at the time of the broadcast or telecast.
- C. Those sets actually tuned to the program.
- D. Someone is actually giving some attention to the program.
- E. Those listening also give some attention to the commercial.

(From this point on, degrees of penetration follow the pattern similar to that set forth for printed media, starting at Step 4).

Here are some other hints: Define your problem. What are you trying to accomplish?

Set up some impartial body to evaluate the cost of attaining your objectives and your degree of success. Divide the cost by the tangible

results and get a cost per unit of the effective results obtained. If they cannot get more profits for your company than the cost of getting them, say: "We shouldn't continue this type of program any longer". Be courageous. Find a few areas that really justify a budget cut and earmark that money for more fact finding to further increase your profit. Set aside part of your budget for fact finding.

Put your agency and media on notice that you are interested only in facts, prepared and vouched for by impartial sources. Encourage them to set aside part of their funds for such purposes.

Last, give your own problems to people within your company who do not have an axe to grind. Very few people are capable of keeping score of their own progress. Get your work done by people who have scientific temperaments — not necessarily artistic. Get people who are interested in getting facts rather than just proving a point.

Warner had been "carved out of the being of Duane Jones Co. Inc.," and that in doing so the defendants had "breached fiduciary duty", regardless of any reason they might have had to object to the attitude and behaviour of Duane Jones.

Among advertising and legal circles here, the case is regarded as setting an important precedent. Its ultimate disposition is expected to wield far-reaching effect and, according to Duane Jones, dampen the ardor of employees intent upon building their own advertising agencies by "pirating" accounts of the agency employing them.

In Canada, there has never been a similar case, as far as is known. While this case and its ultimate ruling will have no great legal significance in Canada, lawyers associated with the advertising business are inclined to consider the verdict as "interesting".

cjcs
SELLS
in
Stratford

GROWING with Central Alberta

We'll
soon
be
shouting
with
1000 WATTS
from a
preferred
position
on the dial

One more reason why you should use

CKRD

RED DEER

Watch for our big announcement

Still 1230 on your dial

International

U.S. Court Holds Account Piracy Illegal

New York — In a split decision, Appellate Division of the New York State Supreme Court found ten former employees of an advertising agency guilty of conspiracy last month for attempting to walk off with \$5,500,000 of the agency's business over a year ago. The Appellate Court verdict, split three to two, upheld a jury verdict handed down in State Supreme Court last October and awarded Duane Jones Company Inc., \$300,000 damages for alleged pirating of the agency's business.

It was charged that the defendants — Scheideler, Beck and Warner and seven others, all former Duane Jones' executives — had attempted to force Jones' resignation as chairman of the board of Duane Jones Company Inc. When he refused, the prosecution claimed the defendants left the Company and tried to take with them half of the major accounts, whose total billings came to over \$5,500,000. Original charges involving Frank G. Burke, treasurer of Manhattan Soap Company and Robert Hayes, formerly president of the Jones' agency, were dropped, the court ruling "they did not benefit from plaintiff's dismemberment".

A further appeal will be undertaken announced Joseph Scheideler, head of the newly-formed agency, following the verdict.

It was the court's view that the new agency of Scheideler, Beck &

Why Rimouski?

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

82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 74,310

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

ANOTHER PROVEN STOVIN STATION

to Sell B.C.

KELLOGG'S
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

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St.,
Hull, Quebec

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

*Over 100,000 French-speaking
Canadians.

Sponsors

EVERYBODY BUYS BY RADIO

By Tom Briggs

What can and does radio sell? Ask a hundred people that question and almost an equal number of answers will be forthcoming, ranging all the way from a sceptical "hmp" to an unqualified "everything!". Or so it is said.

But look at it this way. The sponsor at the local level, to whom an advertising dollar is relatively a lot of money, has to make his radio program — if indeed he has one — pay. Ask him, then, what radio can sell. Or better still, find out what he is able to sell successfully.

Here, undoubtedly, you will find many of the answers, gathered from Mr. Local Advertiser from coast through to coast, from big city and rural community, from northern oil fields to southern "canyons of business".

Take department stores for example. In Calgary recently, the Hudson's Bay Shopping Hostess, a women's program that started as a wartime measure, marked its 3,120th broadcast on CFAC. It takes ten years to build a record like that.

The program was originated to supplement the store's space advertising, but during the war years when newsprint was hard to get and newspaper advertising space was rationed, *Shopping Hostess* grew in importance as an emergency measure. At that time it was largely institutional and carried aids to the wartime homemaker, such as ways to

stretch foods, save clothes and renovate.

When peace came, the format changed and now the CFAC feature has a definite role in the Hudson's Bay Company's overall merchandising plans.

The company runs its own show. A member of the advertising department — always known as Dorothy Hudson whoever she may be — is solely responsible for planning and voicing the show. Each day, except Sunday, she produces a program from the Company's studio within the store, acting as the "Bay Personal Shopper" to each listener.

Where's the proof of the payoff? Well, this store now has a good-sized mail-order department handling a lot of business, and it doesn't print a catalogue. Therefore major salesmanship credit is given to the broadcast version of personalized shopping service.

