

# CANADIAN BROADCASTER

## AND TELESCREEN

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TORONTO, ONTARIO

April 2nd, 1952



CAB's Annual Dinner at the Royal York Hotel, March 26, 1952.

—Panoramic Co. of Canada.

## ASK BBM ADMINISTER PROGRAM RESEARCH

Toronto, March 27, 1952. — A unanimous resolution, passed at the close of the CAB Conference here, threw the program rating problem into the laps of the Bureau of Broadcast Measurement. The resolution called upon the CAB directors to request the president of the Bureau of Broadcast Measurement to call a meeting of his board to consider the formation of a tri-partite (broadcasters, agencies and clients) financial committee. This committee is to examine ways and means of financing BBM in undertaking the administration and supervision of listenership surveys.

This followed the meeting held two days earlier, when the Bureau of Broadcast Measurement's research and development committee tabled its report showing how, where and why things were going wrong in the radio statistics business.

Having pointed up all the variations, biases and unpredictables they felt existed in audience assessment, the committee concluded with the recommendation "that the time is most opportune now to put some organization and direction into the field of radio audience measurement." The document also urged the industry to

hire and maintain a full-time qualified research director with a budget of about \$25,000 with which to "conduct tests which would lead to an enlargement of information about radio listening."

The committee was zealous in explaining the faults they had found in the methods under review, but were equally forceful in driving home to the record BBM gathering the necessity and value of radio research in general, as well as for the need of a widespread educational program.

"Audience measurement methods in Canada have provided a considerable and valuable amount of information about listening behavior," the report said, and the reason for its existence "is viewed as a sign of health and vigor in an industry that wants to know more and more about itself and wishes to use modern research methods to gain that information."

There are five main types of analyses which the radio industry wants, the committee said, pointing to the results of a survey it had taken. These vary from ratings at the single station level to more complex studies involving urban and rural audiences. But

no combination of services at present is producing all the desired information, it said, and the first problem was to discover just how far current systems do go. Secondly, it is important to find out what information is actually available rather than what is thought to be available.

The committee believed "that because of the importance placed on rating reports, a rating service should take every precaution against misinterpretation and careless use of its published figures." Radio research is unique, the report said. "It supplies a product whose quality no buyer can judge except by his faith in the supplier and the methods he uses."

Specifically, the committee recommended that Elliott-Haynes Ltd. and Penn McLeod & Associates Ltd. detail to their customers precisely what the result of their surveys represent, and, among other things, drop the use of the decimal point in rating figures, which tends to give an impression of accuracy which is unwarranted.

The fact-finding statistics panel concluded that there is need for some changes in the selection of survey samples, wording of ques-

tions, and the collecting of data. It also felt an industry-recognized technical group should be appointed to "outline clearly minimum approved specifications for sampling, questioning, recording, computing and reporting." It urged an independent audit be made to ensure that the declared specifications were being accurately carried out.

Members of the long-working committee included: chairman, C. W. McQuillin, Cockfield Brown & Co. Ltd.; vice-chairman, H. F. Chevrier, CBC statistician; T. Ralph Hart, Spitzer & Mills Ltd.; J. E. Potts, Lever Brothers Ltd.; Pat Freeman, CAB; Horace Stovin, Horace N. Stovin & Company; and professors A. H. Shephard and K. S. Bernhardt, University of Toronto.

It was pointed out that no voluntary, tripartite committee should come out and say which of two supply houses is the better and accept the responsibility of possibly putting one out of business, in the questioning which follows the presentation. Chairman McQuillin reiterated the report in saying there is no point in dwelling at great length on what is wrong since what they are after is better research.

**NOW IN OUR ELEVENTH YEAR OF SERVICE TO RADIO AND ITS CLIENTS**

# CAB

## Here's What The Men Said

By Tom Briggs

Toronto.—The principle of freedom of publication is one of the many challenges that has to be met by private broadcasters, D. Malcolm Neill told delegates and guests at the CAB Conference here last week during his address of welcome.

The CAB chairman, who faced an unusually large gathering, said the future of Canadian radio looks bright, since business is good and shows prospects of becoming even better. This, he felt, was of dual importance: it meant increased profits for broadcasters and in

turn would provide greater service for the Canadian people and radio's customers.

Freedom of publication in electronic form, he went on, is an absolute essential of true democracy and the civil rights of the Canadian people. Broadcasters, he said, should be satisfied with nothing else.

During the address, in which he mentioned the work of the CAB during the past year and praised the skill and efforts of the Association's staff, Neill deplored the system which has left Canada "one of the few civilized countries in the world which has no television whatsoever in operation at the present time."

Two television stations are expected to be in operation in the fall, financed through the CBC

## NEW CAB BOARD



—Canada Pictures.

THE 1952 BOARD OF THE CAB met right after their election during last week's Conference. Front row, left to right: Ralph Snelgrove, CKBB, Barrie; Dr. Chas. Houde, CHNC, New Carlisle; D. Malcolm Neill, CFNB, Fredericton (re-elected chairman); H. Gordon Love, CFCN, Calgary; Wm. Speers, CKRC, Winnipeg; rear row, from the left: J. Arthur Dupont, CJAD, Montreal; E. A. Rawlinson, CKBI, Prince Albert; F. H. Elphicke, CKWX, Vancouver (re-elected vice-chairman); E. Finlay MacDonald, CJCH, Halifax; Henri Le Page, CHRC, Quebec City. Missing from the picture, Ken Soble, CHML, Hamilton.

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from public funds, he said, while private radio has been willing and anxious for some time to develop TV at no expense to the taxpayer.

He termed "unrealistic" the government's stand on TV, and pointed out that the solution is simple. He called on Ottawa to relax its "completely impractical restrictions on the free enterprise development of TV and allow private radio to provide television service to all parts of the country at no expense to the taxpayer."

Neill urged private broadcasters to tell the people through their facilities what private enterprise can and will give them in the television field.

The position of Canadian telephone companies on the broadcasting of two-way telephone conversations and an agreement of principles to govern their use, were presented to delegates for consideration by two members of the Canadian Telephone Association.

Maj.-General R. H. Keebler said the regulations were designed to be broad enough to take care of the many special circumstances that are bound to arise, and also

to allow the telephone companies and broadcasters to work out together their interpretation. He pointed out that recording conversations prior to the broadcast gives an opportunity for the deletion of obscene, libelous and other undesirable statements which he said had gone on the air in a few cases. The telephone companies' prime object, he said, is always the protection of its customers.

John Hay, the other representative, was vigorous in his objection to regulation by a third party, and he felt broadcasters and telephone people could work out a binding agreement between themselves without intervention.

It was suggested from the floor that people who asked to have their remarks broadcast were waiving their rights to the privacy which telephone normally affords. But Hay said that subscribers' contracts forbid them to make such an offer under existing regulations. He maintained also that while the regulations were not specifically drawn up to cover broadcasting, they do apply.

Many of the points of disagree-

- SASKATCHEWAN IS SOLD ON CFQC
- CFQC SELLS SASKATCHEWAN

Say it any way you like — it is a fact!

GET YOUR CAMPAIGN ON CFQC NOW

See RADIO REPS today!

# CFQC

600 KC 5000 WATTS

THE RADIO HUB OF SASKATCHEWAN



## DID YOU KNOW?

CKCL has done it again!!! We received donations of well over three thousand dollars for the March of Dimes on a single live talent broadcast recently. The loyal audience that contributed this amount, is available for your sales message.

# CKCL

TRURO, NOVA SCOTIA

J. A. MANNING  
Manager

OMER RENAUD & CO., Representative  
Toronto & Montreal

ment, General Keebler felt, will be covered by one item which deals with "any emergency conditions . . . when the public interest will be served thereby."

