CONVENTION CALENDAR

July to December, 1953

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<th>JULY 1953</th>
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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

BCAB SUMMER MEETING
MALASPINA HOTEL, NANAIMO B.C.
What Price Radio?

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

—photo by Milnor

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
106 Sparks St.
Ottawa 4

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto 5
If Murray Brown and Doug Towell hadn’t been in Toronto at the Radio Golf Day this week I had to speak to the London “Optimists” last week, this would never have happened. But they were, so here’s...

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, Dorothy (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 the third selling 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 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 sphere 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 toups 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 film department, comes into TV from the newspaper, where he has been a photographer. He got the inside track on movie making while he was dealing 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 tripthahilize 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 Elden will shift from radio to TV sales. Announcer Tom Booth will continue as a TV worker, but will also be called an “expeditor” who will charge with such jobs as seeing to it that when the commercial calls for a demonstration of a “Freecolator,” some dope won’t send over a Sopranino 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 Oshawa this afternoon, Kate Aitken would just naturally be on hand to meet them, with a tape-recorder. For tomorrow’s Tabilyn, 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 service.

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.

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!

CFAC 16.9
(Percentage of Listeners)
Station 22 19.1
Station 23 22.2
Average rating from Monday to Friday (Elliot-Haynes Momentum Survey)
April 1955

Current Survey shows:

Archie was the way Kate spent Coronation week-end seeing London sitting down (in the side car). They roved 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 a place to sit and as they purify their spirits, here’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)
"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 Fiabbergasted 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”

Member of Radio Station Representatives Association

THE NEWFOUNDLAND STORY

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

Box A-168
CB & T 103½ Church St., Toronto
Whither TV Now?

The question of TV and its many ramifications has been kicked around so much that 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 decades in the making, 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. 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 offers 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!


**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**

Halifax • 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 bothers me.

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 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 those 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 million 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)
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 selling 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 copy 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 seen the message as it reached 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-OLOGY?

1. Baby's ear
2. Henpecked husband
3. Sweet young thing
4. Pugilist's ear
5. Cigar's ear
6. Man-about-town
7. Doctor's ear
8. Philanderer

CAN YOU IDENTIFY THEM?

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

"THE SEAWAY CITY"

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

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

evaluate the television. 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.

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, 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, former 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 & 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".

www.americanradiohistory.com
GREATERT   OFFTAWA

is  42%   FRENCH*
with an   ANNUAL   INCOME

of  $90,177,825

CKCH

Studios - 121 Notre Dame St.
Hall, Quebec

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

*Over 100,000 French-speaking Canadians.

Now Building

The spotlight is on Sarnia

Test Pattern by October 31st, 1953

Canadian Broadcaster & Telescreen
June 17th, 1953
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.

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

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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

FOR SURE FIRE COVERAGE THAT BUILDS UP DIVIDENDS

---

SASKATCHEWAN

---

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

---

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

5000 WATTS
1273 copies of This Issue of CANADIAN BROADCASTER & TELESCREEEN
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 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 unusual 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 Mess Lawson & Company, Playfair & Company, Doherty-Roadhouse & Company, J. H. Crang Company and Heveron & 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 CKV’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 were 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 $3,100.

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.

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

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.

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

CKKW—New Westminster

CKOK—Penticton

CJAY—Port Alberni

CKPG—Prince George

CJAT—Trail

CJOR—Vernon

CKMG—Vancouver

CKWX—Vancouver

CJIB—Vernon

CKDA—Victoria

CJVI—Victoria
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.

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 controller 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 have implied that 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 Beverage 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 $159 for class "A" time was announced by the CBC when its new Ottawa TV outlet, CBOY, officially went on the air early this month. This price is considerably lower than CBLT, Toronto ($750) and CBFT, Montreal ($757).

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 CBOY 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.

Look to the Leader!

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

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 lower classification — carries a basic hourly rate of $50 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 $82.50, including time and relay link charges, but exclusive of production. Kinescope recordings are listed at $50 each for 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 Sobie, 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 Macleay'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 Queenway Studios.