"Listeners look forward to the daily half-hour of *Bay Shopping Hostess* for up-to-the-minute news from the fashion world and latest tips on foods and news items", according to Dick Tregillus, CFAC's promotion director. In going on to explain the appeal of the program, he points out: "They also like to listen for public service announcements which deal with happenings in their own neighborhoods".

"During its past ten successful years the keynote of the program has been flexibility", he said, "and it is now promoting 'The Bay's' Calgary store on a long-term basis with institutional messages, as well as getting fast buying response on individual items that get stressed".

So much for a large department store. There is evidence that the same thing can happen in the smaller, or five-cent-to-a-dollar, store too.

Shirreff's in Kelowna is one of these. This store sponsors a weekly half-hour children's show, called *Kiddie's Corner*, over CKOV, in which the main personality is "Friend Freda" who acknowledges birthdays and spins the discs most appealing to children. And quite often a children's story will be told by "Friend Freda" in reality Fred Weber, the station's chief engineer who likes to create some of the sounds he sends out once in a while.

This program is taken seriously.

It doesn't stop at just acknowledging the birthdays of its young listeners as they happen to come along. The sponsor has worked with the station on compilation of an index system of close to a thousand names which makes it possible to mail a special Shirreff's birthday greeting card just before each birthday is due.

Of course, prior to Christmas, Shirreff's pattern of children's programming is speeded up. Each day for 10 days the store sponsors a 10-minute show during which nothing but letters to Santa Claus are read.

Corny? Store manager Crete Shirreff doesn't think so. He says: "The best form of advertising we have ever done. Every Saturday is holiday for us".

And CKOV's assistant manager Denny Reid adds: "This has been our most successful children's program, one which draws mail from all over the Okanagan Valley".

Ever wonder about nude mannequins in a store window? In Saint John, N.B., a little over a month ago, one store had windows full of them and it wasn't really the store's fault.

What happened was that Manchester Robertson Allison Limited, this city's largest department store, gave CFBC the "go-ahead" to air 35 spot announcements in one day, calling listeners' attention to a "truly fantastic suit sale"; complete women's ensembles, 300 of them, were to go for \$15 each.

Next day, exactly 50 minutes after the sale began, the cupboards and mannequins of the women's suit department were entirely bare.

CJAV at Port Alberni is still talking about the turkeys it sold last year.

Woodward Stores Limited advertise regularly with the station and decided to use three spot announcements to publicize the fact that they had 56 turkeys in their food department.

Next day they were all sold in 35 minutes.

Some say real estate has to be seen to be sold. Joseph Shields, a Whitby, Ontario realtor believes that radio advertising helps, though. He uses regular flash announcements over CKLB, Oshawa to attract prospective clients. Other "birds of a feather" on the same station are

NOW BUILDING



SUDBURY

Test Pattern by October 31st, 1953

Regular Schedule, December, 1953

The spotlight is on Sarnia

CANADA'S FASTEST GROWING MARKET



Sarnia Was Staggered but ITS BOUNCING BACK

We were stunned when the tornado struck, and shocked as we announced the horrible details to the whole country four hours later. We were also warmed as help came from near and far, and proud to broadcast the great story of a wonderful people rebuilding our city. And don't ever forget that this community is still in business. In fact, as never before, the spotlight is on

SARNIA
and at its core is

CHOK

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



—photo by Lorne Burkell

THE HUDSON'S BAY COMPANY'S Personal Shopper, known as Dorothy Hudson to listeners but in reality Miss F. Thorpe of "The Bay's" advertising department, and CFAC announcer Don McDermid, discuss merchandise on the *Shopping Hostess* program over CFAC, in the above photo. They are seen in the famous department store's own radio studio. On the air regularly for the past ten years, this program is credited with building a large mail-order business for the store, since it doesn't print a catalogue.

McAuley Real Estate, of Oshawa, which has been successful with a quarter-hour segment of the Saturday night "old-time" show; and Bernice H. Patrick, another agent who uses regular flash announcements to supplement her regular quarter-hour program of light music.

consists of a regular panel of local personalities and a guest following a 21-question routine. Panel members include Elsa Park Gowan, radio writer; Dr. Maury Van Vleet,

Then there's Alex Smeniuk, the "flying auctioneer", who sponsors four half-hour broadcasts a week over CFRN in Edmonton. Alex sells used cars, farm machinery, airplanes and has a large used equipment lot in the city. He also conducts sales throughout the area when the showman spirit moves him. And just to round out his activities he's a recognized agent for new Ford cars, trucks and farm machinery.

Two of Alex's auto sale programs are designed to appeal to the Ukrainian and central European listeners in the area. One is his *Music of the Ukraine*, with all commercials and announcements in Ukrainian, and the other is *Memories of Europe*, in which Gaby Haas, a renowned European disc-jockey, performs. Both half-hour programs are heard on the same evening, Haas immediately following the Ukrainian songs.

On Tuesday nights, Alex has his band stand program on the air for a half-hour. This, as well as his Saturday afternoon *Town and Country* show, is made up of popular recordings.

Another of CFRN's major local productions — one which has just been renewed by the sponsor for a second season — is the *21 or Bust* show of Canadian Bedding Ltd. It is now being carried by four other Alberta stations.