Sound broadcasting will remain, but will have to undergo an overhaul to compete with television, Philip Merryman, president and general manager of WICC, Bridgeport, Conn., told delegates the first afternoon session. He was one of three speakers on the panel discussing "Where and How To Look For New Business."

But broadcasting has always had to compete with other media for the advertising dollar, Merryman said, and TV should be considered as just another competitor.

Everybody from the top down has to get into the sales effort of a station, he went on, calling attention to the value of establishing a station as an integral part of community life.

His experience was that the best way to begin this overhaul is in the news department—the biggest business within a big business.

Get the people to rely on a station for its news, he urged. His station did it partly by equipping roving reporters with tape recorders and actively competing with the newspaper for scoops. These reporters played up interviews rather than quoting people in written reports, because, as he put it: "everyone likes to hear himself on the radio." Other interest-builders came in the way of forums, which discussed lively local topics. And, since they are now sponsored, the forums bring in revenue, build audience, render a public service and generally do something only radio can perform—be educational, entertaining and easy to take all at once.

Recently a local news commentary has been added, he said, which, if in no other way, is paying off in station prestige.

Merryman pointed out that a lot of good work can be performed for a station in off-the-air activities. He urges all his staff members to get posted to the executives of civic organizations. He suggested also that a good source of radio revenue is to be had in getting business in general to sell itself and our economic system to the public.



—Canada Pictures.

ANNUAL AWARD TIME came during the CAB Conference's annual dinner. In the top picture, Bill Guild (right), manager of CJOC, Lethbridge, receives the John J. Gillin Memorial Award for "outstanding continuous public service by a broadcasting station within its own community" from CAB chairman D. Malcolm Neill. Below, George Chandler (left), president, CJOR, Vancouver, is presented with the Canadian General Electric trophy for "outstanding contributions to Canadian broadcasting in the technical field" by W. D. Scholfield, manager of CGE's electronics division.

Adam J. Young, Jr., who organized this panel, said that radio is being sold too cheaply in Canada for the results it delivers and the coverage it gets.

Head of his own rep organization in New York, Young recommended that in promoting radio the first consideration should be to sell the medium, then the station. He urged salesmen to get to the people who themselves are in a position to buy radio advertising.

Wallace R. Parr, supervisor of Field Education for the Manufacturers Life Insurance Co., kicked off the day's final panel with a recital of his company's experience in training salesmen, by pointing out that radio and life insurance are intangibles, and ordinary selling methods are not sufficient. The salesman of an intangible must be given an organized sales presentation, that has been tested, in order to give him the necessary confidence to persuade the prospect to act now. At the same time, the presentation must not sound like a canned sales talk, he said.

He told the meeting his company had developed a course along these lines, but found that managers, though good salesmen, often lack sales ability. To offset this, the company, adopted the system devised for war workers, called Job Instruction Training (JIT) which was conveyed to managers via round table conferences, and handed on by them, with considerable success and speed, to their

(Continued on page 8)

# MARKET No. 2 IN FRENCH-SPEAKING QUEBEC is Canada's Fastest-Growing Market



All of Quebec Province east of Montreal, with a large added French Audience in North-Eastern Ontario and the Maritimes.

**"Reach it by Radio"**  
SAYS *Jos. Hardy*

REPRESENTING  
These leading  
Regional Stations

CHRC	QUÉBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS-RIVIÈRES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquière-Kénogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	Thetford Mines	250 WATTS
CKNB	CAMPBELLTON	1000 WATTS

RADIO IS NOT ONLY THE CHEAPEST AND MOST EFFECTIVE WAY OF REACHING MARKET NO. 2 IN FRENCH-SPEAKING QUEBEC—IN MANY SECTIONS IT IS THE ONLY WAY.

"I honestly believe that in no part of Canada is there more interesting development going on than in Quebec Market No. 2. A \$15 million power development, for instance, has just been started, and will employ 1,500 men this summer, near Baie Comeau, on the north shore. Basically this power will serve the paper mills there, but reserve power is expected to attract new industries to the area—250 miles eastward along the St. Lawrence from Montreal. This whole area is in the coverage of Radio Station CKBL, Matane—a French-speaking station that should be on your 'must' list for Quebec Market No. 2. For full details—ask Jos. Hardy."

His 22 years of experience of the French Quebec Market is at your service

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**CKDA**  
**FIRST**  
**IN VICTORIA!**  
(SEE PENN McLEOD & ELLIOTT - HAYNES)

**A WEEKLY BBM of 71,380**

(44,340 daily)

gives

**CJBR  
Rimouski**

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

**Quebec City**

**5000 WATTS  
ON 900 KCS.**

**Supplementary  
to the  
French Network**

**CJBR**

**RIMOUSKI**

Ask

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



—Canada Pictures.

EACH MEMBER OF THE BBM's Research & Development took turn in reading their ten-thousand-word report to the CAB meeting. From left to right they are: Professor K. S. Bernhardt, Dept. of Psychology, University of Toronto; J. E. Potts, Group Advertising Manager, Lever Bros. Ltd.; H. F. Chevrier (vice-chairman), CBC Statistician; Pat Freeman, CAB Director of Sales and Research; Dr. A. H. Shephard, Dept. of Psychology, University of Toronto; Horace N. Stovin, Vice-President of BBM, President of Horace N. Stovin & Co.; C. W. McQuillin (chairman), Manager of Radio & Television Division, Cockfield Brown & Co. Ltd.; Chas. J. Follet, Executive Secretary of BBM; T. Ralph Hart, Radio Director, Spitzer & Mills Ltd.; C. R. Vint, President of BBM and of Colgate-Palmolive Peet Co. Ltd.; Athol McQuarrie, Treasurer of BBM and General Manager of ACA.

(Continued from page 7)  
field men. He advocated the use of tape recorders in rehearsal interviews, in which the manager plays the part of a prospect.

When an audience strains its ears to catch every syllable a speaker utters with such enthusiasm that he barely takes time to breathe between paragraphs, it must be good. And this cap fits in the case of Maurice Mitchell, who concluded the panel discussion and the day's proceedings with his eagerly-awaited "Mitch's Pitch."

In his effervescent way, Mitch kept saying that a salesman has one function—to bring in revenue for the station, and the sooner he does it the better. A salesman is no use if he "just isn't opposed to accepting business." He has to ask for it. He cannot be more effective than the people he works for.

He urged management to take time to develop and train professional salesmen, who do what they are paid to do whether they feel like it or not. (An amateur gets paid every day but works when the mood comes over him. To a professional salesman, he's a punk, he said.)

Mitch waxed sardonic over the salesman who tells the prospect a funny story, is working on him "with a long-term view." He favored

a "closing frame of mind." The least a salesman can do is ask for the order.

The joint luncheon of the CAB with a regular meeting of the Advertising & Sales Club of Toronto was scheduled as "A Salute To Radio." It also turned out to be a salute from radio, when CFRB came on the scene with its musical finds. With the compliments of the Toronto station, which has just celebrated its 25th anniversary, Fred Rous and about a 12-piece orchestra supplied the background for entertainment featuring perennial favorite George Murray, and mighty good they were, too. But the icing on top was a young Dutch gal, Hilda Veenstra, who proved she has most of what radio show business requires, including a good voice. This fact was immediately appreciated by a countless audience and dwelt upon at length by the extemporaneous guest speaker, Maurice Mitchell.

Emcee Wally Crouter had to fight with food for attention and came out second best, while CFRB's music director Wishart Campbell gladly took credit for Hilda's appearance.