The following appeared in the current Elliott-Haynes Telecommunications and the TV universities' programs based on coincidental surveys in the Toronto, Hamilton and Niagara and Montreal areas.

CBTL

Kinescope program

Junior O.H.A. Hockey 19.0
Sweat Onice 11.0
Bell Singers 29.3
The Big Review 29.1
Regal Theatre 17.7
Favorite Stars 9.3
Spoo Command 13.5
Jackie Gleason 23.2
Jazz with Jackson 23.1
Suspension with the Swartzes 21.6
Sportsmen Corner 21.6

WBEN-TV

Film Feature 76.0
Comedy Hour (Colgate) 75.3
Arthur Godfrey 75.2
Marvin Kanne 73.2
Treasure Men in Action 73.2
Two for the Money 72.9
Draught 72.6
Mend 70.9
Life of Riley 70.6

CBFT

Eire Hockey (Forum) 81.8
Life (Forum) 75.3
What's the Record 72.9
Studio One 72.6
March of Time 72.3
Les Renoux de 1' Entrainment 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 3000 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 farther than 8 feet or further than twenty feet from a set.

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

About 2400 people saw the first day's effort, which was CBC's 1½ hour Coronation show picked up from KING-TV Seattle. The following day, 1000 viewers saw CBC's kinescope reproduction of B.B.C Coronation films, via KYVS-TV Bellingham.

The following shows are being featured by TruVu:

- The Abbey Players
- Jackie Gleason and his guests
- The Bell Family
- Les Renoux and his guests
- David Attenborough's film about the Nile
- "The Census" program
- "The Life of Riley" series

TruVu is Canada's first all-Canadian TV demonstration service for home owners.

Your Products are Known Better and Sell Faster with the help of a VOCM '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 VOCM's Daily Schedule!

Contact Our Reps

HORACE N. STOVIN — ADAM J. YOUNG

VOCM

Nfld's Own

590 KCS. — 1000 Watts

www.americanradiohistory.com
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 wrenched 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 Stalkey suffered shock and narrowly missed serious injury when he was whipped 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 been. 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 damaged equipment set up and 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 — WILS and WTIH — also silenced by the storm, but with transmitters and towers more severely damaged, had their news people working along with CHOK's so that information concerning every part of the international twin cities.

Tell Us Another

Some people seem to have the idea that radio advertising brings more than 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 waves 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 get you'll need.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp,
could be aired. One station was doing the work of three.

CPF in London, both Windsor stations—CKLW and CBE—Chatham's CFCO and WIR, 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, 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 sweep across the St. Clair River from Port Huron. He was on the phone in the station's outer office when he saw it coming in, 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 CKFL 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 announced 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 CFPI.

June 17th, 1953

CKRC WINNIPEG
630 KC 5000 WATTS

SHIRLEY HARMER

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

Total Daytime Audience: 76,850 homes
1/4 hr. program class "B" lowest discount. 12¢ per M. radio homes

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

<table>
<thead>
<tr>
<th>STATION</th>
<th>WINNIPEG</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKRC (5,000 watts)</td>
<td>32.2</td>
<td>34.4</td>
</tr>
<tr>
<td>Station B (50,000 watts)</td>
<td>18.4</td>
<td>28.4</td>
</tr>
<tr>
<td>Station C (250 watts)</td>
<td>29.1</td>
<td>16.3</td>
</tr>
<tr>
<td>Station D (5,000 watts)</td>
<td>12.8</td>
<td>16.3</td>
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</tbody>
</table>

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

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


www.americanradiohistory.com
(Continued from page 17) year as People's Credit Jewellers' comic an demcee is Joe Murphy, who once encased 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 Goden & 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, Ronald Advertising Agency Ltd.

At the same time it was revealed that Rexall and its dealers would sponsor the American transcribed program, Richard Diemand, 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.

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.

**LEWISTON**

LET'S FACE IT

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

...CORONATION COMMENTARY

All this color — in black and white.

...PAIDN 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 Philistines 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 "had addressed the London Optimists' Club" the other night.

...ATLETICUS 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 $4,100 an hour.

—The Printed Word.

...SOCIAL DISCRIMINATION

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

—Crosfield Marx.
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 35-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