An animal - vegetable - mineral show which borrowed its format from the famous *Twenty-Questions*, it

director of physical education for University of Alberta; Dr. Merv Huston, professor of pharmacy, also

from U. of A.; and Manny Panar, a high school student. Joel McCrea, a (Continued on page 12)

**FOR SURE FIRE
COVERAGE
THAT
BUILDS UP
DIVIDENDS**



The only
5000 watt station
in Quebec City

CHRC reaches 250,000
radio homes in a
29 county area

REPRESENTATIVES:

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

**CKBI Market
is
Still Growing!**

1953 building
will include:

- ★ Prince Albert CNR Division \$3,450,450.00.
- ★ Prince Albert Brewery expansion \$500,000.00.
- ★ New Prince Albert Medical Building \$300,000.00.
- ★ Housing \$3,000,000.00.

Start those 1953 campaigns
in the CKBI Market Now!

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS



REMEMBER — The economic life of Saskatchewan revolves around Agriculture.
REMEMBER — Dealers focus their sales efforts on the Farmer.
So REMEMBER — To pre-sell your merchandise to these First Families of Agriculture — and get economic coverage of the Prairie West — Use Saskatchewan's FIRST station.

CKCK REGINA

Representatives: All-Canada Radio Facilities

1273
copies
of
This Issue

of

**CANADIAN
BROADCASTER
&
TELESCREEN**

went to

**National
Advertisers**

and their

Agencies

in

Canada

and

the U.S.A.

SPONSORS

(Continued from page 11)

local business executive, moderates the program, which originates from the stage of Edmonton's Capitol Theatre.

Butcher & McLennan Ltd., is an insurance concern in Nanaimo which grabbed at an idea suggested to it by CHUB. Now, every time a fire occurs in CHUB's listening area, a spot announcement for this firm immediately follows the broadcast of the news story of the fire. The announcement states the amount of damage done by the fire and whether the premises were insured.

Virtually everything has been sold on *Let's Swap* over CFOR, Orillia.

This program was started over five years ago when the number of people contacting the station to get in touch with others who might want to sell, rent, buy or swap all kinds of things from birds to cars, reached the point that it had to be organized.

So *Let's Swap* was given a five-minute, early afternoon period in which private individuals, for a nominal fee, could offer or seek the articles they wanted. From the beginning it has been swamped with requests; farmers have bought and sold countless pigs, cattle, horses, cords of wood and tons of hay, while the city folk have rented rooms, bought houses, washing machines, found wallets and retrieved prized cats.

And now it's believed *Let's Swap* has made history by being the first program of sponsored announcements

to be sponsored. Listenership to the program is so high that a local merchant decided to sponsor the show.

Services such as pattern shops, machine shops, metal laundries, welders and millwright crews aren't the easiest things around which to write interesting radio copy and CHML admits it. Subjects such as grey iron, semi-steel and aluminum castings could easily make dull listening after a while. But they haven't yet for the McCoy Machinery & Foundry Company of Hamilton.

This company has sponsored a daily, 6:30 a.m. newscast and a Sunday afternoon program on CHML for the past three years that have proven that a special audience can be reached for the most mundane merchandise.

Stafford Habberfield, the station's

The **MARITIME MARKET**
and
CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

"The sturdiest of all advertising measurements is penetration-per-skull-per-dollar-of-cost".

J. P. Cunningham, President
American Association of
Advertising Agencies.

In the Maritimes, sincere application of this proven formula will lead astute advertisers to the use of "CFCY — The Friendly Voice of the Maritimes".

Nearly 50% of Maritime Radio Homes, Population and Retail Sales are in CFCY 50% BBM Area.

BBM — Day 156,380 — Night 149,320

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

promotion and merchandising director, thinks: "Perhaps combining the unusuals is the answer, for the Sunday afternoon feature is definitely of that nature — Paul Hanover is the emcee who interviews a different senior Hamiltonian each week".

In Moncton, CKCW has been selling flowers for years for Ray Fraser, Florist of Distinction, through the Sunday afternoon program, *A Bouquet To You*.

Five large brokers of the Toronto Stock Exchange have co-ordinated their daily programs of stock quotations over CKFH for maximum effect. Sponsoring five five-minute stock quotations a day on this station, each broker sponsors a different period each day. They include Moss Lawson & Company, Playfair & Company, Doherty-Roadhouse & Company, J. H. Crang Company and Hevenor & Company.

Starting at 11 a.m., CKFH's program director, Bob Pugh, compiles and airs the market trend and latest quotations of the leading gold, oil and uranium and steel stocks. The broadcasts include price changes made within ten minutes of air time. Final broadcast of the day is at 7 p.m.

There is such a thing as a non-commercial sponsor. CKOK in Penticton has had one — it's public.

When the Penticton hockey team — the "V's" — travelled east to compete in the Western Canadian championship round and, later for the Allan Cup against Kitchener earlier this year, none of CKOV's sponsors could undertake to cover the expense of broadcasting the out-of-town games. Announcing and operating costs weren't the problem because CKOK was willing to donate the services of its two regular men along with the air time. But wire line charges for all the games from Fort William and Kitchener would come to about \$7,000, maybe more if the two series went the limit.