Speaker Maurice B. Mitchell forgot about selling specifics, for which he is duly famous, long enough to search out the funda-

**(RECIPE)**

*CJOB is a favourite media dish with food advertisers simply because its blended appeals reach food interested women with healthy marketing budgets — i.e. Winnipeg's best home-makers!*

**CJOB**

See our reps...  
Radio Representatives Limited  
Toronto, Montreal  
Winnipeg & Vancouver  
Adam J. Young, Jr., Inc.  
New York, U.S.A.

WINNER OF  
John J. Giffen Jr. Award  
G. E. On the Air Award  
Billboard Award

**AN AGGRESSIVE STATION  
IN A PROGRESSIVE MARKET  
1929-1952**

*23 Successive Years of Service*

**CKCR**

KITCHENER, ONT.

1490 KCS. — AM-FM — 97.6 MGS.

GET THE FACTS — ASK OMER RENAUD

mentals of advertising.

Bringing sincerity to advertising is the greatest contribution to the life of the "market place" which anyone in the business can make, he said. Advertisers, Mitch went on, are today the patrons of music, art and drama. But the basic question which he pitched was the doubt that commercials convey the same feeling of warmth, love and sincerity that artists put into their work, both seen and heard.

"It ain't what you say, it's how the people you say it to react," that is important, he stressed, and later declared that it was the people who took "a second look" at their problems that came up with the gimmicks that solved them.

■ ■ ■

The top executive team should have at least one day a month in which to look at the business from the outside, E. B. Chown told the CAB Conference delegates in setting forth his prescription for business practice ills.

Chown, an executive with the management consultant firm, J. D. Woods & Gordon, said it is hard to explain how a firm that is in the forefront when it comes to installing new manufacturing equipment will stubbornly resist adopting advanced management techniques.

The day-a-month plan was what the speaker felt is the biggest single recommendation for finding out where a business is going, how well it operates, its weak spots and where and how it can be improved.

■ ■ ■

As was stressed by both speakers on this "Management & Cost Control" panel, the employees are the important thing. "There must be a two-way line of communication both to keep management properly advised . . . and to keep all employees reasonably informed of the aims and objects of a company," he said.

A planned personnel relation program, designed to locate the best men for key positions, topped Chown's list of necessities in a good management scheme. This, coupled with "management development programs," would not only ensure able executives and assistants for the present but would also protect the future direction of firms, he emphasized.

■ ■ ■

Work simplification, involving a planned attack to find a better



—Canada Pictures.

MAURICE MITCHELL GOT A BOUQUET and Bill Rea a bit of a dampening when CKNW's "Top Dog" made both presentations immediately following Mitch's talk to the Toronto Advertising & Sales Club's "Salute to Radio" luncheon.

or less expensive way to perform operations, was another essential outlined by Chown, along with items termed "planning ahead" and "records and reports."

Under planning, he suggested that "every business, large or small, should budget ahead for at least 12 months," even if longer range planning is not considered. Records and reports, he claimed, were valuable, since operating results must be quickly available to direct properly a modern business.

■ ■ ■

Regardless of the number of your employees, he stated, the prime essential is to decide the duties and responsibilities of each employee and the one—and one only—person he will report to.

"The best way to accomplish this," he counselled, "is by drawing up a team chart which will show clearly the line of authority, coupled with a written description of each team player's specific duties and responsibilities."

■ ■ ■

Following the same course in this panel, but from a radio standpoint, Hamilton Shea stressed that the sooner it is realized that men spend the money — not machines or methods—the sooner businessmen will be at least half way to the roots of the subject of cost control.

Budgeting is the other part of the foundation of better business, the comptroller of the owned and

operated station division of NBC said. This, he felt, should start at the department head level or some other small unit.

He pointed out that a proper budget could control such things as the number of hirings and capital expenditures. This is because the department heads soon come to feel that expenses almost come out of their personal pockets, and they have to be sold the value of a new lighting plan, say, on the same basis as they would consider oil heating in their own homes, and not because it is a

(Continued on page 10)

## A GROWING MARKET

13,873 cars of lumber estimated at \$29,000,000 were hauled out of the Prince George Forest District in 1951 — an increase of 26% over 1950.

Reach this growing market over its own station.

# CKPG

PRINCE GEORGE, B.C.

250. Watts on 550 Kc.

Serving Central B.C.

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

# CJCA

FARMING . . . .

ALBERTA'S BASIC INDUSTRY . . .

Given Daily Broadcast Service!



DON CLAYTON

— CJCA's Farm Director —

Don keeps CJCA listeners informed, on his own broadcasts and through newscasts, about new farming methods—regulations—market quotations.

Attending meetings throughout Northern Alberta, interviewing farmers, bringing authorities to the microphone keep Don in touch with every phase of Alberta's basic industry.

— BROADCASTS —

Monday Through Saturday . . . . . 6.00 - 7.00 a.m.  
Monday Through Friday . . . . . 12.15 Noon  
Sundays . . . . . 1.30 p.m.

## MACK-OVEE SAYS:



for **YOU** in '52  
it's **CKOV** Kelowna, B.C.

GIVING • BETTER SERVICE  
• WIDER COVERAGE

"VOICE OF THE OKANAGAN"



(Continued from page 9)  
nice gadget.

After the budget has been developed, you work out a financial statement, the speaker said, on a schedule as frequent as monthly in some cases. These also are worked out in co-operation with the junior executives, and the results go to them first for needed corrective measures before head office gets a chance to blow a fuse. In this connection, Shea warned that the department manager must not be assessed with expenses other than those over which he has direct control and therefore responsibility.

Shea feels that too many businesses go on the rocks because they do not have proper, inexpensive cost control schemes. At NBC, for example, it is known how much individuals and items cost to simplify the pricing of programs, he said. This information is passed on to the salesmen, so that they may know the profit margin of the show they are selling.

Cost accounting shows where money is going and what it is

R. H. Hamilton, Advertising Manager of Radio Station CHVC, Niagara Falls, announces the appointment of Mrs. Joyce McKenzie to manage the station's new Welland office in the Barclay Hotel. For the past four years Mrs. McKenzie has been senior member of CHVC's production department in Niagara Falls. Mr. Hamilton said the Welland branch has been necessitated by a 65% increase in the station's retail advertising volume in that city during the past twelve months. The new office will also serve Port Colborne clients.

(Advt.)

FOR MORE EFFICIENT COVERAGE

*always rely on the most progressive station in Quebec city...*

1000 WATTS 1280 KC

**CFRC-TV**

REPRESENTATIVES  
OMER RENAUD & CO. TORONTO-MONTREAL

IN U. S. A.  
WEED & CO.

*The best buy for your advertising \$ in Quebec*

doing, he felt, but it takes two things to put it over to the staff. First, it needs selling, because people don't like high-sounding plans stuffed down their throats. Also, it takes courage, especially in radio, where restrictions are not good for creative people who are interested mainly in putting on a good show. However, get them to think in terms of putting on a good show at small cost and you are in, he concluded.

The general manager of BMI Canada Ltd., Bob Burton, told the broadcasters that since 1950 this body has more than doubled the output of Canadian music. BMI Canada Ltd. now has 96 affiliated composers of serious and popular music (about 50-50) and also has 28 publishers allied with it. It has been responsible for publication and recording of over 4,000 compositions of Canadian authorship against a total of 30 in 1948.

Outside Canada, between 20 and 30 works have appeared in the United States and about 50 in Europe. This has been brought about, he said, by the joint effort of Canadian broadcasters and those interested in Canadian music. He looks forward to the day when it won't be described as "Canadian music" but as music with international acceptance.

Seven resolutions dealing with rates and advertising were passed by members of the CAB during the annual conference last week.

It was resolved that for the purpose of bulk buying, programs could be combined to gain a lower rate, provided the programs are 15 minutes or more in length, and are broadcast on the same day for the same sponsor within the same time bracket. Also, the programs concerned must be on a schedule of at least five days per week for a period of not less than 52 consecutive weeks.

It was also resolved that six months' protection be given advertisers in the case of a rate change, instead of the prevailing 12-month period. Another resolution stated that bulk-buying

privileges could only be extended to various companies if they are completely-owned divisions of the main company. This resolution is to become effective immediately while all others are to be put in force on July 1.

CAB members also resolved that they make a presentation to both the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies attempting to have radio included in the co-operative advertising plans of national accounts.

The "ideal rate card," as drawn up and published by the CAB's sales office, came in for discussion, out of which it was resolved that member stations be urged to consider its adoption for use on a local basis. It was felt that experience gained with it in this way would be useful if and when it is considered for use in national business. A resolution affecting present rate cards was passed which called on stations to refrain from using anything but pertinent, factual rate information on their rate cards. Members felt that a rate card should not become a laudatory, embellished promotion piece.

Program gifts were the subject of another resolution, which stated such gifts should only be described by using the identifying trade mark, and not to the extent that it resembles a regular paid commercial announcement. It was recommended that the ACA and CAAA be advised of the resolution.

In keeping with its general quest for the broadcast equivalent of freedom of the press, members resolved that the CAB management take the necessary steps in gaining for the news departments of stations the same rights and recognition as is presently enjoyed by representatives of the press. In addition it was resolved that the formation of an association of radio news directors within the CAB be considered, as well as requesting that free railway transportation be extended to radio news editors on the same basis as it is now afforded to newspaper representatives.

Delegates also felt that since the position of the private stations in Canada is becoming better established, a continuing campaign of public relations on a regional and national level should be investigated by the CAB board, and they passed a resolution calling on the board to report its findings in this connection from time to time along with recommendations and suggestions.

CANADA'S FIRST STATION

**CFCF**

**MONTREAL**

CORRECTION

An error was made in the CFPL advertisement inserted in the March 19th issue. Under the heading "Greater London Market" the population figures should have been 159,200,000 instead of 117,788,000 as shown.

Station CFPL  
London Ontario



**RATES**—6 Months (12 Issues) 20 words minimum—\$24.00  
 Additional words, add 10c per word, each issue.  
 12 Months (24 Issues) 20 words minimum—\$40.80  
 Additional words, add 8½c per word, each issue.  
 Casual insertions—15c per word. Min. 20 words.  
 (All payments are to be in advance.)  
 Copy and/or classification may be changed each issue.  
 Agency commissions cannot be allowed on these advertisements.

**ACTING**

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

**ANNOUNCING**

**JAFF FORD**—At your service. CFRB — Princess 5711 or BAldwin 1-4103. (S)

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

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

**BOOKS**

**HANDBOOK OF BROADCASTING**, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$7.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

**EDUCATION**

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

**EDUCATION**

**RYERSON INSTITUTE OF TECHNOLOGY** offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

**ENGINEERING**

**MCCURDY RADIO INDUSTRIES LIMITED**—Broadcast station installation specialists—custom manufacturers of Audio Equipment—commercial Repair Service—74 York St., Toronto—EM. 3-9701. (P)

**PERSONAL**

Saving money? Experienced insurance counsellor with radio background can show you a worth-while savings program. **TOM WILLIS**, EM. 4-6111—17 Queen East, Toronto. (U)

**PHOTOGRAPHY**

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

**PROGRAMS**

**METROPOLITAN BROADCAST SALES**—Radio Program Specialists—Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (O)

**PROGRAMS**

**CANADIAN EDITION OF RADIO ADVERTISING FOR RETAILERS** will be included in this monthly service for broadcasters commencing with the March issue. The Canadian edition is designed to meet the specific requirements of Canadian broadcasters. Nothing has been removed from the original service. Remember, Radio Advertising for Retailers is chock full of program ideas, promotion tips, commercial continuity, management and promotion and sales digest. Written and produced by experienced writers with appreciation for your problems. Available exclusively through the Program Division of All-Canada Radio Facilities, Ltd., Toronto.

**PRESS CLIPPING**

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings—**ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

**RECORD'G SUPPLIES**

**IMMEDIATE RESHARPENING SERVICE**—By special arrangement with Audio Devices Inc., we carry a large stock of Cappas' resharpening sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened needles shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each...\$2.75 — **ALPHA ARACON CO. LTD.**—29 Adelaide St. W., Toronto. (P)

**RESTAURANTS**

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

**HERE IS ESSENTIAL Market Data FOR ADVERTISERS!**

2nd ANNUAL  
**Canadian Retail Sales Index**

1951-52 EDITION

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups. Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

**5.00 per copy**  
 POSTPAID

**R. G. LEWIS & CO. LTD.**  
 163½ CHURCH ST. TORONTO 2  
 Publishers of Canadian Broadcaster & Telescreen

**NEED A MAN? EQUIPMENT FOR SALE? USE AN AD IN CANADIAN BROADCASTER**

**CFCO** again goes over the top with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes. The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.  
**CFCO - 630 Kcs - Chatham**

The Voice of the Eastern Townships  
**CHLT**  
 (FRENCH) 900 Kc. 1000 Watts  
**CKTS**  
 (ENGLISH) 1240 Kc. 250 Watts  
**SHERBROOKE, QUE.**

**SHERBROOKE, QUE.**  
 At the Sherbrooke Bank Clearing House, the increase was the highest in the Province of Quebec for the first 10 months of 1951—reaching 23.9%, and totalling \$312,647,000. Money makes Markets—to reach Sherbrooke with your story, use CKTS (English) and CHLT (French). And remember, Radio is a Top advertising medium in Quebec Province—and really gets results.  
 Representatives  
**JOS. A. HARDY & CO. LTD. - CANADA**  
**ADAM J. YOUNG, JR. INC. - U.S.A.**



**MORE MONEY for FARMERS!**

★  
 THE Canadian Wheat Board is making adjustment payments of 20c per bushel of all wheat delivered by prairie producers between

Aug. 1, 1951 and Jan. 31, 1952. Wheat producers in Saskatchewan are sharing in a total payment of \$29,000,000!



★  
 MORE PROMOTION FOR YOU: CKRM's promotion director is Bill Rees, Regina-born and educated, currently the executive vice-president of the Junior Chamber of Commerce, and active in the Red Cross and Canadian Cancer Society.

See "Radio Reps" NOW for details of this market!

**CKRM Regina**

**cjcs**  
**SELLS**

in  
*Stratford*

## WRITING

### The Challenge Of Spot Announcements

Ten Specific Techniques for writing better spot announcements are tested and proven by many large advertisers.

Seventh in a series of articles on radio writing by G. Alec Phare.

(Continued)

Moses, shepherding his turbulent tribes through the desert, told them how to improve their general conduct in 10 specific directives. His idea was obviously a good one, because even today few

people in Canada have transgressed the one against making graven images. In our own humble way, we are borrowing his technique, and putting our suggestions for writing better spot announcements into 10 specific directives. Not that we expect these efforts to last as long as the ones by Moses—they won't. But we can at least hope they may be more generally followed while they do last!

We have already discussed: (1) Selecting the right type of spot; (2) Planning each spot for unity and contrast; (3) When to use Flashes; and (4) Flexibility. Now let's go from there.