When the station put the difficulty before the people of the South Okanagan district, \$3,000 was collected in 48 hours, enough to enable them to hear the series from Fort William. A couple of weeks later, when happy Pentictonites knew that their team would go on to play against Kitchener, they dug down again, this time coming up with the necessary \$3,600.

In all the people sponsored 11 hockey games for themselves, and although their team didn't win the

Cup, it came home as Western Canadian senior amateur champions, and the folks who listened on their radio feel the expense was worth it.

Announcers at CFOS, Owen Sound are very much frightened of one of the station's unusual sponsors of spot announcements. But the spots continue to be aired year after year. The trouble isn't so much with the advertiser, Mrs. Biggar, but lies more in the fact that the product she sells is budgie birds.

Mrs. Biggar's Budgies continue to be sold over CFOS, and not an announcer has yet made the obvious slip.

Is there, then, anything which can't be sold by radio? That is more difficult to answer for, you see, no one is trying not to.



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service at Radio Artists Telephone Exchange

DID YOU KNOW THAT



Even our Dept. of Sanitation Recommends Using

CKCL
TRURO, N.S.

When you really want to clean up, contact

OMER RENAUD & CO.
Toronto or Montreal Today

JUNE 2nd — Coronation Day
— CFQC's "Double Dekkers" Wedding Anniversary



These two, with their early morning (7 to 9) show, average 300 letters a month — and are just one of the ways CFQC keep their listeners and sponsors happy.

Contact — RADIO REPS - Canada
ADAM J. YOUNG, JR.,
U.S.A.



to Sell B.C.

B.C. TREE FRUITS 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

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.



SHERBROOKE, QUE.

The total value of building permits issued in the City of Sherbrooke during 1952 topped all records — well over 8½ million. Our two stations — CHLT (French) and CKTS (English) cover an increasingly prosperous area, with money to spend. Tell your story over these live, local stations.

Representatives:
CANADA
Jos. A. Hardy & Co. Ltd. CHLT
Radio Time Sales Ltd. CKTS
U.S.A.
Adam J. Young, Jr., Inc. CHLT & CKTS

Television

U.K. IRKED BY U.S. PLUGS

New York. — The BBC's office here was instructed from London last week to make a full investigation and report on the commercial announcements which were used during the telecasting by the American networks of Coronation film, supplied to them without charge by the BBC.

Brought to the fore by press articles which attacked the lack of good taste demonstrated by the American networks and advertisers in their choice of commercials inserted during the showing of the film, the situation is receiving the personal attention of Hugh Carleton Green, the BBC's assistant comptroller of its overseas service.

Green said last week that "there was an agreement that the ceremony in the Abbey should be free of commercials of any kind. For the rest (of the Coronation films) we asked for and received assurance that sponsorship of our telefilms should be on a public service basis".

To Green, "public service" meant that "some big corporations would sponsor the program in a dignified way without stressing the advertisement of their own products. I don't know yet to what extent the agreement was broken", he said, "and I don't know what action, if any, we shall be able to take".

"But if the evidence is black", he warned, "we shall at least be able to tell the Americans what we think."

Some American newspaper columnists and U.S. correspondents for British papers, all of whom saw the televised version of the Coronation, expressed concern over what one termed "outrageous behavior" by advertisers.

One British newspaper claimed that an American station "introduced a chimpanzee for advertising purposes during the showing of the Abbey service" and charged that another station "cut in to publicize a deodorant just before the Queen received her Bible".

Some British newspapers picked up the published remarks of Jack Gould, radio and television critic of the New York Times, and displayed them as

further proof of misconduct. Gould attacked "the tasteless embellishments and outrageous behavior of some of the American networks" — notably NBC and CBS.

The London Daily Telegraph quoted its New York correspondent as saying: "If there was one criticism of American television coverage of the Coronation, it was that advertisers spoiled it by indulging in excessive and vulgar advertising."

The Daily Mail sounded another warning when it pointed out that this experience may have an adverse effect on plans to introduce commercial television into Britain. The BBC at present holds a TV monopoly under which no advertising is allowed. But in the past year several government officials have advocated a change which would allow the establishment of commercial TV stations by private interests. A recent minority report of the Beveridge Committee, which investigates the BBC periodically, held this view and a Parliamentary Committee is expected to report later this month on possible changes in the British broadcasting set up.

Ottawa TV Rates \$150 Per Hour

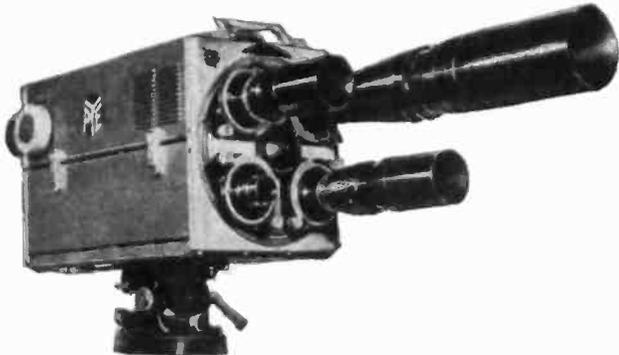
Toronto. — A basic hourly rate of \$150 for class "A" time was announced by the CBC when its new Ottawa TV outlet, CBOT, officially went on the air early this month. This price is considerably lower than CBLT, Toronto (\$750) and CBFT, Montreal (\$375).