#### (5) FOR RESULTS, USE RECORDED RATHER THAN LIVE SPOTS.

This suggestion is a mixture of common-sense and self-defence. Listen for several hours to any typical and independently-operated radio station, and you cannot fail to be depressed by the monotony of their duty-announcer spots. It is the same voice, the same simulated sincerity, behind each one. And the lack of proper salesmanship becomes increasingly evident if the station is one of those who will pack five or six spots, with five seconds of music between each, just before and just after a newscast. Consider how much *more* this is apparent to the local listener in a small station's own home town — the very people your sponsor is paying out good money to impress. They hear that announcer day in and day out. Still worse, he may be a local boy whom everybody knows, and the old statement that a prophet is without honor in his own country is still true. Anyway, how can he be expected to deliver equal sales impact for Used Cars, a sale of Boys' Clothing, three competitive soft drinks which he doesn't know, even as mixers, and Packaged Codfish? The answer is that he simply can't do it, and, towards the end of a long trick, he's too tired to even try. But, by contrast, the Recorded Spot really stands out. It gives you a new voice, it per-

mits you complete control over the delivery of your message, and it allows you the chance of putting all the showmanship of a network production into your local spots. We'll discuss dramatized spots in a later article, but be assured that—for even the straight one-voiced announcement — recording pays.

#### (6) USE A LOCAL AND POPULAR PERSONALITY, IF YOU CAN FIND ONE.

There is one definite exception to our Fifth Commandment: "Thou Shalt Use Recorded Spots," and this is it. If you can have your copy delivered by a popular local character—a disc jockey, a farm commentator, a personality woman, and the like—it is always worth considering. Most stations have programs of this type, which offer an advertiser an assured audience, and into which spot announcements can be inserted. It usually pays, however, to check such programs carefully beforehand — sometimes the salesman with the glowing reports is also the performer, trying desperately to replace a departed sponsor! In using any such "local personality" program, also check the actual performer's ability to ad-lib your announcement smoothly into the style of his program. The effectiveness of the whole program, and your commercial along with it, depends on maintaining one style throughout. This means that your product should logically fit in with the rest of the program, too. I once tried to get a Home Cooking expert to mention a remedy for indigestion. She refused!

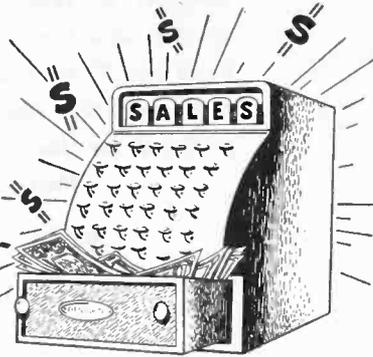
#### (7) YOUR NETWORK PERSONALITY CAN MAKE SPOTS, TOO.

Advertisers who do use a network program frequently have the chance to create spot announcements of unusual impact, at very reasonable cost, by building them around their name talent. Since your stars are already under contract to the sponsor, they are likely to be available to cut such spots, for the same sponsor, and, of course, the same product. Jack Benny and Rochester, when on the network for General Foods, cut some excellent comedy spots for Grape Nuts. Spots of this type not only promote the program, but do a better-than-average sales job by themselves. The opportunity to use such spot announcements does not arise every day, but when it does, don't overlook it.

#### (8) MAKE A PLAY FOR ATTENTION BEFORE DELIVERING YOUR SALES TALK.

When you have a complete program, you can lead the listeners down the garden path to your commercial, and more or less feel assured they will wait you out, because they know more entertainment will follow. But the spot announcement must attract attention—fast—before you start your sales message. So, make a definite play for attention in your very first sentence. Suppose, for instance, you have a Trade School offering courses in Radio Technology, and want to secure enquiries from young men. Your message is that your courses are

## SELLING POWER!



### PROVEN

In a test conducted over a period of last six months direct response through CFCN was 10 to 2 in comparison with other stations airing program on the same day at the same time.

The client's advertising agency supplied this information.

You Cover More . . . You Sell More Over

# CFCN CALGARY

### ASK RADIO REPS

Toronto, Montreal  
Winnipeg, Vancouver

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



### Early to Rise Audience

A RECENT small-scale survey of rural listeners made by CFNB's sales staff revealed some facts which are very interesting although not unexpected.

TWENTY RESIDENTS of rural communities within a radius of thirty miles of Fredericton were interviewed at the local market. The most significant fact was that nineteen of the twenty listened to CFNB from 6.30 to 7.30 every morning of the week. The twentieth did not have a radio. No other listening period was included in the survey.

THIS BEARS OUT our claim that the only way to reach the great majority of New Brunswick's rural population is through CFNB.

LET CFNB tell your sales story.

New Brunswick's  
Most Listened-To  
Station



See

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

excellent, that trained men are needed, and that wages paid are quite high. So your first hastily-written spot goes something like this:

**"Why not take a training course in Radio Mechanics at the Polytechnic Institute? Learn all about this interesting and profitable trade—be in demand in your community as the man who knows how! You can make big pay, all year round. Telephone us TONIGHT, at ELizabeth 1558."**

Apart from the fact that this spot has nearly everything wrong with it except the date of Queen Elizabeth's accession, if the first sentence doesn't register, everything that follows is meaningless! So build a verbal runway first, that at least makes a deliberate bid for attention. This might do it:

**"If you are a young man . . . maybe in your twenties . . . and if you would like to earn \$100 to \$125 a week . . . at interesting and not too hard work . . . then LISTEN! Here is how other men, just like you, are NOW earning that much money, and more, EVERY week. You can do just what they did—take a training course, in Radio Mechanics, in your evening spare time, at the Polytechnic Institute."**

Of course, you go on from there. But notice how a deliberate bid is made for the audience you want to reach—young men—in the terms which will interest them—lots of money and not too hard work. Each sentence flows out of the last one, the interest is maintained until you are sure they are ready to take the hook!

**(9) DON'T CROWD AN ANNOUNCEMENT — SAY IT ONCE, AND WELL.**

A spot announcement should have one single objective — one thing to say. It should make its bid for attention, state the proposition clearly and distinctly, and then — just before the listener growls "so what"—tell him exactly what to do about it. But so many spots confuse the issue by trying to tell too big a story. Our Polytechnic Institute, for instance, presumably has other courses in Radio Servicing, Applied Electronics, Electricity, or Television Engineering. It also teaches in Day Courses, Evening Classes, and by correspondence. ONE course, by Day, Night or Home Study, is ALL the listener can grasp in one

## TAPED BY RYERSON



—Canada Pictures.

A CREW OF STUDENTS from the Broadcasting Class of the Ryerson Institute was on hand throughout the Conference, taping speeches and making themselves generally useful. Pictured above, from left to right, standing, are: Bob Willan, Windsor, Ont.; Tom Hookings, St. Catharines; John Gerraid, Toronto; Carol Armstrong, Oakville; and, seated, Frank Fice, Toronto. The class completes its two-year course May 9.

announcement. Try to tell the whole story in one frenzied minute, and all the response you get is a 'Lewisian "SHADDUP."

**(10) BE DIFFERENT — DON'T MAKE YOUR SPOT ONE OF A CROWD.**

If you ever get the chance to see a metropolitan station's schedules, and count the number of flashes and spots they broadcast from sign-on to sign-off, you will be flabbergasted. But you will also realize that, to make your one spot stand up against so many, it *must* have a different twist. Recording it, as already suggested, will help; but cannot do the whole job. Maybe a woman's voice will make the desired change of pace. If so, get a contralto—the higher range of voices tend to sound shrill. Maybe dialogue will get the point across in question and answer style. Can you write it in fewer words, so that it can be voiced quite slowly and deliberately? Can you work an infectious chuckle into each and every spot? How about dialect? You may not have liked the "Lonesome Gal" series, but they *did* sound different! You may dis-

like the deliberate "Irritation Technique"—"Lucky Strike Green has gone to War," or "The best tunes of all go to Carnegie Hall; Yes, the best tunes of all go to Carnegie Hall"—but they both did a job! Dramatization can make your spot announcement different, too. Let's look at that together next issue.



### FOR THESE ARTISTS

- ARKLESS, John
- DAVIES, Joy
- CRUCHET, Jean
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILLER, Maxine
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- OULD, Lois
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry

**Day and Night Service  
at  
Radio Artists Telephone  
Exchange**

## Not Booming — But Keeping Pace

Using Building Permits as a Measure of Progress,

The Financial Post Reports:

City	Population	Permits (6 Mos.) 1951
Prince Albert	17,067	\$1,075,767.00
Owen Sound	17,500	\$ 455,800.00
Woodstock	15,600	\$ 516,255.00
Fort William	40,000	\$ 960,670.00
Niagara Falls	23,500	\$ 918,947.00
Kingston	33,120	\$1,091,764.00
Galt	22,000	\$1,041,000.00
Peterborough	39,000	\$1,942,382.00
Guelph	33,000	\$1,788,988.00

Progress is steady in the Prince Albert market. The bank clearings were up \$9,210,208.00 in 1951 over 1950. Just another small indication of Western progress. Start your 1952 campaign in this expanding market NOW.

# CKBI

PRINCE ALBERT, SASKATCHEWAN  
5000 WATTS

## HERE COMES CULTURE!

YES, you can broadcast culture that is intensely interesting. A book review, no less, but with oodles of listener appeal. This review doesn't reek with petty criticism, nor drool with artistic delight. From the best books, it extracts the most intriguing ideas—and tells your listeners about them. Send for a sample copy of BOOKS OF ALL YEARS today.

It's a weekly feature, reasonable in price.

### WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

# NORTHERN ONTARIO'S

## Greatest

## ADVERTISING

## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

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

### STOVIN STATIONS STAGE OWN GABFEST

Toronto.—Gilbert Templeton of Templeton's Ltd. (TRC's) turned the tables on the Stovin group managers who met here before the CAB Conference when he let radio look at a sponsor instead of sticking to the program which called for the reverse. In the course of his talk, he told the radio men how at first he had found it difficult to get the enthusiasm and sincerity out of station announcers who were called upon to read all manner of commercials as well as his own. Then he hit on the idea of using the voice of a man who knew and liked the product better than anyone else. Since then he has been doing some of his commercials himself with considerable success considering the fact that he uses over a hundred Canadian stations.

Bill Byles, radio director of Young & Rubicam, urged his audience to bombard time buyers with stories of the renewal of local accounts. He suggested that such material would make good copy for trade publication advertising.

Byles criticized the CAB because "too little importance is attached to the issuance of CAB franchises to agencies." Because anyone with a contract to place is able to get CAB recognition, and because many agencies who enjoy the privilege of a CAB franchise are not attempting to sell radio intelligently, he felt that agencies who are trying to do an intelligent job are penalized.

Speaking of the merchandising of a radio campaign, he emphasized its complexities compared with doing the same job with other media, especially on the local level. He pointed out that whereas a national advertiser's salesman can place a proof of a printed advertisement on a retailer's desk as evidence of what is being done to help him sell, it is difficult to do the same thing in the case of a radio campaign.

He felt that agencies need assistance from stations carrying their schedules in posting the local retail trade on what the national radio advertiser is doing for them.

A talk on the advertising potentialities of special events and other "specials" was delivered by Sid Boyling of CHAB, Moose Jaw. This talk will appear in an early issue. Another address, "Advertising's New Look," by Alec Phare, of R. C. Smith & Son Ltd. and a regular contributor to these columns, will be published shortly.

The final day of the Stovin Clinic was devoted primarily to two agency radio directors, who, each in his own way, stressed the importance of stations contacting

the field representatives of advertisers using their facilities and generally carrying out extra-curricular promotion on the local level.

Bob Amos, of F. H. Hayhurst Co. Ltd., emphasized that radio, more than any other medium, is constantly on the spot. "If the ratings are low, off comes the show; if sales are down, radio is cut," he said. "It's an old, old story," he went on, "too old, in fact, and it's up to each one of us to do our utmost to change this unfortunate attitude towards Canada's number one medium."

Amos then considered a theoretical \$40,000 radio budget and gave his broadcaster audience an insight into how the money is allocated in an agency.

To get their share of this budget, Amos stated, stations must put on a good performance locally and then get the facts in to the agency radio departments. "There are few good, regular station promotion pieces coming from Canadian radio people these days," he said.

He also called on stations to co-operate to the fullest degree with their reps in such things as time availabilities, to cut down some of the existing confusion; to answer mail and acknowledge new business; to carry out promotion promises made before the campaign started; and to get to know the distributors and field men of national accounts.

Ev Palmer, Walsh Advertising Ltd. radio director and the morning's second speaker, developed the same theme and called on stations to go to work on advertising "follow-through."

"Even though it is attempted every day of the year," said Palmer, "there is no sense advertising a product that isn't available and expect sales results from that advertising." He warned that this practice is hurting both advertising and radio, although neither is specifically to blame.

Palmer felt that every member of a station's staff could do an excellent job of public relations with the local businessmen and merchants with whom they are in contact every day, by calling attention to the station, its programs and the products being advertised. This, he said, would prove an invaluable softening-up process for regional salesmen calling on these people.

About 20 minutes of Palmer's presentation consisted of a color film, *The Magic Key*, which set out to prove how greatly our present-day economy and standard of living rested on advertising and distribution.

## A PLANE'S EYE VIEW OF Rich HALIFAX



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

1950 Retail Sales Estimates	
Halifax County	\$124,405,000
Halifax City	94,568,000
Dartmouth City	12,024,000

REPS:  
Paul Mulvihill in Toronto  
Radio Time Sales in Montreal  
Adam J. Young, Jr., in the U.S.

Reservations  
K1.5402

5.00 - 10.30 p.m.  
or by special arrangement

### CHEZ MOI TAVERN

Specializing in European dishes with tempting hors d'oeuvres from our Parisienne buffet.

30 Hayden Street  
Toronto

First block south of  
Bloor, east of Yonge



# this is VANCOUVER



**LET THERE BE LIGHT**

Until fire broke out on the last day, we thought the CAB Conference was being attended by a bunch of dullegates.

■ ■ ■

**WE MUST BE REFINED**

Now it's called the CAB Conference, in case people might think they did the things there that are usually done at Conventions.

■ ■ ■

**EMPLOYEE RELATIONS**

In recognition of the fine job Tom Briggs did compiling and editing our Daily CAB Conference News Letter, we have decided to reinstate him.

■ ■ ■

**AIN'T NO ONIONS**

The U.S. National Association of Broadcasters has become the National Association of Radio and Television Broadcasters. Keeping pace with the development of the new medium in this country, the Canadian Association of Broadcasters is still known as the CAB.

■ ■ ■

**HELP WANTED**

One of the station managers was combing the Conference for a copy chief who, he said, must be proficient on the tripe-writer.

■ ■ ■

**NO QUESTIONS ASKED**

CAB's Ruth Beatty is still looking for the green leather-covered Ronson lighter someone swiped from the Convention Desk in order that she may have her initials engraved on it before she changes them in a couple of weeks.

■ ■ ■

**TARGET FOR TONIGHT**

I am very much in favor of what we are trying to get at, if we ever get at what we are trying to get at.  
—Gordon Love, CFCN.