Since the micro-wave relay system, connecting Montreal with Toronto via Ottawa, came into regular use at the same time, rates for its use were included in this, the CBC's television rate sheet Number 3. For an hour program, each of the two legs of the relay link will cost \$100. Use of the Buffalo-Toronto link for an hour will still cost \$150. These charges like AM line charges, are in addition to station time and talent.

A 60-second spot announcement on CBO's will cost \$40, compared with \$100 and \$200 in Toronto and Montreal respectively. The rate for 20 seconds is \$30, and for 8 seconds, \$15. Time classifications do not apply in the case of spot announcements.

Since production facilities at the Ottawa station allow for the origination of only a few programs, it is presumed that most commercial programs will either be supplied to the station on film or sent over the relay system. Therefore studio and production facilities charges in the rate card remain unchanged. The projection studio costs \$75 per hour, complete

NO LONGER JUST AROUND THE CORNER — CANADIAN TV IS HERE



Specify PYE camera equipment (studio or mobile) and join such users as ABC, CBS and BBC in acclaiming their precision construction and technical excellence. And as an incidental dividend — very substantial savings in initial cost. Discuss your requirements with our engineers.



Telecommunications

Division of PYE Canada Ltd., Ajax, Ont.

Good Neighbor Policy

FOR THIRTY YEARS CFNB has served the people of New Brunswick. During that time a large and faithful audience of New Brunswick listeners (larger than any other station) has come to regard CFNB as its station. This has not been an accident but the result, through experience, of knowing what New Brunswickers want to hear and programming accordingly.

THE FACT that a steadily increasing number of local sponsors (108 at present) have faith in CFNB's ability to sell for them gives a good indication of how businesses in closest touch with this audience feel about the results that can be obtained.

THE EXPERIENCE and know-how that have kept CFNB in the top spot in New Brunswick for so long are available to you. Ask our reps.

New Brunswick's
Most Listened-to
Station



See
The All-Canada Man
Weed & Co. in U.S.A.

5000 WATTS - 550 KCS. - FREDERICTON, N.B.
1923 - OUR THIRTIETH ANNIVERSARY - 1953

Look to the Leader!



Mobile Merchandiser
See Page 18

with producer and necessary technicians, while film editing is charged at \$10 per man hour. Studio charges for live commercials range from \$70 to \$180 per hour, depending on whether cameras and sound are used.

Other class "A" periods for CBOT vary from the minimum of \$45 for 5 minutes time to \$120 for 45 minutes. Ten minutes will cost \$52.50, a quarter-hour is \$60, and a half-hour is \$90. Class "A" time is considered to be from 6 p.m. to 11 p.m. during the week, and 1 p.m. to 11 p.m. on Saturdays and Sundays.

Class "B" time — the other classification — carries a basic hourly rate of \$90 on CBOT. Five minutes will cost \$27, ten minutes is listed at \$31.50, and a quarter-hour is \$36. A half-hour segment is charged at \$54 while 20-minutes are listed at \$45.

For periods less than an hour, charges for the Toronto-Ottawa relay link are as follows: 45 minutes — \$85; 30 minutes — \$67.50; and 15 minutes — \$50. Rates from Ottawa to Montreal are the same.

All station time rates are subject to a 10 per cent discount when the same program is used on all three stations, in which case a half-hour production on the complete network would cost \$823.50, including time and relay link charges, but exclusive of production.

Kinescope recordings are listed at \$50 for each 30 minutes or less.

Program Chief For Hamilton TV

Hamilton — Brian Doherty, a veteran Canadian playwright and theatrical producer, is to be program producer for one of Canada's first TV stations, CHCH-TV, Hamilton. The announcement was made late last month by CHML president Ken Soble, general manager of Niagara Television Limited, licensee of the TV station.

Doherty, a lawyer who has authored a Broadway hit, moved into Hamilton last week to start planning television programs and auditioning talent. The station is expected to go on the air shortly before Christmas.

He wrote the comedy, *Father Malachy's Miracle*, which scored a major success on Broadway during the 1937-38 season, and went on to enjoy long runs in London, and some Australian and U.S. cities. It was then that Doherty decided to give up a legal career, begun in 1929 after graduation from the University of Toronto, in favour of legit theatre.

Producer for a year of the *Straw Hat Players*, a successful summer stock company operating throughout southern Ontario, Doherty went on to produce the melodrama, *The Drunkard*, which toured Canada and the U.S. for about a year. Later he brought The Abbey Players from Ireland for an artistically successful — but financially mediocre — Canadian tour.

Doherty made news about two years ago when, with the backing of the brokerage firm of Doherty, Roadhouse & Company and New York interests, he attempted to launch an all-Canadian theatrical film company, using Canadian acting talent and operating out of the former Queensway Studios.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Teleratings as the top television programs based on coincidental surveys in the Toronto, Hamilton and Niagara and Montreal areas.