■ ■ ■

**DICK-TATION**

I always thought radio people were funny guys until I went to the CAB Conference on the wagon.

■ ■ ■

**HOOT MON!**

These parking meters they've set up in Toronto are a fine thing, only you waste a lot of time driving around trying to find one which hasn't expired yet.  
—A.A.A.

in British Columbia  
over half the population live in the  
**VANCOUVER MARKET**

... Vancouver reflects in bank clearings—payrolls and purchases of every kind, the tremendous impact of a billion dollar production from B.C.'s four basic industries and another billion dollars NOW being spent in industrial development.

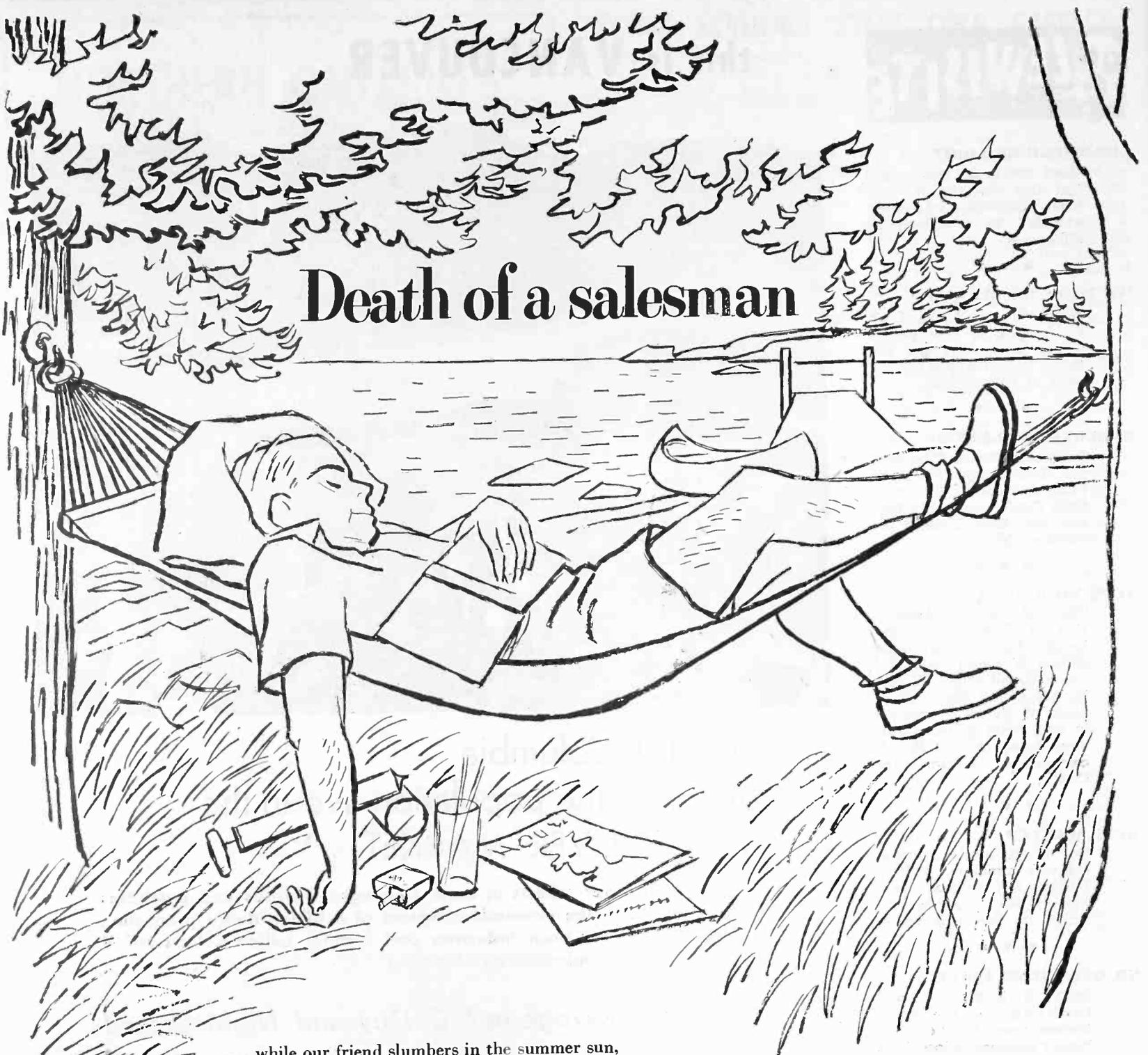
**CKWX Coverage in B.C. Day and Night exceeds**

- Station "B" (5KW) by 6.7% xx
- Station "C" (5KW) by 23.1% xx
- Station "D" (1KW) by 39.7% xx
- Station "E" (1KW) by 71.7% xx

xx Combined day and night coverage  
6-7 days per week. BBM Study No. 4.

in BRITISH COLUMBIA it's **CKWX**

**MOST PEOPLE DIAL 9880**



## Death of a salesman

... while our friend slumbers in the summer sun, someone else is selling in Canada's No. 1 Market. Sure, summer is a national pastime—but it will never take the place of radio!

Come summer, consumer demand for ice cream, soft drinks, sports equipment, summer clothing, delicatessen foods, gas and oil—all are heavier than ever.

The consumer takes a holiday but radio *never!* That's why many advertisers, before hitting the hammock, line up their advertising program for the summer on Canada's most listened-to independent station . . . CFRB.

In Canada's No. 1 Market, CFRB is the No. 1 Station, a top summer salesman in the market where one out of every four retail sales in Canada is made! Get the facts on summer selling from a representative of CFRB.

AS EVER, YOUR No. 1 STATION  
IN CANADA'S NO. 1 MARKET

**CFRB**

50,000 WATTS 1010 K.C.

Representatives:

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

# CANADIAN BROADCASTER AND TELESCREEN

Vol. 11, No. 8.

TORONTO, ONTARIO

April 23rd, 1952



TELEVISION WILL BE THE SUBJECT of three speakers at the first afternoon session of the Association of Canadian Advertisers annual meeting. Top: A. Davidson Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, who will reveal "CBC Policies on TV." Centre: Mrs. Harriett Moore, director of psychological services, Social Research Inc., Chicago, who will explain some of the "Pitfalls to Avoid in Television Programming." Bottom: Larry Cromein, director of productions, Peterson Productions, Toronto, who will point out "The Use Of Films In Television." Inset: The first day's luncheon speaker, Miss Charlotte Montgomery, contributing editor, Tide Magazine, New York, who will consider "The Woman's Viewpoint."

## WEDNESDAY IS TV-DAY AT ACA

Toronto. — Television is scheduled as the major opening topic when the Association of Canadian Advertisers holds its 37th annual meeting here in the Royal York Hotel beginning April 30.

The first afternoon forum of the three-day event will feature Canadian Broadcasting Corporation chairman A. Davidson Dunton speaking on "CBC Policies on TV," to be followed by Larry Cromein of Peterson Productions, Toronto, on "The Use of Films in Television," and Mrs. Harriett Moore, director of psychological services, Social Research Inc., Chicago, on "Pitfalls to Avoid in Television Programming."

The first day's luncheon meeting is to be highlighted with an address on "The Woman's Viewpoint" by Miss Charlotte Montgomery, contributing editor of Tide Magazine, New York. It is to be a joint luncheon with the Women's Advertising Club and the Advertising & Sales Club of Toronto.

The Wednesday morning session will be devoted to a closed business session.

Thursday morning "The Canadian Economic Climate in 1952" will be discussed by the Bank of Nova Scotia's vice-president and general manager, C. Sydney Frost, in leading off Key Executive's Day, designed for a discussion of general business and free enterprise. Another of this session's speakers is to be Dr. Wallace Wulfeck, a vice-president with Wm. Esty Company Inc., of New York, under the title "Behavior Dynamics in Business."

"What Do We Mean, Freedom?" will be the question enlarged upon by Walter Wheeler, Jr., president of Pitney-Bowes, Inc., Stamford, Conn., during the second day's luncheon. In it he is expected to take a businessman's look at the basic elements of a free dynamic society.

Thursday afternoon's market research forum will consist of three speakers representing various parts of the sales picture. T. G. MacGowan, manager of marketing research for Firestone Tire & Rubber Company, Akron, will discuss the manufacturers' viewpoint, followed by Abe Hackman, vice-president and controller of Macy's, New York, with the retailers' approach. The national field will be dealt with by Dr. O. J. Firestone, economic adviser to the Department of Trade and

Commerce, Ottawa.

"More Things Advertisers Want To Know" will be the subject of Mark Napier, vice-president of J. Walter Thompson Co. Ltd. and chairman of the Canadian Advertising Research Foundation.

Climaxed by the annual dinner, during which the ACA's advertising awards will be presented, the final day of the meet will get under way with a session on point-of-sale material. I. D. Willis, advertising manager of General Steel Wares Ltd., Toronto, will speak on "Point of Decision," followed by a slide film presentation, "Eye-Catchers Are Sales-Catchers," loaned by the New York Point-of-Sale Institute and introduced by Harold Dymont of Dymont Limited. "How To Keep Point-of-Sale Material Out of the Wastebasket" will be the subject of James Rotto, sales and publicity director of The Hecht Company, Washington.

At the Friday luncheon the role of advertisers in expanding world freedom will be discussed by Nik Cavell, administrator of International Economic & Technical Co-operation Division, Department of Trade and Commerce, Ottawa, under the title, "Whither Asia?"

"Are Your Salesmen Sold On

Your Advertising?" is the question to be posed by Donald B. Hause, advertising manager of Armour & Company, Chicago, during the final forum devoted to sales promotion. S. R. Skelton, general manager of Saturday Night Press, will also speak on the subject under the title, "The Key To Your Promotion."

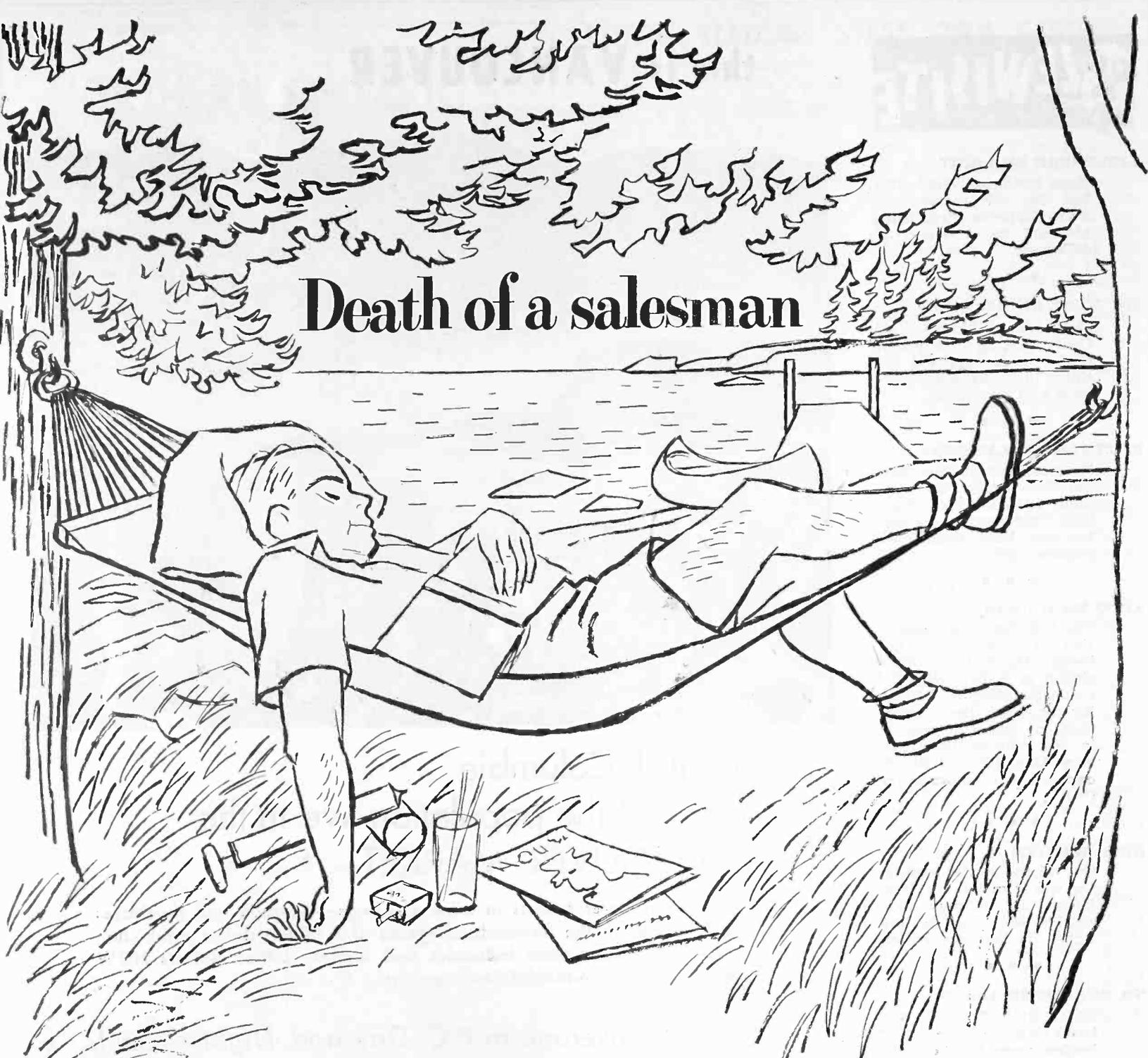


—Photo by Canada Pictures.  
A NEW FIRM OF REPS appears with the formation of (left to right) Stephens and Towndrow, who kick off with the Toronto representation of CHML, Hamilton. Bill Stephens was previously with the Stovin office and Ernie Towndrow with National Broadcast Sales.



—Photo by Peter G. Gordon.  
REPRESENTATIVES OF THE WHOLE GANG are seen in the above photo following the annual Crippled Children's Easter Seal Radio Show which was aired coast-to-coast from Maple Leaf Gardens April 6. Front row, left to right, are: Waldo Holden, sales manager of CFRB and chairman of the Easter Seal Show; "Timmy," the crippled children's ambassador-at-large; comedian Doug Romaine, director of American Guild of Variety Artists; (back row) singer Carl Tapscott of Association of Canadian Radio Artists; and bandleader Mart Kenney of Toronto Musicians Union. Well over a hundred men and women from the radio and entertainment world donated their talents to put the big show over.

NOW IN OUR ELEVENTH YEAR OF SERVICE TO RADIO AND ITS CLIENTS



## Death of a salesman

... while our friend slumbers in the summer sun, someone else is selling in Canada's No. 1 Market. Sure, summer is a national pastime—but it will never take the place of radio!

Come summer, consumer demand for ice cream, soft drinks, sports equipment, summer clothing, delicatessen foods, gas and oil—all are heavier than ever.

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AS EVER, YOUR No. 1 STATION  
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**CFRB**

50,000 WATTS 1010 K.C.

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