Program	E-H Tele-rating
CBLT	
Junior O.H.A. Hockey	39.9
Studio One	31.2
Bell Singers	29.3
The Big Review	29.1
Regal Theatre	27.7
Favorite Story	25.1
Space Command	23.5
Jackie Gleason	23.2
Jazz with Jackson	23.1
Sightseeing with the Swayzes	21.6
Sportsmens Corner	21.6

Program	E-H Tele-rating
WBEN-TV	
I Love Lucy	76.1
Film Feature	76.0
Comedy Hour (Colgate)	73.3
Arthur Godfrey	75.2
Martin Kane	73.2
Treasury Men in Action	73.2
Two for the Money	72.9
Dragnet	72.9
Mama	70.7
Life of Riley	70.6

Program	E-H Tele-rating
CBFT	
Esso Hockey (Forum)	81.8
Lutte (Forum)	73.3
What's the Record	72.9
Studio One	72.6
March of Time	72.3
Les Royaux a l'Entrainement	71.3
Cafe des Artistes	70.6
Cruise to Europe	69.9

2400 See Coronation Via Vancouver's Wired TV

Vancouver.—TruVu, the wired TV setup established by Station 600, was given its first public demonstration June 2 and 3 during Coronation broadcasts. About 3500 people saw the show in Marpole Community Hall.

The station said the service would be ready "soon" to be actually wired into private homes.

Thirty-five receivers, representing eleven manufacturers, were set up in

the hall so that no viewers had to be nearer than 8 feet or further than twenty feet from a set.

The station credited Research Industries Ltd. with setting up the TV amplifiers, and B.C. Telephone Co. with fixing the coaxial cable from the station's antenna to the demon-

stration hall.

About 2400 people saw the first day's effort, which was CBS's 1½ hour Coronation show picked up from KING-TV Seattle. The following day 1,000 viewed CBC's kinescope reproduction of BBC Coronation films, via KVOS-TV Bellingham.

by **EVERY** Survey
 ELLIOTT-HAYNES - PENN McLEOD
 Victoria's MOST LISTENED TO Station
CKDA DIAL 1340

'SPOTS' SELL!

Your Products are Known Better and Sell Faster with the help of a VOCCM 'Spot Campaign'.

Rates Are Really Low!
 Results Rapidly Realized!

Get Your Share of the Boom Business in Nfld!
 Be on the 'Spot' with your Sales Message in VOCCM's Daily Schedule!

Contact Our Reps
 HORACE N. STOVIN — ADAM J. YOUNG

VOCCM
 NFLD'S OWN 590 KCS. - 1000 WATTS

to Sell B.C.

IMPERIAL OIL 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

Stations

ALL WIRES LEAD THROUGH CHOK DURING SARNIA DISASTER

Sarnia. — Millions of dollars in damage was caused as a freak tornado tore through the heart of this city late last month. In its wake it left scores of injured, one death, many crushed buildings and a city without a voice. Four hours later this voice — station CHOK — was

back. Sixty buildings in Sarnia's business section were damaged; some demolished beyond repair, while others lost one or two floors. One of the damaged buildings housed the offices of CHOK. The office of station president Claude Irvine was invaded suddenly by a large neon sign which was ripped from the outside wall of the building and hurled through the window by the gale. It ended draped over his chair and desk.

The second-storey office of station manager Karl Monk was littered with flying bricks and cement blocks wrestled from other buildings and flung across the street, but Monk was in the adjacent American city of Port Huron at the time. Librarian Orna Armstrong was cut about the hands and face by shattered glass while at her post in the library. Program director Frank Stalley suffered shock and narrowly missed serious injury when he was buffeted about the street on his way home.

All this happened in thirty seconds. Amidst the chaos the power lines went dead. That put CHOK off the air and if it hadn't, loss of telephone lines shortly after would have. But Ontario Hydro workers gave priority to the job of restoring power to the station's transmitter and soon had emergency lines run in. Meanwhile chief engineer Bob Cooke, who had been laboring through the various stages of a pre-arranged "in the event of disaster" plan, got all the undamaged equipment set up, made emergency repairs, and had the station ready to go again within four hours of the "big blow".

A temporary telephone line was put in to the transmitter but it couldn't carry sound from the downtown studios, so the staff moved out to the transmitter.

Offers of assistance came from everywhere. Both Port Huron stations — WHLS and WTTH — also silenced by the storm, but with transmitters and towers more severely damaged, had their news staffs working along with CHOK's so that information concerning every part of the international twin cities

EXPERIENCED ANNOUNCER
 wanted immediately for Southern Ontario station. Must be strong on commercials.
Box A-167 - C B & T - 163 1/2 Church St. - Toronto

TELEVISION PERSONNEL WANTED
MAINTENANCE: Experienced Broadcast Maintenance man with basic television knowledge.
PRODUCTION: Men or women with incentive and ideas for television.
 Apply **CKSO-TV**
 Sudbury's TV for '53

Look to the Leader!



Mobile Merchandiser
 See Page 18

steel, stockings & stoves



Over 4,200 families enjoy the above average earnings gained in the manufacture of these widely diversified products. They enjoy an above average standard of living with products and services purchased in the bountiful London market with an annual effective income of over \$22,000,000.00.

They also enjoy the informative and entertaining programs scheduled over 980 CFPL London. Advertisers benefit from the steady listening habits of Londoners when they choose CFPL as the medium of reaching this group and the entire Greater London population.

C F P L LONDON, CANADA

Tell Us Another

Some people seem to have the idea that radio advertising brings home the bacon, but here is a case where Bacon brings home the radio advertising.

We mean Bacon's Drug Store in Orillia, which was one of the first sponsors to sign up when the station first hit the air ways more than seven years ago.

It was something of a novelty then, this radio advertising, but it has proved to be a novelty that hasn't worn off in the case of Bacon's.

For the first three years he used various programs and spot campaigns on a hit and miss basis. Then, a little over four years ago, he decided to take over the weather forecast at 12.30 p.m. every day, seven days a week.

The rates go up, and the weather man can't always be relied on to call it right, but whatever the day, whatever the season, you can be sure you'll hear Bacon's Drugs giving the weather right after the 12.30 news.

If you want us to find you a spot, another guy you can depend on is Horace Stovin — for availabilities and other gen you'll need.

CFOR
 ORILLIA, ONT.

1000 Watts — Dominion Supp.

could be aired. One station was doing the work of three.

CFPL in London, both Windsor stations — CKLW and CBE — Chatham's CFCO and WJR, Detroit, picked up important messages from CHOK and re-broadcast them throughout the area, a device credited with helping to keep roads into the area clear of the curious, and in organizing outside aid. Many other stations offered to help in many ways, even as far away as CJCA, Edmonton.

CHOK remained on the air under emergency conditions for three days, with its staff and volunteers (including former employees who pitched in) working around the clock, most with little sleep, to receive, compile, edit and broadcast messages from City Hall, city and provincial police and fire departments, and welfare organizations. They also shared the task of launching the Sarnia Tornado Relief Fund, which was started by the station when a listener in Windsor telegraphed a \$25 pledge to whatever fund might be set up. Irvine, who is also president of the Greater Sarnia Branch of the Canadian Red Cross, went on the air offering the facilities of the station in an appeal for funds to help those made homeless in the destruction of 200 houses. This and broadcasts by representatives of civic, YMCA, industrial and religious groups, drew contributions totalling \$12,500 some from as far away as Lake Forest, Illinois.

The Station's sports editor, Mac McKenzie, was one of the few people who actually saw the twister swoop across the St. Clair River from Port Huron. He was on the 'phone in the station's outer office when he saw it coming and, seconds later found himself dodging the flying glass, masonry and splintered window frames, unhurt. Later, by telephone, he did the first description of the storm for the CBC and CKEY in Toronto.

Programs

People's Credit Jewellers Start 9th Year Sing Song

Toronto.—People's Credit Jewellers will sponsor for the ninth consecutive year their *Sunnyside Community Sing Song* over a private network of four Ontario stations, it was an-



SHIRLEY HARMER

nounced here earlier this month. First hour-long show of the series was last Sunday, and they will continue each week until September 6.

The four-station network includes CFRB here, which originates the programs and feeds them to CFPL,

London, CHML, Hamilton and CFRA, Ottawa.

Produced by Maurice Rapkin, the show this year will be composed of perennials Art Hallman and his orchestra, and Joe Murphy as emcee. New performer is songstress Shirley Harmer. Michael Fitzgerald is announcing. Aired live from the bandshell of Toronto's lakefront amusement park, Sunnyside, the sing song parts of the show are contributed by the several thousand passersby who stop to take part in

the show, weather permitting.

Shirley Harmer, a young (about 24) newcomer with three years of radio experience and half-a-year on television (mostly in CBC's *Big Revue*), but a veteran of almost ten years of singing with an orchestra, principally with Boyd Valleau, is part of the Sunnyside show for the first time.

Starring for the fourth consecutive (Continued on page 18)

CFCO goes over the top again
 More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes
 1/4 hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes
 1/4 hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham



only TOP COVERAGE



plus TOP LISTENERSHIP



Brings the BEST FOLLOWING in the MANITOBA MARKET!

PERCENTAGE OF LISTENERS		
STATION	WINNIPEG	COUNTRY
CKRC (5,000 watts)	32.2	34.4
Station B (50,000 watts)	18.4	28.4
Station C (250 watts)	29.1	16.3
Station D (5,000 watts)	12.8	16.3

These figures are taken from a special Summary of City and Arcas Listening Trends prepared by Elliott-Haynes Ltd.

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTTIME 172,910

CKRC

WINNIPEG
 630 KC 5000 WATTS

representatives: All-Canada Radio Facilities — in U.S.A. — Weed & Co.

LOOKING FOR . . .

★ **Low-Cost Time?**

★ **Top Radio Personalities?**

IN MONTREAL you'll find the answer to both these questions at

LISTENERS **CFCF** CANADA'S FIRST

CHECK WITH OUR REPS: ALL-CANADA IN CANADA WEED & CO. IN U.S.A.

(Continued from page 17)

year as People's Credit Jewellers' comic an demcee is Joe Murphy, who once emceed the original People's sing songs from the old Century Theatre here in the late '30s. The native Ontarian then toured this continent and Europe, both in and out of khaki, with some "name" bands in top night spots before coming back here in 1949.

Amos 'n' Andy Renew For Rexall

Toronto — The comedy team of Gosden & Correll, which threatened recently to quit radio after 25 years of performing as Amos 'n Andy, signed with the Rexall Drug Company for another 35 weeks. The show will return to the air as usual in the fall. In Canada it will be heard on 33 stations of the Dominion network (plus CFRB) at its regular time slot of 7:30 p.m. Sundays.

Announcement of the re-signing of the famous blackface comics, who have established themselves through the years as an international radio institution, was made last month by Rexall's agency here, Ronalds Advertising Agency Ltd.

At the same time it was revealed that Rexall and its dealers would sponsor the American transcribed program, *Richard Diamond, Private Detective*, for 17 weeks during the summer on CFRB, Toronto, and CJAD, Montreal, on Sunday evenings.

Both shows are co-operatively sponsored in Canada, with more than 1,350 Rexall druggists from coast to coast teaming with the Rexall Drug Company in this promotion.



LET'S FACE IT

Television notwithstanding, the bi-focal spectacle is here to stay.

CORONATION COMMENTARY

All this color — in black and white.

PARDON OUR CAN-DOR

The food demonstrator was unconvincing. She was obviously one of those girls who doesn't know one end of a can opener from the other.

SO TRUE

"Samson killed a lot of Phillistines with the jawbone of an ass. The jawbone of an ass is still a lethal weapon.

—Radio Age.

INDECENT EXPOSURE

I have added to my souvenirs a Press News report that I "addressed the London Optimists' Club" the other night.

ATHLETICUS EMERITUS

It was interesting to learn that the consolation prize we donated to lighten the drab life of some would-be golf player in the Radio Open last week, was won by the all-Canadian Burdock, Gordon Sinclair.

CHANGE OF COLOR

We've been wondering what Sinclair hopes to win by his new policy of championing the CBC, or has he received orders from the firmament?

CULTURE COMES HIGH

On the basis of an average seventeen hours a day, the Canadian Broadcasting Corporation is spending on radio and television \$4,190 an hour.

—The Printed Word.

SOCIAL DISCRIMINATION

I refuse to belong to any club that will accept me for a member.

—Groucho Marx.

Now **10,000 Watts**

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

What it means to YOU!

★ **MOBILE MERCHANDISER**



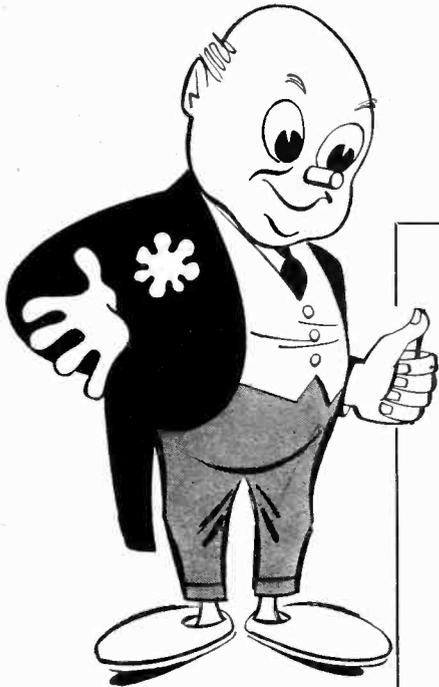
The "Mobile Merchandiser" is "sales on wheels" for your clients, Mr. Time Buyer.

This smart-looking panel truck . . . and the sales-minded merchandising representative who drives it, make individual, personal calls on every grocer and druggist in the CKWX area. Retailers are advised of the products advertised on CKWX . . . eye-catching displays, price tickets, window streamers, stickers, etc., are put up. Merchants are reminded to keep stocks full, and, the CKWX mobile merchandiser makes a regular check on sales of CKWX advertised products. These reports, with all their informative figures are made available to all CKWX clients. No other station in the CKWX area has this service.

LOOK TO THE LEADER!

BULOVA does it again!

To sell time **BULOVA** buys time



All-Canada announces exclusive
sponsorship by
BULOVA WATCH COMPANY LIMITED
of these great shows
A Day in the Life of Dennis Day
Boston Blackie — This is Paris



Dennis Day, motion picture and R.C.A. Victor recording star whose sparkling wit and superb tenor voice produce thirty minutes of delightful situation comedy in "A Day In The Life Of Dennis Day." Here's an All-Canada program tailored for family listening, tailored for hard selling.



Boston Blackie, radio's lovable super-sleuth, whose exciting adventures in pursuit of justice have placed him in a top popularity spot with Canadian audiences. As Canada's most "listened to" mystery program, All-Canada's Boston Blackie packs a hard hitting sales impact in Bulova's leading markets.



Fabulous, famous Maurice Chevalier star of "This Is Paris." Produced in France, "This Is Paris" combines a superb musical score executed by Mr. Chevalier, a 30-piece orchestra with top Hollywood and French talent. This All-Canada show has continental charm . . . and sells Canadian audiences.

All-Canada Packaged Programs sell! Spearhead your fall campaign with an All-Canada Packaged Program and selective radio. SEE YOUR ALL-CANADA MAN TODAY!

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL