

# CANADIAN BROADCASTER

## AND TELESCREEN

No. 7.

TORONTO, ONTARIO

April 12th, 1950

### BOARD BANS BINGO BROADCASTS

wa.—Radio bingo, or other  
in which participants put  
ney for the chance of win-  
rger sums of money or  
were banned as broadcast  
al at the last meeting of  
C board of governors, held  
arch 24-25.

board ruled that the broad-  
of such games "is not a  
use of public air channels"  
rote into CBC regulations  
ollowing, which will be sub-  
"O" under section 7: "Pro-  
involving lotteries, gift  
ises or similar schemes in  
he contestant or competitor  
ny sum of money in connec-  
erewith" shall not be broad-  
This subsection will become  
e May 1, 1950.

applicants for new AM  
s failed to get a recommen-  
from the board at this  
g. Pollock Enterprises Lim-  
d its request for a 250 watt  
ation on 1290 kc., daytime  
r Kitchener, turned down.  
Newfoundland Enterprises,  
g for a license to establish  
station on 930 kc. at St.  
Nfld. The other unsuc-  
bid came from Continental  
asting, Inc., seeking ap-  
for a 5 kw. French station  
0 kc. at St. Constant, P.Q.

ases in power were ap-  
by the CBC board for  
St. John's, from 250 watts  
0 kc. to 1 kw. on 590 kc.,  
r CKOK, Penticton, from  
atts on 800 kc. to 1000 watts  
d 500 watts night on the  
frequency.

crease-in-power application  
by CHVC, Niagara Falls,  
post from 1 kw. omni-direc-  
to 5 kw. omni-directional  
0 kc. daytime only, was de-  
"to provide opportunity for  
study by the board."

applications for a change  
frequency were considered  
s meeting but only the  
an Army station at Hay  
N.W.T., CFHR, seeking a  
from 1230 to 1490 kc., was  
ed. Stations turned down  
board were: CFRN, Ed-  
, for a change from 1260  
580 kc., and CJCA, Edmon-  
for a change from 930 kc. to  
. The board pointed out  
e 580 kc. frequency is pre-  
occupied by CKUA, Edmon-  
d is therefore not available.

C, Hamilton, had its re-  
or an emergency transmit-  
tense approved.

## 1950 CAB BOARD



**ELECTED AT LAST MONTH'S CONVENTION** to serve for a year as directors of the Canadian Association of Broadcasters are, left to right: Malcolm Neill (president and vice-chairman), CFNB, Fredericton; Finlay MacDonald, CJCH, Halifax; F. H. "Tiny" Liphicke, CKWX, Vancouver; Bill Burgoyne, CKTB, St. Catharines; Harry Sedgwick, CFRB, Toronto; Ed Rawlinson, CKBI, Prince Albert; Bill Guild (chairman), CJOC, Lethbridge; Bill Rea, Jr., CKNW, New Westminster; Phil Lalonde, CKAC, Montreal. Also elected but missing from the picture: Ken Soble, CHML, Hamilton; Dr. Chas. Houde, CHNC, New Carlisle.

### JOHNNY GILLIN INVITES

Canadians attending the NAB Convention in Chicago this month, are invited to Johnny Gillin's Canadian reception Sunday, April 16, 5 p.m., at the Drake Hotel.

As Johnny announced at the CAB Convention, this is to be regarded as an official invitation.

### STORK MARKET

The Stork has two calls to report this issue.

Lew Roskin, manager of CKDC, Dawson Creek, B.C., has a daughter to go with his previous "one of each."

Bob Buss, manager of CHAT, Medicine Hat, has been similarly blessed—last payday, he is currently proclaiming—and now attains the "one of each category" himself.

A transfer of the CKY, Winnipeg, license from Bergman-Moffat Broadcasting Company Limited to Broadcasting Station CKY Limited was approved by the CBC board. Lloyd Moffat, general manager of the present company, will have control of the proposed company, the CBC observed.

## THEY KEPT THE WHEELS ROLLING



**OTHERS OF THE CAB STAFF** escaped our camera, but here, reading from left to right, are four of the stalwart CAB staffers who contributed to the convention's success. They are: Pat Freeman, director of sales and research; Ruth Beatty, who "took" the hundreds of thousands of words uttered during the big show; Jim Allard, general manager, and Art Evans, veteran secretary-treasurer.

See next issue for words and pictures about the  
all-Radio Crippled Children's Easter Program.

# Edmonton...

# FASTEST-GROWING

# CITY *in Canada!*



## POPULATION 145,000

(PLUS SUBURBS OF 9,000)

from

114,976 in 1946

96,725 in 1942

90,419 in 1939



## SELL THIS EXPANDING MARKET

*over Edmonton's most popular radio station*

# CJCA



AN ALL-CANADA STATION

# PROMOTION

## Peppery Panels Four Minute Forums

By Art Benson

**Saskatoon Falls.** — One of the highlights of the CAB Convention open meetings was the pep-panel discussion called "In-Action Please" chaired by Bob Vic George. Included in the panel were Bill Byles, Young Peppercorn; Wilf Dippie, Radio Representative; Guy Herbert, Canada Radio Facilities; Bob Campbell, J. Walter Thompson Co.; Ruth Jones, Benton & Sons, Inc., N.Y.; Jack McGill, Canadian Tobacco Co.; J. J. Weed, & Company, N.Y.

The first question tossed at the panel was "For whom does the rep work?" Rep Joe Weed led off with the usual reply that the rep is essentially the intermediary between the station and the agency sponsor. Stations should be fair to their reps with the same amount of ammunition as that with which they arm their salesmen. Rep Bill Byles handed the ball to the man Bill Byles who said the rep is only as strong as the station wants to make him. Reps will have to supply more ammunition why their station should be chosen if they want to impress the client. Smart reps can often find additional markets if they have all the information about the stations.

Buyer Ruth Jones said the rep should be able to communicate with the agency with every-thing pertaining to the market. Let the agency sort it out. The agencies should get the end figures and availabilities in as possible as campaigns come break very quickly. Representing the sponsor on the Jack McGill said that the rep could supplement the advertiser's knowledge of the coun-try markets by furnishing infor-mation and coverage maps.

**Future of television in Can-ada** was the next item placed before the panel.

Bob Campbell felt that there was more excitement here than warranted as for a while TV might be a two-market proposition and thereby not lend itself to a large advertiser's coast to coast pattern. And he thought it would be far too expensive.

Ruth Jones thought that the novelty would wear off even if big advertisers had earned a fair slice of their approx-imate to the sight and sound

medium. She was sure that costs for nighttime AM shows would drop as a result of TV.

Bill Byles went all out for the new medium saying that it would cut down the frequency of national network shows. Byles said the TV impact would be terrific here and would definitely reduce the use of night-time AM radio.

The currently contentious "per inquiry" fracas was the final item on the forum with Wilf Dippie scoring the practice as a violation of broadcast ethics. Bob Campbell carried the ball by labelling it a brand of "horse-trading" entirely incompatible with present-day consistent uniform selling. Alf Lewis, of Canadian Mail Order Network, took up the cudgels for what he called "mail-order business" by pointing out that it was a means by which smaller stations could cope with rising costs. He also stated that the methods should be carefully policed.

Adam Young appeared kindly disposed towards "P.I." providing the products offered were reputable. He mentioned WGN, Chicago, as being satisfied with the arrangement and said that many smaller stations had implemented their revenues with the "mail-order business."

A more frequent exchange of ideas would strengthen broadcast-ers, according to Ken Soble, CHML, Hamilton, who conducted the convention forum called "Four Minute Ideas From Coast To Coast."

Murray Brown, CFPL, London, told about his station's 40-hour week which specifies no talent fees during the regular five-day week but a chance to pick up extra pay on the staffer's day off. On this basis talent fees amounted to around \$130.00 per week, split between members of the program department.

Bill Rea read the next paper which came from Charlie Rudd, CJAV, Port Alberni, and dealt with Transit Radio. Port Alberni buses have been equipped with AM sets which adds three quar-ters of a million listeners an-nually to the station's coverage. The listener response has been most favorable and advertising revenue has increased. Only CBC requirement, Bill said, was the payment of license fees for all receivers.

The third idea came from Syd Boyling, CHAB, Moose Jaw, who pointed out that his station found it difficult to air service club speeches and local concerts dur-ing the week so set aside a period every Saturday to re-broadcast excerpts from speeches, concerts and other functions.



LEFT TO RIGHT, they are: Bob Campbell, Jack McGill, Mary Moran, Bill Byles and Ruth Jones.

# In Central Saskatchewan and Western Manitoba—

## "The Trend" is to **CJGX**

A full week's survey (by Elliott-Haynes Ltd.) embracing 3,285 completed calls from 13 cities and towns which are key centres in the area served by CJGX shows that

**MORE PEOPLE WITHIN THIS AREA LISTEN TO CJGX THAN TO ALL OTHER INDEPENDENT STATIONS IN SASKATCHEWAN COMBINED (EXCLUSIVE OF "OTHERS" UNIDENTIFIED).**

CBK	35.6%
<b>CJGX</b>	<b>CJGX 30.2%</b>
STATION "B"	12.7%
STATION "C"	6.6%
STATION "D"	5.9%
STATION "E"	3.7%
(OTHERS)	5.3%



IN MORNING TIME (9 a.m. to 1 p.m.) - - -  
**CJGX LEADS ALL STATIONS.**

IN AFTERNOON TIME (1 p.m. to 6 p.m.) - - -  
**CJGX IS SECOND ONLY TO CBK WATROUS (C.B.C.)**

IN EVENING TIME (6 p.m. to 10 p.m.) - - -  
**CJGX LEADS ALL STATIONS.**



Of the 13 centres reporting - - -  
**CJGX LEADS ALL STATIONS AT 5 POINTS.**

**CJGX IS SECOND AT 5 POINTS**  
(Exceeded only by CBK WATROUS (C.B.C.))

**CJGX IS THIRD AT 2 POINTS**  
(CBK WATROUS and one Independent Station)

**TO COVER SASKATCHEWAN, CJGX IS ESSENTIAL**

For complete analysis of this report, consult our  
National Representatives:

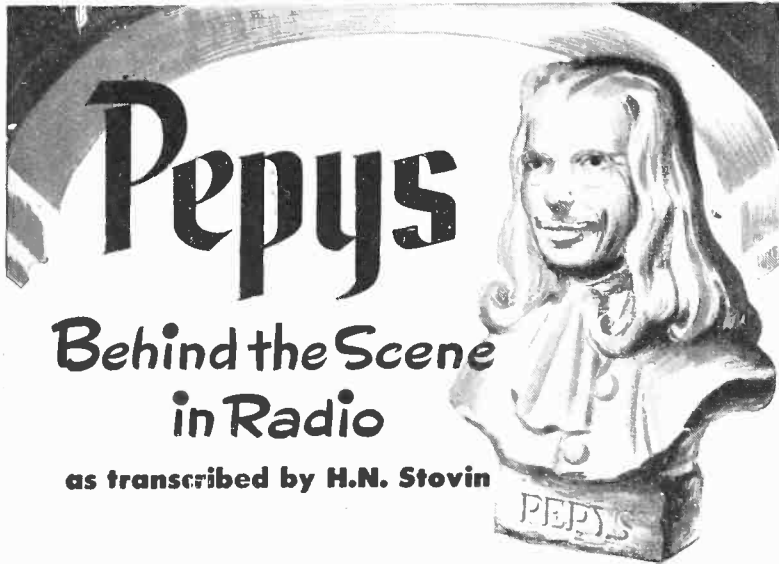
HORACE N. STOVIN & CO.—Toronto, Montreal  
INLAND BROADCASTING SERVICE—Winnipeg  
ADAM J. YOUNG, JR., INC.—U.S.A.

or write direct to

# CJGX

**YORKTON**

WESTERN CANADA'S FARM STATION



as transcribed by H.N. Stovin

Do today find myself in buoyant mood, which is probably Spring fever, for in my garden are iris pushing up green shoots through the snow, and crinkly leaves of hollyhock by the sunny wall ● ● ● Though myself somewhat in the sear and yellow leaf, do nonetheless find new ideas sprouting freely, many of them nurtured by the Stovin Station Sales Clinic, which saw the best attendance ever and many goodly decisions reached. Other ideas, too, from the bathroom conferences at the C.A.B. Convention; also from the pleasure and delight of conversing with new and old friends; though recovering slowly from the steps taken by my offspring to avoid being told even once more "You look just like your Father" ● ● ● Did also appreciate the speaker who stated he was scared stiff, but at his age found it a pleasure ● ● ● Such nice things have been said by others of the Stovin Station Clinic that I do feel I should pass on public acknowledgments to those who helped to make it successful — to Ray Avery, who sparked the whole two-day effort with good ideas on how to keep the national advertiser sold — to King Whitney, who came from New York to explain how managers could improve personnel selection — to Walter Dales from Montreal for suggesting ways in which to obtain effective publicity — to Alec Phare for pointing up the worth of trade advertising — to Cam Logan with tips on helping time buyers to purchase more radio time — to Walter (tenor) Elliott for showing how statistics can be a real sales aid — Spence Caldwell and Alex Sherwood with valuable advice on the transcription picture — George Chandler and Pat Freeman for leading discussions on industry matters ● ● ● Was especially heartened by Pat's statement that by 1953, at present rate of sale, there will be 6,000,000 radio sets in Canada less than eight years old.

# AGENCIES

## Agency Quest Deferred

Niagara Falls.—A bid for increased revenue by upping the agency commission to 17% was presented to convention delegates by Canadian Association of Advertising Agencies representatives Mark Napier and Howard Baker, assisted by their manager, Alex Miller. Decision on the matter was deferred until next year, but those attending the open meeting were given an outline of the problem from the agencies' point of view.

After Miller had reported that income and expenditure details of individual agencies, which the CAB had asked for, were not available, Napier led off the discussion by mentioning the fact that newspapers and magazines allow a 2% discount, in addition to the regular 15%, for prompt payment of bills. Miller, basing his remarks on a Periodical Press Association survey, said that although the 2% was considered an agency discount, in most cases it is rebated to clients.

What was apparently the main point of the issue was voiced by Napier who said that personnel costs in a Canadian agency are about 15% higher than in the United States because of small scale operation, although commissions are the same. As an example, he said that a full page ad in an American national magazine costs as much as a page in all Canadian daily newspapers, but agency costs in placing the multi-ad business were far higher for the same return.

Napier also said that it was wrong to measure an agency's ability to handle radio advertising by the size of its radio department. There is a shift away from large staffs to handle radio, he said, and it is becoming the practice to purchase outside ability on a fee basis.

Baker told delegates that the Canadian Daily Newspapers Association, the Periodical Press Association, and poster companies had been approached for an additional 2% by CAAA, but as yet no decisions had been reached.

## The Last String Is Out

For laughs, facts and an appreciation of private radio most delegates attending the Tuesday luncheon at the CAB Convention agreed that Don Henshaw, MacLaren Advertising executive, rang the bell.

Henshaw rolled through his 30 odd minutes of light banter and serious talk like the veteran he is and wound up with the emphatic statement that "the heart and soul of radio is the private local station."

But it wasn't all sugar, and the speaker from MacLaren's spent most of his time panning the station and rep boys for failing to do an adequate relations job with the agencies. "We need to know each other better and you and we must break down the barriers that separate common understanding," he said. In Canada, 70 million advertising dollars are spent yearly and over 80% are handled by advertising agencies, he said, as his first reason for better understanding. His second reason radio has a wonderful use, but there are other media.

The \$70 million in advertising billings is part of the country's economic blood that must be guarded and every penny must be made to produce, Henshaw said. He went on to say that agency men, who are persuaded of radio's vast usefulness, are wholly dependent on media that they have to know media men. Most agencies have adequate radio departments, the speaker claimed and he invited station men and their representatives to get to know them, as well as other executives in the agencies.

"God doesn't know what is going to happen to television in Canada, and neither does that high body, the CBC," said the speaker turning to his pet topic. "We should be thankful, as loyal citizens of eastern Canada to the west," he said, "for their generous contributions of the four or a half million dollars which will make TV possible in Toronto and Montreal."

"In their wisdom, I hope that the board of governors of the CFB will allow private enterprise to have a hand in TV," because that would give Canada television equal or superior to any on earth.

## HORACE N. STOVIN

& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for these live Radio Stations*

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CJNB North Battleford
CJBR Rimouski	CJBC Toronto	CFPR Prince Rupert
CKVL Verdun	CJRL Kenora	CJOR Vancouver
CKSF Cornwall	CKY Winnipeg	ZBM Bermuda
CFJM Brockville	CKLW Windsor	TBC Trinidad
CJBQ Belleville	CFAR Flin Flon	VOCM Newfoundland

## DID YOU KNOW?

That CKCL's Audience is a loyal, **listening** audience? Recently, a personal appeal to listeners from CKCL, on a single 5½-hour program, netted over \$5,000,000 for the Canadian "March of Dimes." That was **5 times our objective**, and the largest amount raised by any radio station in Canada on a single program. That same loyal, **listening** audience is available for your sales message. Local advertisers—the men who **KNOW** —are getting consistently high results.

# CKCL

## TRURO BROADCASTING CO. LTD.

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal

# CANADIAN BROADCASTER AND TELESCREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada  
AD. 5075

Printed by Reg. Willson — 3 Chester Ave., Toronto — GL. 4844

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Winnipeg	—	Dave Adams
Vancouver	—	Bob Francis
New York	—	Richard Young



Member of the Canadian Circulation Audit Board and the Business Newspapers Ass'n.

Vol. 9, No. 7.

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

April 12th, 1950

## The Diapers Are Off

The success or failure of a trade association Convention rests upon the willingness of each member to submerge his individual aims and ambitions to the common cause, and to be big enough to stand up and do battle to right a wrong, even when the outcome is likely to prove of inestimable value to his closest and keenest competitor.

This year's CAB Convention, more than ever before during the eight years we have been serving broadcasting, had an aura of useful co-operation which augurs well for an industry which, throughout its entire existence, has been beset by opposition and hostility from without, and all too often by petty pickerings and schisms from within.

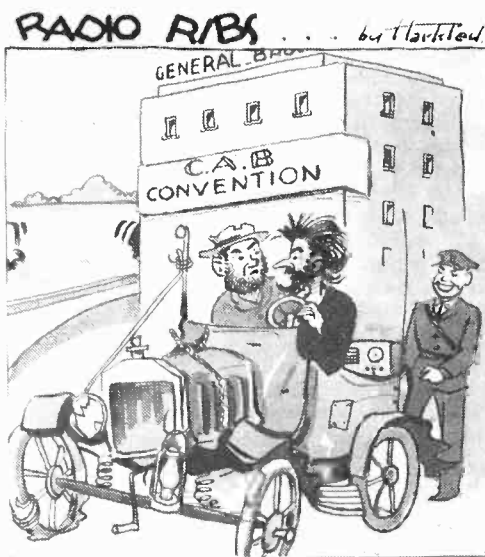
No one could sit through the tightly-packed agenda without noticing the well-attended meetings; the intelligent discussions which emanated from every proposal; the complete concordance on main issues, healthily fraught with keen and contentions expressions of various points of view; and finally, and by no means of minor importance, the intelligent co-operation of radio's second generation, which this year, more than ever before, made its voice heard by its elders, who received it with not inconsiderable respect and recognition.

\* \* \*

The only sour note to reach our ears was the comment of a certain number of guests who arrived at the beginning of the affair, only to find themselves shut out of the meetings for the first two days. Complaints were not serious, yet it seems to us that the remedy could be a simple one.

If closed meetings are necessary—and there are those who question whether they are—then would it not be possible and feasible to split the four-day function in two, calling for a business meeting, open to members and trade press only for the Monday and Tuesday, and then to throw it open to client, agency and other friends for the Wednesday and Thursday?

Clients and agency men would some of them be sure to turn up from the outset to meet their friends and associates from across the country. At the same time, those who felt that the first two days were wasted because they were not admitted to the meetings, would not be able to complain that they had been wasting their time.



"Who said they came here to play?"

The 1950 CAB Convention goes down in our book as an unequivocal success, because everyone was in there pitching for the good of the cause. What will come of the Royal Commission, to say nothing of the Parliamentary Committee which the government in its wisdom has seen fit to appoint before the Commission's investigations are finished, none can say. But whatever comes, we are convinced that a united broadcasting industry is ready to face it, and face it for the good of the whole.

Following the 1943 Convention, we were presumptuous enough to write that "as long as radio wears diapers, it will continue to wet them." If we may presume again, we should like to sum up this present offering by stating that, in our humble opinion, "the diapers are off."

■ ■ ■

## Whose Agent Is The Agency?

Radio and other media are somewhat alarmed over the demands currently being made by the advertising agencies for increased commissions. Advertisers are disturbed too, because they realize that they are the ones who eventually foot the bills over which they have no control. In the meantime, it seems to us that the main point is being overlooked, and that is the true relationship between media, agencies and advertisers.

Advertising agencies are granted their franchises by the various associations which represent the media, and after that the media have nothing further to say.

Advertising agencies are chosen by the advertisers on the basis of the ability of the agency to service the account. Submissions are made to the advertisers by the agencies; conferences are conducted between these two interested parties; advertisers finally give the okay; and then, after everything has been arranged between them—rather in the manner of a solicitor and his client—the agency issues instructions to the media which have been selected, ships discs, continuities, electros or whatever is required, for the media to use.

So far the arrangement seems both logical and equitable. But the rub comes when, instead of the client requiring the agency he retained, this burden is thrust on the shoulders of the medium whose agent, rather than the client's, the agency suddenly becomes. The station or publication is called upon to pay the organization which is supposed to be its agent for following the instructions of the advertiser who selected him.

\* \* \*

It may be said that the function of an advertising agency, like that of any salesman, is to serve buyers and potential buyers of its "employers'" product—advertising—and that in so doing it is truly serving the media who pay it. But there are differences.

No company is going to employ a salesman who represents other competing lines. Also, no company appoints salesmen to represent it (as the media enfranchise the agencies) and then duplicates this function with a further staff of salesmen (called representatives in advertising) who have to be paid for doing the same selling job over again.

\* \* \*

Nobody questions the valuable contributions made to advertising by the agencies. Our point is that because they are called upon to perform the dual function of representing both sides of the counter, their position is an unnecessarily difficult one.

Is it not a reasonable suggestion that when an advertiser wishes to use the services of an agency in the preparation of his campaigns and the selection of the media to be used, the cost of this service should be on his shoulders? Is it not also a fact that the question of payment for such service—both how, and how much—should be settled between the agency and its client?

**NORTHERN  
ONTARIO'S  
Greatest  
ADVERTISING  
MEDIUM  
CKSO  
Northern Ontario's  
High-Powered Station  
SUDBURY, ONT.  
Ask  
ALL-CANADA  
in Canada  
WEED & CO.  
in the U.S.A.**

## CONVENTION

### Accord Keynotes CAB

By Tom Briggs

Niagara Falls. — "More than usual development," both as an association and an industry, was the way in which the last year's operations were summed up by Bill Guild, Canadian Association of Broadcasters chairman, in his address of welcome which opened the 25th annual convention of the association here March 27.

Guild said that two of the major tasks facing the CAB during the past year—that of ridding themselves of the parental control of the CBC, and obtaining permission for price mention—had occupied much of the board's time. During the year the CAB directors had called seven meetings which were attended by all members, Guild reported, paying tribute to his associates for the amount of time and effort they had spent in carrying out the board's business.

In commenting on the coming year and how it will affect radio, Guild predicted that business would be harder to get, and emphasized that "this is not going to be a year of self-satisfaction." He said that radio should have a better deal and better opportunity to serve the listener and called for a plan "for the industry as a whole."

■ ■ ■  
A new board of directors for the CAB was elected for the coming year and consists of: F. H. (Tiny)

Elphicke, CKWX, Vancouver; Wm. Rea, Jr., CKNW, New Westminster; Wm. Guild, CJOC, Lethbridge; Ed. Rawlinson, CKBI, Prince Albert; Harry Sedgwick, CFRB, Toronto; Ken Soble, CHML, Hamilton; W. B. C. Burgoyne, CKTB, St. Catharines; Phil Lalonde, CKAC, Montreal; Dr. Chas. Houde, CHNC, New Carlisle; Malcolm Neill, CFNB, Fredericton, and Finlay MacDonald, CJCH, Halifax.

■ ■ ■  
Radio suffers from an inferiority complex as a result of control by the CBC, Guild said later in the convention. He explained that private broadcasters want an independent regulatory body with the necessary consequent changes in the Broadcasting Act and that he was hopeful that radio would get somewhat of a better deal as a result of the inquiry.

Guild reported that the final CAB brief would be presented to the Royal Commission during its concluding hearings in Ottawa about April 11. He said that the major question the Commission has asked the CAB to answer was: "In a practical way, where does the shoe pinch?" CBC regulations have been analyzed, he said, and the CAB would answer questions as to how it feels about them; whether they should exist; who should enforce them; how; what penalty should be imposed and what is wrong. The CAB brief committee is composed of Guild, Ralph Snelgrove and Jim Allard.

■ ■ ■  
Guild went on to discuss presentations made to the Commission by other groups such as agricultural unions, teachers' federations, art councils, drama leagues and Chambers of Commerce. He said that the free enterprise point of view has been restricted to radio stations and Chambers of Commerce, although the problems which confront many of these organizations are similar to those of radio. He said that the farmers are hurt the most, for they are under the direction of people who oppose free enterprise, and that they fail to realize that the farm is the last stronghold of private enterprise.

Stations could be instrumental in getting the smaller units and organizations to write to the Royal Commission, Guild urged, and said that as yet the feeling of the people has not been obtained.

After his report, a vote of con-

fidence in Guild, the CAB board of directors, management and staff was passed unanimously, a vote of endorsement concerning actions in Royal Commission matters. In addition a vote of thanks was extended to Bill Guild's staff at CJOC, Lethbridge which station he manages.

■ ■ ■  
In his report to the 300 delegates and guests assembled in the General Brock Hotel's Rainbow Salon, CAB general manager Jim Allard said that the association is now the largest it has been in its 25-year history, with 100 station members and 23 associate members in allied fields.

Commenting on the Royal Commission and various presentation to it, Allard said that he expected the current radio license fee of \$2.50 may be abolished in 1951. In addition, he said that the report of the Royal Commission expected some time this fall would set the pattern for radio for the next 25 years, especially if the CBC withdraws from commercial activity.

■ ■ ■  
Summing up the work that has been accomplished during the past year by the association, Allard reported that a brief to the Royal Commission had been prepared and that the CBC's presentation had been analyzed and answered. In connection with the NARBA Conference held in Montreal at the end of last year, he said that the CAB had actively entered into the Conference and watched closely the interests of all member stations, especially concerning the clear and regional channel conflicts that were discussed.

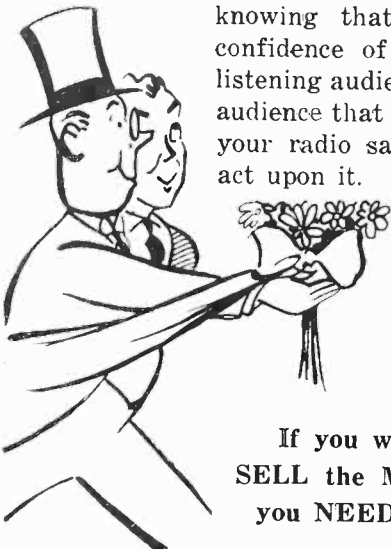
He reported that, after a series of representations had been made to Ottawa in an attempt to have tax laws revised, the association had finally been able to get the Tax Department to recognize its solescence when computing tax for the first time, and further representations will be made.

In negotiations with CAPAC and later confirmed by the Copyright Appeal Board, the CAB was instrumental in maintaining the 7 cent per licensed set fee paid to CAPAC, Allard said, and mentioned that the CBC attempt to increase the private station share of fees to CAPAC was defeated. The difficulty arising from the addition of Newfoundland radio sets had been overcome, he said.

## Pardon OUR EMBARRASSMENT.

Well, Sir! Lionel blushed like a new bride when the "BOUQUET TO YOU" sponsor insisted on honoring CKCW for a terrific "March of Dimes" Campaign . . . even handled the program himself to ensure proper plaudits, while Lionel stood by . . . embarrassed as all get-out.

Naturally we're proud. Our proudest moments, however, come from knowing that we enjoy the confidence of an enthusiastic listening audience . . . the same audience that is geared to hear your radio sales message and act upon it.



If you want to  
SELL the Maritimes,  
you NEED Lionel.



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

## "MACOVEE" SAYS: Over 60

NATIONAL ADVERTISERS USE

*"The Voice of the Okanagan"*

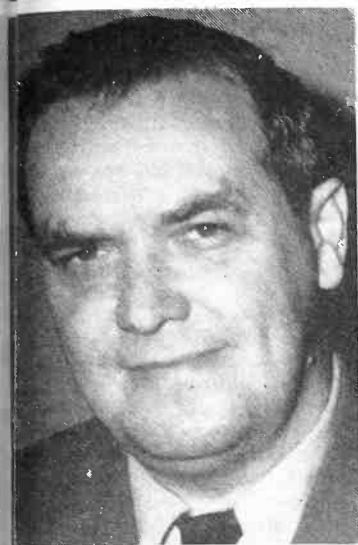
Added New Sponsors During the Last Month Include:

Northern Electric Co. — C.I.L. — Post's Breakfast Foods — Marshall-Wells — Thomas Supply & Equipment — Home Oil — Benjamin Moore Co. — Safeway — Colgate-Palmolive (Vel and Lustre-Creme).



"The 'OV  
Appleman"

IN THE OKANAGAN, USE  
**CKOV KELOWNA**



**ALL GUILD, CJOC, LETHBRIDGE, and Malcolm Neill, CFNB, Fredrickton, named respectively chairman and president of the CAB. Neill automatically became vice-chairman as well.**

BMI music should be used to a greater extent, Allard urged the broadcasters, and pointed out that if this is done, the association would be in a stronger position to negotiate with CAPAC.

Delegates unanimously approved a motion put before them by Phil Lalonde, calling for an interchange program ideas throughout the CAB membership. It was understood that program ideas would be sent to the CAB for consideration and, if approved, would be made available to the membership. It was said that this plan

would result in better programming and consequently better listening.

Another motion sponsored by Lalonde and also carried, called for recognition of service to the radio industry of those connected with it for 25 years or more. A committee is to be appointed by the board to prepare certificates and insignia and decide on the persons qualified to receive them.

A third motion presented to the membership dealt with the number and size of divisions of Canada

from which members of the board of directors should be elected. It was decided that the question should be deferred until next year, at which time the board of directors will make a recommendation. It was pointed out that under the association's by-laws, no change can be made for two years.

Three standing committees were appointed at the convention. The Sales Advisory Committee is composed of Pat Freeman (CAB director of sales and research); Ralph Snelgrove (CKBB, Barrie);

F. Cranston (CKOC, Hamilton), and Cliff Wingrove (CKTB, St. Catharines).

Elected to serve on the Music Committee were: Jack Slatter (Radio Representatives); Ted Campeau (CKLW, Windsor); Guy Herbert (All-Canada Radio Facilities); Harry Sedgwick (CFRB, Toronto), and Art Evans (CAB secretary).

On the Technical Committee is George Chandler, who was given power to add to the committee's membership as he sees fit.



## At CKMO

**We Don't BRIBE Listeners —  
We WIN Friends!**

**GOOD Music Makes GOOD Listening  
At 1410**

*"PIONEER VOICE OF BRITISH COLUMBIA"*

# Later Than You Think?


Staff recruiting by Canadian employers from the 1950 university graduating classes is well advanced. Registering their job openings with the National Employment Service during recent weeks, many employers already have had their requirements filled by Employment Service officers located at the universities.

However, graduates are still available from all types of courses.

The business of your firm may be such that you have not felt it necessary to hire graduates from a particular formal university course. However, many firms, including those hiring only small staffs, are coming to recognize the value of employees with general university education and training.

The university graduate has proven himself at least to the extent of obtaining a degree. Also, many are war veterans with much to offer in the way of adaptability, maturity and responsibility.


Through the "clearance system" of the National Employment Service, the *Executive and Professional Liaison Officer* at your local office can locate a graduate from almost any course you can name, since the E. & P. Division has officers working in co-operation with every Canadian university.



**The N. E. S. is a Community Service**

**Use Your Local Office**

## DEPARTMENT of LABOUR



HUMPHREY MITCHELL  
*Minister*

A. MacNAMARA  
*Deputy Minister*

# BOY!

## Are We SHOUTING!

**MARCH, 1949 — 24 LOCAL SPONSORS**


**MARCH, 1950 — 132 LOCAL SPONSORS**

**MARCH, 1949 — \$1600 LOCAL BUSINESS**

**MARCH, 1950 — \$5700 LOCAL BUSINESS**

There's a Spot for You Too  
at the busiest  
Spot on the Dial  
in Central Ontario.

*"The Biggest Little Station in the Nation"*



CKLB

DIAL 1240

OSHAWA ONT.

POWERED BY RADIO-KNOW-HOW

ask JIM ALEXANDER



more - and more - and more  
**NATIONAL BUSINESS**

to date 1950  
indicates a

**33%**

increase\*  
over 1949

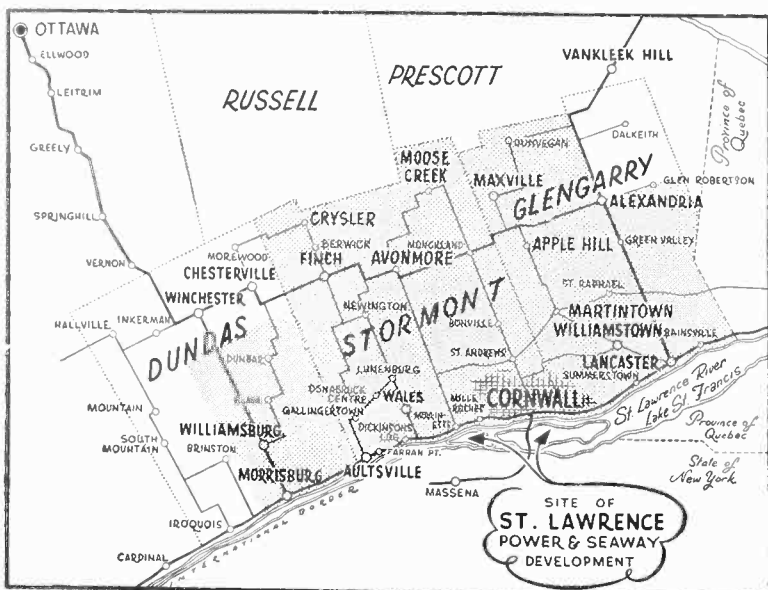
**HOW IS IT DONE?**

ASK YOUR ALL-CANADA MAN  
about

**CKRM for SASKATCHEWAN**

\*(INCREASE, that is!)

**THE CORNWALL MARKET  
IS A SURE-FIRE BET**



YOUR SALES MESSAGE will reach the homes of the industrial city of Cornwall and the prosperous counties of Stormont, Dundas and Glengarry if you use the facilities of

**CKSF & CKSF-FM  
CORNWALL - ONTARIO**

WRITE US DIRECT  
Or through Horace N. Stovin and Co. (Canada)  
or Joseph Hershey McGillvra (U.S.A.)

**OPINION**

**Man With A Pic  
And A Pitch**

By Richard G. Lewis



Niagara Falls, Ont.—There may have been those among the broadcasters attending the CAB Convention here last month who felt that "Mitch's Pitch" might have been better spelled with a B. But if there were, their voices were not heard over the applause, which brought the mighty man from the BAB back for a 15-minute encore after he had spent two hours taking them apart pore by pore.

Station managers, announcers, engineers, account executives, time buyers and salesmen—especially salesmen—not only sat back and took it, but even laughed with it, as Maurice Mitchell, director of the Broadcast Advertising Bureau of U.S. National Association of Broadcasters, spent the afternoon of Thursday, March 30, redeeming his reputation following the presentation of his highly touted, praised and reviled, but to us quite unimportant promotion film, "Lightning That Talks."

To deal with the film first, we are still wondering what all the fuss was about. It was well done, in parts. We even caught ourselves enjoying it a couple of times. It had its failings, of course. One thing we are now sure of is that casting people (instead of actors) to depict themselves in front of the camera, does not serve to bring about the realism which it was hoped to attain. An actor pretending to be a broadcaster is

much more of a broadcaster, in our view, than when the broadcaster tries to do the job on himself.

The best evidence of this we can think of is one character who appeared in the billiard sequence. His bearing was artificial and unnatural. And his voice—you could close your eyes, and see him standing there with a script in his hand.

But the same afternoon, the same actor transformed himself into not only a human being but the most natural and dynamic and convincing speaker who ever stood up to shoot his face off. As an actor, Mitch was way out on a limb. As a speaker he literally shone.

To dispose of the picture, was a promotion piece for radio which is good. Aimed at community businessmen (we assume it missed the mark, because it could not convince anyone that the radio success stories it told were any more than isolated instances, rather than the general rule every thinking radio man knows them to be.

However, "Lightning That Talks," or perhaps the shorter (20-minute) version now in preparation, "Lightning That Sells" should be usable to quite good purpose before service clubs at their ilk and should be able to introduce a lively (and radio) note into what have been known to be extremely dull functions.

We saw it and we're glad.

Back to "Mitch's Pitch," which would, we suggest, be really worth filming, so true does it ring.

First to come under the gun were station managers, especially those executives who, in the sales departments, "send a bill out to do a man's job of selling advertising when he doesn't know what advertising is." The first thing to do, he said, is to sell the radio idea to people who don't use it—not to people who are already using the station across the street. That done, then sell 'em your station."

Salesmen are wont to fall down on the job, spend too much time in the coffee shop, and management is to blame for not knowing where they go and what calls they make. "Show me a man," said the speaker, "who does eight hours selling a day for a day's pay, and you can afford to hire a boy



**Continuous Radio  
Audience Measurements  
Since 1940 . . . . .**



*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave  
TORONTO  
GErard 1144



low him around with a Silex from nine till five."

Not only did Mitch hand out the treatment to salesmen as a group, but he divided them into segments.

He chided the "deaf-mute" kind of salesman who hides behind his elaborately prepared presentation, scared to open his trap.

He went after the "stiletto artists" whose wives stay up nights monitoring competing stations for their husbands' prospect lists.

He castigated the rate chiseller, and had a word of rebuke for the American time buyer who expressed the view that night-time rates had to come down.

In every TV centre in the United States, newspapers have been losing circulation, he said, but you haven't heard of them reducing their rates.

Finally he harpooned those people who sell a program because the ratings show it to be .1 above the competing effort, and who, next month, when the rating situation is reversed, throw in the sponge and say "the jig is up."

He expressed approval of the kind of salesman who helps sponsors dress their windows and latches in behind their counters to find out what the customers are thinking, on Saturdays.

When a bank manager tells a customer that he has to reduce his overhead, especially advertising—radio advertising—nobody has shown him that radio adds to revenue rather than detracting from it, Mitch said.

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sary for a station to send a post card to everyone for a sponsor who has bought two spot announcements. Neither, he submitted, should a sponsor be led to expect all kinds of expensive promotion for his program as his right.

On the other hand, there are "promotions" which react to the mutual advantage of both the sponsor and the station, such as cards announcing the program, displayed at the point of sale.

When stations are distributing such cards they can earn their sponsor's appreciation, and do themselves some good too, if they will do a bit of research on product distribution and ranking. Find out first if they have the product, he suggested, and in cases where they haven't, tip off the salesman or dealer who will appreciate the lead. Then find out how it stacks up with competing brands, he went on. "This not only enables you to be helpful to the sponsor in yet another respect. It also gives you three or four prospects in competing firms."

When a normal speaker would have been played right out, and gasping for breath, Mitch threw his final curve, and his target this time was the system of paying stations for their time on the basis of the number of sales they make, called in the trade "Per Inquiry" or "P.I."

"P.I. has been condemned not once but many times by the great majority of NAB member stations as completely unethical and unscrupulous," he said. "P.I. people are trading on all the good things a station does, with none of the risk," he stated.

"Two P.I. outfits in the States are now offering the inside dope on how to get into it for \$400, complete with a list of 'sucker stations,'" he said, adding acridly: "You can do the same thing with dark glasses and a tin cup."

Maurice Mitchell, who admits that he spent many years in the newspaper advertising business, but claims he is now making an honest living in radio, said in actual words: "Here is the way to get more sales for radio . . . more sales for your station." What he said by inference was: "Here is how to be so useful to people you want for sponsors, they'll have to use radio . . . and your station."

# 6,000 more EVERY DAY

On May 24th the tourists start their Annual summer invasion of the North Bay area—6,000\* of them daily until September. Retail Sales in North Bay are nearly as large as December—and last year, these summer visitors spent more than 2½ million dollars in North Bay and district.

CFCH provides these tourists with their exclusive choice of radio entertainment. Your summer advertising on CFCH can help ear-mark some of the tourist dollars for your products.

## CFCH - North Bay

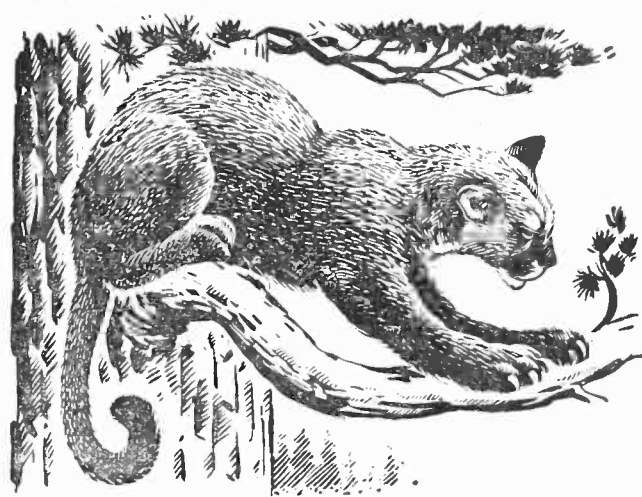
600 KCS. 1000 WATTS

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895  
MONTREAL: 106 Medical Arts Building - FI. 2493

\*North Bay Chamber of Commerce Estimate.



### TO GET THE LION'S SHARE OF SOUTHERN ALBERTA'S BOOMING MARKET, USE CFCH

Ask Radio Representatives, Toronto - Montreal



"THE VOICE OF THE PRAIRIES"

★ Calgary

Wise hunters use experienced guides. Wise time buyers have used CFCH for 28 years.



A.M. 800 Kil. (5000 WATTS)  
F.M. 98.1 Meg. (600 watts E.R.P.)

### THE QUEBEC MARKET IS RICH CHRC IS YOUR BEST SELLER IN AND AROUND QUEBEC

Representatives

U.S.A.

CANADA  
JOS A. HARDY & CO. LTD.

ADAM J. YOUNG JR. INC.

"LA VOIX DU VIEUX QUÉBEC"

# Of National Interest

## THE YEAR'S *BIGGEST*

### MOST VALUABLE

## TRANSCRIPTION STORY



#### FIFTEEN MINUTE SHOWS

##### "AT HOME WITH LIONEL BARRYMORE"

Fascinating true to life stories by the fabulous Lionel Barrymore. 156 episodes available.

##### "HOLLYWOOD U.S.A."

Intimate interviews with famous people. Starring Paula Stone. 260 quarter hours now available.

##### "GOOD NEWS FROM HOLLYWOOD"

George Murphy with the stars' views of Hollywood. 156 quarter hours available.

#### HALF HOUR SHOWS

##### "JUDGE HARDY'S FAMILY"

Mickey Rooney, in the wonderful Hardy story millions love.

##### "MAISIE"

Ann Sothorn in her most famous screen role.

##### "THE ADVENTURES OF DR. KILDARE"

Co-starring Lew Ayres and Lionel Barrymore as Dr. Kildare and Dr. Gillespie, the favourite of millions.

##### "CRIME DOES NOT PAY"

Tense, thrilling adaptations of Academy Award winning short stories.

These shows available for 52 episodes.

"M-G-M  
A full  
most  
Fred  
John  
Avail  
  
"Ang  
... c  
lde  
b he  
... ses  
pige

### M-G-M PROGRAMMES

INQUIRE TO

# ALL-CANADA RADIO

VANCOUVER

• CALGARY •

IN RADIO ALL-CANADA

STATIONS AND ACCOUNTS FROM COAST  
TO COAST WILL WANT TO KNOW



# M-G-M IS GOING TO 52 IN '50"

"YES, ALL EIGHT STAR STUDDED SHOWS NOW AVAILABLE  
ON A GUARANTEED 52 WEEK BASIS"

NO SHORT SERIES WORRY

☆ NO NEED TO HOLD SHOWS FOR FALL RELEASE

**"GO** WITH M-G-M, **GROW** WITH M-G-M"

**MARKETS SERVED  
BY M-G-M SHOWS**

- WEST** Vancouver
- Victoria
- Edmonton
- Calgary
- Medicine Hat
- Lethbridge
- Regina
- Yorkton
- Winnipeg
- Flin Flon
- Brandon

**MARKETS SERVED  
BY M-G-M SHOWS**

- EAST** Toronto
- Ottawa
- St. Catharines
- Belleville
- Oshawa
- Hamilton
- Cornwall
- St. John, N.B.
- Moncton
- Halifax
- St. John's, Nfld.

**SALES - BIG PROFITS**

**MARKET**

# **CILITIES LIMITED**

TORONTO

MONTREAL

**NS BUSINESS**

# Increase STATION PROFITS with OFF-PEAK P.I.'s

## THIS IS HOW CAMONET\* INCREASES YOUR WEEKLY REVENUE

- (1) By converting "Off-Peak" or "Tough-to-sell" periods into dollar time slots.
- (2) By providing extra dollars for additional operating costs.
- (3) By programming these "Off-Peak" periods to sell our products, you prove listenership to local and national advertisers.
- (4) Over a given period of time your per inquiry commission will exceed your national card rate, both spots and programs.

## THIS IS HOW CAMONET\* PROTECTS THE MAIL ORDER NETWORK SYSTEM

- (1) By providing articles for sale that have been tested for both quality and price. (Test includes: door-to-door canvassing, checking with large department store buyers, radio audience acceptance.)
- (2) By paying the radio station 50% of gross profit on every article (Per Inquiry not per sale). Bills payable monthly.
- (3) Camonet continues payment on the P.I. basis even after station has exceeded national card rate.
- (4) All products advertised on the Canadian Mail Order Network are sold with an advertised "Money back guarantee if not entirely satisfied" mentioned on each commercial.

*Camonet\* will make available to stations list of enquirers upon request.*

**\* CANADIAN  
MAIL ORDER NETWORK**

163½ CHURCH STREET

TORONTO 2

## MUSIC

### Expansion Costs Money

**Niagara Falls.**—During its three years of existence in Canada, BMI has published over 3,000 Canadian compositions, 17,000 radio scripts, 135,000 copies of music, 9,000 orchestrations and made 6,000 records, BMI president Bob Burton proclaimed in his report to the CAB Convention.

Burton proudly pointed to the fact that BMI music had consistently been well represented in all popularity polls, especially during the last six months, and said that "we are interested in producing a product that is always competitive and this we are doing."

BMI (Canada) Ltd., now has 68 composer affiliates and 23 publisher affiliates and has been responsible for the recording of 12 different Canadian songs in the United States, Burton said.

He stressed the fact that all money collected in Canada by BMI was spent in Canada, but warned that BMI can and will grow only if broadcasters want it to — that is, if they loosen the purse strings slightly. He mentioned a tentative figure of \$20,000 for furthering the use and usefulness of his organization's music. This was suggested as the share of the private stations. The bite is to be put on CBC commensurately.

As performing right fees mount, competition will become stiffer and radio, with its 7 per cent. per set fee to CAPAC, will not be in a honeymoon state forever. The answer, he claimed, was a strong BMI, which was synonymous with a strong bargaining position.

In the discussion period which followed the report, Bill Reag CKNW, New Westminister, paid tribute to BMI for bringing international recognition to the song "Bluebird On Your Windowsill," which his station first aired.

### Junior Music

**Winnipeg.**—Local vocalists and instrumentalists, among the younger set, are getting a chance to air their talents on two city radio stations these days.

One of the programs has been heard over CKRC for the past dozen years, while CKY, in its first few months on the air, has a similar type of show under way.

Let's look at the CKRC production first. Actually this show is staged by the youngsters themselves under the patronage of the Junior Musical Club.

The kids furnish the producer, announcers and talent, after first consulting with various music teachers. In other words, the 15-minute show, heard each Saturday morning, is entirely in their hands.

Many of Winnipeg's prominent concert performers passed through this format in their younger days. It taught them how to stage a show and gave them an insight into the radio business.

Over at CKY the show is "Winnipeg Sings." Broadcast twice weekly between 9.30 and 9.45 p.m. the program's aim is to reveal some of the city's vocal talent. A 35-voice male choir composed of members of the Winnipeg Junior Chamber of Commerce, appeared on a recent program.

They featured selections that were going to present at a concert the next night. The concert was a sell-out, for which CKY received part of the credit.



MRS. JIM ALLARD WAS VISITING the BMI booth when the can accidentally went off in our hands. She is flanked by BMI officials Bob Burton and Harold Moon in the customary sequence.

## CFCO leads all Western Ontario Stations

for audience increase, according to  
B.B.M. Study No. 3.

An Average Day & Night Increase  
of 92% over Study No. 2.

"Ask anyone in Western Ontario"

**CFCO - 630 Kcs - Chatham**

# REPS

## Stovin's Pre-Convention

Toronto.—Radio stations should over year-round advertisers 10 per cent. extra program time instead of, as some do, cutting rates 1 per cent. "Give him more time to keep him on 52 weeks a year," urged Ray Avery, vice-president of Ronald's Advertising Agency, addressing a sales clinic of stations represented by Horace N. Stovin & Co., in Toronto's Royal York Hotel last month. "Pepys" Stovin presided.

More than 25 personnel from Stovin stations across Canada attended the annual two-day sales clinic held on the Friday and Saturday preceding the CAB Convention. Stovin Winnipeg and Montreal offices were also represented. Social highlights included a buffet luncheon Friday attended by 125 guests from among agencies and advertisers and a dinner Saturday night for 100 including visitors. Guests, speakers at the clinic and wives and friends. Talent for this affair was ample from among the station folk present.

Speakers at the sales clinic sessions included Ray Avery; King Whitney, New York City, president of The Personnel Laboratory, who outlined methods of choosing proper personnel for stations; Walter A. Dales, Montreal, who discussed publicity matters for radio stations; G. Alec Phare, director R. C. Smith & Son Ltd., outlining advertising plans with particular reference to the Stovin "Pepys" series; Cam Logan, time-buyer for Cockfield, Brown & Co., who stressed the need of more and better station information for buyers; Spence Caldwell, radio and television programs, discuss-

ing the current situation in the transcription field; Alex Sherwood, New York City, with timely tips on handling library services; Walter E. Elliott, president Elliott-Haynes Ltd., on how to make statistics work for more station sales, and Pat Freeman, director of sales for CAB, outlining new radio sales information.

George Chandler, CJOR Vancouver, headed a discussion of matters to come before the CAB meeting; Sid Boyling, CHAB Moose Jaw, outlined what stations expected from their reps, and Andy McDermott, Stovin sales manager, replied. Bill Stephens and Frank Murray of the Stovin Toronto office sales staff detailed the work involved in making a national sale.

In the discussion periods considerable time was given to the complaints of agency people that it was becoming more and more difficult today to obtain good times from radio stations. The answer developed from the discussions was that today the local advertisers are keenly alive to the value of radio advertising on their community stations and that, rather than lose choice positions to the seasonal national advertiser, were buying on a 52-week basis. Some station men indicated that it was now costing too much to get national business and it was only natural for them to favor the local, and more profitable, advertiser, especially since he stayed on the air throughout the summer when most national advertisers mistakenly depart. In this connection, station men particularly pointed out, most of the community stations, especially those in areas with summer resorts, actually gain a larger audience in summer than any other time of the year.

## REPRESENTATIVE-AT-LARGE



Man of many interests, or, to be more correct, foundations, is Leo Hutton, perennial visitor at the CAB Convention, and wherever else libatious broadcasters may be gathered together. Between his own board meetings, Leo manages to squeeze in time to act as liaison officer for the wire companies.

He has endeared himself to two generations of broadcasters by such devices as interrupting their stories with his own, bumming quarters, and making himself genially objectionable in any manner he can contrive.

Slogan of his various enterprises is: "If Duz won't do it — Hutton it."

**B.U.P.**  
"COVERS THE WORLD"  
**BRITISH UNITED PRESS**

"The world's best coverage of the world's biggest news"

★

**HEAD OFFICE**  
231 St. James Street  
**MONTREAL**

### FOR SALE

300 ft. Insulated Tower built by Canadian Bridge in 1940.

\$500.00 standing

Will dismantle and ship by arrangement if desired. Specifications and Particulars

**TRANS-CANADA STEEPLEJACKS**

530 King St. E. Toronto WA. 0766

### TRANS-CANADA STEEPLEJACKS

will be pleased to quote on

**PAINTING TRANSMITTER TOWERS**

Will go anywhere.

530 King St. E. Toronto WA. 0766

## Again the 'facts and figures' prove a point

Read what ELLIOTT-HAYNES reports on Saint John's "Leader" Station for March 1950! (Evening Survey):

Sets in Use    Average Rating    Percentage of Listeners

CFBC:	44.4	22.8	51.1
Station 'B':	44.4	19.1	43.5

As well . . . NINE out of TEN Evening Shows TOPPING THE LISTS are regular CFBC features . . .!

Our REPS are: J. L. ALEXANDER, Toronto, Montreal. JOHN HUNT, Vancouver. WEED & COMPANY, in the U.S.A.

For the Facts on

# CFBC-Saint John

NEW BRUNSWICK'S "LEADER" STATION (Tops in Western Nova Scotia too!)

**1000 WATTS 970 KC**

**CKCH**

STUDIOS . . .  
121 NOTRE DAME ST., HULL, QUE.

Selling over 75% of all sets turned on during daytime and night-time hours with 385,167 French people in coverage area of Ottawa, Hull and all or part of 19 surrounding counties.

Canadian Representative  
● Omer Renaud & Cie,  
1411 Stanley Street,  
Montreal.  
Toronto Office, 53 Yonge St.

American Representative  
● Joseph Hershey McGillvra  
Inc., 366 Madison Ave.,  
New York 17.  
Telephone Murray-Hill 2-8755

**PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY**

# 'Too important to miss'

Offerings from five continents—in greater variety and volume—make this year's Canadian International Trade Fair a vital observation-post and trading-centre for all businessmen.

The revaluation of currencies makes it more important than ever to compare world sources of supply, and see where your money buys the most. Shifting patterns of trade provide many opportunities to explore and establish new business connections.

Truly international—entirely devoted to actual business—packed with industrial goods, crammed with consumer products . . . for men of affairs everywhere, the C.I.T.F. is too important to miss!

For full details including information regarding pre-registration and reduced rail rates in Canada write to:

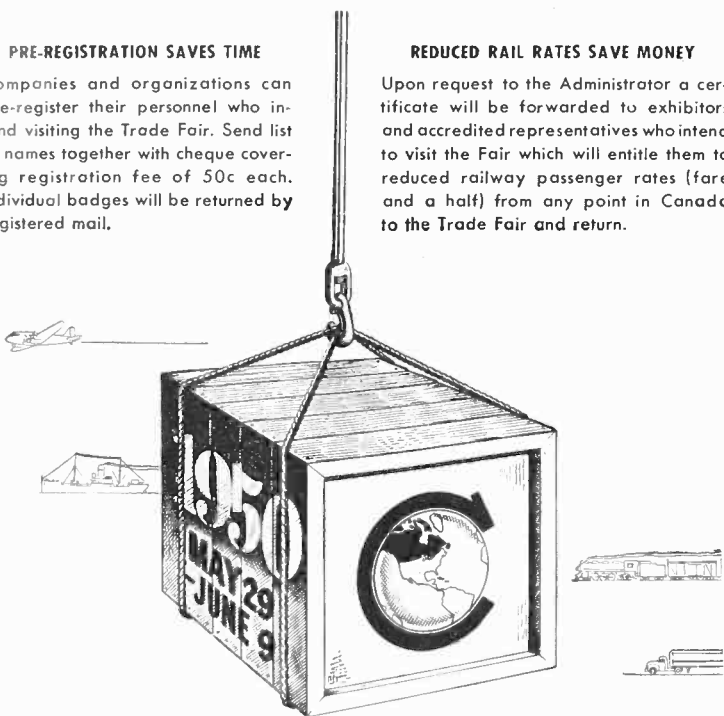
THE ADMINISTRATOR  
CANADIAN INTERNATIONAL TRADE FAIR  
Exhibition Park  
Toronto, Ontario

### PRE-REGISTRATION SAVES TIME

Companies and organizations can pre-register their personnel who intend visiting the Trade Fair. Send list of names together with cheque covering registration fee of 50c each. Individual badges will be returned by registered mail.

### REDUCED RAIL RATES SAVE MONEY

Upon request to the Administrator a certificate will be forwarded to exhibitors and accredited representatives who intend to visit the Fair which will entitle them to reduced railway passenger rates (fare and a half) from any point in Canada to the Trade Fair and return.



## Canadian International Trade Fair

MAY 29-JUNE 9, 1950  TORONTO, ONTARIO

DEDICATED TO THE PROMOTION OF INTERNATIONAL TRADE BY THE GOVERNMENT OF CANADA

## RESEARCH

### BBM Is In The Black

Niagara Falls. — Unlike its American counterpart, which is pulling through its troubles, the future of the Bureau of Broadcast Measurement looks even brighter and more certain than its past. With 114 station subscribers (an increase of 15 during the past year), representing 80% of the stations in Canada, and with its financial position such that money on hand would be sufficient to meet the cost of the 1950 survey, BBM president Lew Phenner painted a picture in his report befitting what he called "the recognized outstanding development of the radio industry." Despite higher costs, there would be no increase in fees, he said.

On the 1950 survey, Phenner said that, barring anything unforeseen, the reports would be sent out early in September. During the 11 days following the mailing of survey ballots, 38.8% had been completed and returned, he said, with only a minimum return of 50% required for the reports.

Dr. Kenneth Baker of the American BMB considered the 80% station membership chalked up by BBM "outstanding" compared with 600 subscribers out of a possible 2,000 that his bureau works with.

Baker appeared before the delegates to comment on the BMB survey just published. He said that the primary use of such surveys is to compare radio's audience with newspaper circulation, and south of the border figures show that in its everyday audience radio outrates newspapers. The further breakdown of once-per-week-or-more listening into three frequencies improved the value of the survey greatly, he said, and revealed that a number of research experts are now toying with these new figures in an attempt to explore the possibilities of evolving a new method of popularity measurement from this type of research.

New directors for BBM elected at the meeting were: C. R. Vint,

Colgate-Palmolive-Peet Company for three years, and E. P. Cooper Imperial Oil Co. Limited, for two years, representing advertiser G. Frank Mills, Spitzer & McLeod Limited, for three years, and S. Smith, James Lovick Limited, for two years, representing advertising agencies; and W. T. Cranston CKOC, Hamilton, for the radio stations.

### Radio Has The Edge

Faced with the choice of giving up either their radios or their newspapers, radio got the edge two to one in Vancouver, a three to one in the urban centres of Chilliwack, Kelowna, Port Moody and Prince George.

This information came to light in a study comprised of 833 personal interviews, conducted by the British Columbia Association of Broadcasters, by Penn McLeod & Associates Ltd., Vancouver researchers, who have now established a branch office in Toronto. It was also found, in the same centres, that each hundred households, counting both radio and non-radio homes, averaged ownership of 123 radios.

Questioned as to his firm's plans during his visit to the CAB Convention, Penn McLeod, who has long had the concern he founded there years ago, said he is now offering what he terms a "package survey" to radio and its sponsors, combining both telephone and non-telephone homes, urban and rural, and also such out-of-home listening as cars, summer resorts, restaurants and "captive audiences."

As soon as they have completed lining up key centres, McLeod says, this project will be started on a continuing basis, with expansion into smaller communities as soon as possible.

Offices are located at 1673 West Fourth St., Vancouver, and 100 Yonge St., Toronto. Managers are Bill Watts and Dick Dickson, respectively.

Ted Vatcher, formerly a vice-president with Spitzer & McLeod Ltd., has joined the firm in the same capacity.

### OPPORTUNITY TO MAKE MONEY

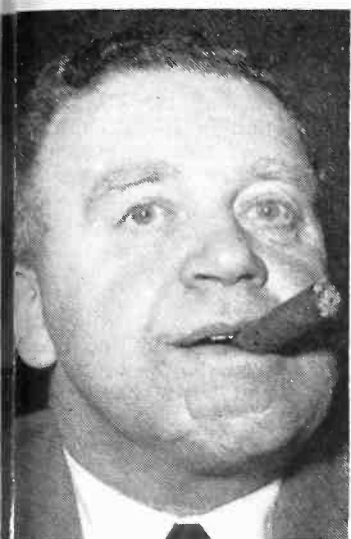
- ★ DISC JOCKEY—Experienced, with personality. Able to hold an audience and sell merchandise.
- ★ TIME SALESMAN—Must be experienced in radio selling.
- ★ POSITION ALSO AVAILABLE IN TRAFFIC DEPARTMENT.

APPLY

**Radio Station CKDA**  
VICTORIA, B.C.

# INTERNATIONAL

## Britain Is A Prospect



Niagara Falls.—Returning from a short trip to England just in time for the CAB Convention, Harry Sedgwick, president of station CFRB, Toronto, told *Canadian Broadcaster & Telescreen* between sessions that, with proper development and promotion, British exporters will be using Canadian selective radio to acquaint the Canadian market with their wares before long.

British business is unaccustomed to the idea of radio advertising," Sedgwick said, "and is staggered by the size of Canada. They fear they would be getting the wrong things they do not understand. Yet more, groaning under restrictive thongs of Socialism, display an apathy toward the idea of earning a pound to save a shilling. It remains only to break down this resistance to a new era which is not unnatural to a conservative people."

Sedgwick was sufficiently encouraged to appoint a British representative to his station, namely, Overseas Radio Diffusion, Carlton House, Regent Street, London, W1. He suggested stations interested in establishing a British contact communicate with Ronald Pearkes, with that concern.

This firm is by no means unfamiliar with the sale of commercial radio, Sedgwick says, and is already successfully handling stations in Bermuda, Trinidad, and Barbados. Jamaica is opening in May. They also handle commercial activities in Radio Rediffusion in Malta, Singapore and Hong Kong. Currently negotiations are being carried on with Australia

and South Africa. Long range plans are aimed at covering the entire British Commonwealth.

Summing up his trip, Harry pointed out that he did not come home with a briefcase full of contracts, but that he found the advertisers and agencies he interviewed far more interested than he had expected, and the money situation much easier than he thought it would be.

In Leeds, he told members of the textile industry that to reach the North American market through effective advertising it will be necessary for them to brand goods more than is the general practice at present. Besides the large number of firms he contacted in London, he saw silverware and jewelry people in Birmingham.

While the money situation can

be overcome, to a certain extent, he feels it important to employ any device to save them exporting funds. One suggestion he had along these lines is to have internationally known artists residing in Britain record programs in London. These could be shipped over on discs with "open ends" for the insertion of commercials written and read for Canadian consumption, he said.

During the CAB annual dinner, retiring president Ralph Snelgrove won the approval of all present when he acclaimed Harry Sedgwick "with whom it has been my wont to fight at the drop of a hat at board meetings," as the man without whose incessant interest and activity from the time he founded the Association, "there would be no CAB — no private radio."



Copyright John S. Steele.

JACK BEARDALL of CFCO, Chatham, and 25-year member of the CAB, played proud poppa at the Convention, when his daughter, Eleanor, entertained delegates and guests at the annual dinner. Eleanor has her ATCM and was acclaimed by everyone. Other entertainers at the dinner were Jimmie Shields, tenor, and the Gamma Sigma Quartet.

## WINS GGE AWARD



Niagara Falls. — Jack Blick, manager of CJOB, Winnipeg, strode to the head table during the annual dinner of the CAB this year, to accept the first annual award for continuous broadcasting.

The award was presented by J. C. MacFarlane, K.C., D.C.L., on behalf of the Canadian General Electric Company Ltd., of which he is vice-president. It takes the form of an ornamental radio tube which will be given annually, and a framed citation.

Basis of the choice of the winning station is the time a station is off the air due to such causes as break-downs and power failures. Winner is selected by the auditor who examines station logs for the Department of Transport.

## RADIO EXECUTIVE

15 Years' production and writing experience with networks and agencies — available May 1st.

Box 21  
Canadian Broadcaster & Telescreen

**in**  
**GREATER VANCOUVER**  
**\* MORE PEOPLE LISTEN TO Vancouver's CKWX MUTUAL \***  
**(See Elliott-Haynes Reports)**  
**CONSULT ALL CANADA OR WEED & COMPANY**

**JOS. HARDY**  
*talks*  
**ON QUEBEC MARKET No 2**

Elliott-Haynes Survey tells the story about the audience on CKRS Jonquiere-Kenogami:

Program	Rating	% of Audience
News	39.6	72.2
Sportscast 6 p.m. daily	20.4	33.5
Dr. J. O. Lambert Co.	28.6	54.3
Radio-Concert Kraft	29.4	51.7
Standard Brands	34.5	58.6
Adams "Take a Chance"	29.6	51.7
Heinz Varieties-57	32.6	54.8
Shirriff's "La Rigolade"	29.5	52.7
Colgate's "La Mine d'Or"	36.7	64.9
Ogilvie Flour Mills	29.1	49.6
Rosson's Imperial Tobacco (Sweet Caps)	36.3	63.1
Dow's "Tribune Sportive"	39.9	67.2
	25.3	46.6

For any information on QUEBEC MARKET No. 2

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

### REPRESENTING

<b>CHRC</b>	QUEBEC	5000 WATTS
<b>CHNC</b>	NEW CARLISLE	5000 WATTS
<b>CHLN</b>	TROIS RIVIERES	1000 WATTS
<b>CHLT</b>	SHERBROOKE (French)	1000 WATTS
<b>CKTS</b>	SHERBROOKE (English)	250 WATTS
<b>CKVM</b>	VILLE-MARIE	1000 WATTS
<b>CKRS</b>	Jonquiere-Kenogami	250 WATTS
<b>CKBL</b>	MATANE	1000 WATTS
<b>CKLD</b>	THEDFORD MINES	250 WATTS

*"Tolerance, Justice and Reason through an Informed Public"*

*Thanks Fellas*

for all your kind assistance, hospitality and encouragement at the Convention, in helping to extend the scope of Canada's top-rated discussion program.

*Arthur R. Helps*  
Town Meeting In Canada

CJCA	
EDMONTON	
1947	
RETAIL	
SALES	
TOTALLED	
<b>\$89,972,000</b>	

# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—Most broadcasters along Radio Row are looking the other way and trying to avoid comment on the question—but the boys who pay the bills are beginning to put on the pressure for an answer.

The question: Is television making sufficient inroads on the radio audience to justify reductions in AM ad rates in the near future?

The broadcasters, of course, say nay, nay. Advertisers and agencies are not so sure. They want a closer look at the situation.

The situation reached the boiling point a couple of weeks ago when station WFIL in Philadelphia announced that it was adjusting its rates (effective April 1) so that it now has one Class A rate from 9 a.m. until 10 p.m. To accomplish this, the station reduced its night-time rates and increased its daytime rates. The station admitted that the action was prompted by the increasing competition of television. It feels that in the future, radio's greatest role as an ad medium will be played in the daytime.

Reaction to the WFIL move has been varied — and that's the understatement of the week. Radio execs willing to comment have been quick to offer an impressive defence of present rates. They point out that many surveys show that radio recently made new audience gains. They point out that station WFIL is among those reporting new audience gains in the latest BMB study.

Most of the officials we talked to during the past week are sure that the present rates will stand up for some time to come. Only one, the manager of a radio and television station, believed that radio will have to take a close look at rates as early as next fall.

Nevertheless, the iron is in the fire and advertisers are getting

hotter on the subject. They are conducting surveys of the AM rate structure. Several agencies are doing likewise. The Cunningham & Walsh agency, for instance, said it will complete a series of studies of night-time rates in television areas in about a month.

There's little doubt that the topic will supply much material for corridor conversation at the NAB convention in Chicago later this week (April 16).

Speaking of the NAB meeting, the broadcasters are going stripedoudered on us this year. Take a look at this high-soundin' theme — "The American Broadcaster's Responsibility in the World Today."

And look at this list of distinguished speakers—Carlos P. Romulo, president of the United Nations World Assembly; Herman W. Steinkraus, president of the U.S. Chamber of Commerce and of the Bridgeport Brass Co.; Wayne Coy, chairman of the Federal Communications Commission; Paul G. Hoffman, ECA administrator; and H. E. Babcock, agriculture expert and a director of the Avco Manufacturing Corp.

We agree that this is a fine program—but by golly we're sure going to miss the short-tempered discussions of such controversial subjects as give-away programs, commercial excesses and standards of practice. Only one general NAB business session is slated.

However, there will be special sessions devoted to FM, television and independent stations and they're bound to produce some fireworks or meaty copy. The independent boys are always good for a headline or two and they've got a full-day session to produce a few.

We can also look for some news as the result of top-level meetings. Many stations and two of the top networks—CBS and ABC—are said to be unhappy about the lack of benefits obtained from their memberships. Insiders forecast several walkouts if a new broom isn't used on some activities. But more on that later.

On the eve of the demise of the

Broadcast Measurement Bureau (it folds as of July 1), comes word that the initial reaction to the bureau's radio station audience Study No. 2 has been mostly favorable. This includes comments of advertisers and agencies as well as broadcasters.

One of the most favorable comments came from Arthur S. Dempewolf, of the Celanese Corp. of America, speaking at the American Association of Advertising Agencies convention last week. To sum up his remarks, he described the data in the BMB study as the information essential to intelligent timebuying.

You can be sure that this reaction, plus that coming in daily, will do much to guide the future plans of the soon-to-be-formed successor for BMB—the \$1,000,000 corporation, Broadcast Audience Measurement.

As we get ready to send this copy, the first reports from the Association of National Advertisers convention are trickling in. From these reports we gather that radio fared very well whenever discussions linked it with television.

Research expert A. C. Nielsen offered some figures in support of radio. He said, for instance, that on a national basis total listening in homes has gone up 1.06% compared with the average of the three previous years. He also pointed out that the number of radio homes has increased by 8.5%.

But despite Mr. Nielsen's presentation, according to the reports, several leading national advertisers stated flatly that something will have to be done soon about AM rates in video cities.

On the Cuff Notes . . . NBC comic Eddie Cantor will give up his Eversharp show, "Take It Or Leave It," after this season to devote his energies to sight-and-sound . . . CBS network's next big-name acquisition will be screen actor Don Ameche. He'll be starred in a situation-comedy series called, "Count Your Blessings" . . . and that's the news till next issue.



### RAINBOW'S END

Holding the CAB Convention in Niagara Falls this year brought private radio nearer to television than has been so far.

### TV GUESTS

It isn't only the television we like. We love your bread and sandwiches too.

### PRIVATE FEUD

Dear Alec Phare: Please under no circumstances stay on the wagon. You're dull enough even when you're drinking. —R.G.I.

### CONVENTION GAG

When a government is interested in culture, never sure if it's speaking with a C or a K. —Bob Burton

### CAN'T TAKE IT, EH?

CBC staffers hie themselves to the bowling alley evening a week — Wednesday Night.

### PICK A NUMBER

It all must have started because the late Booth Tupperington wrote his whimsical "Seventeen."

### BUILT-IN PRESS AGENT

Gordon Sinclair, radio publicity chairman for the Easter Seals campaign, sued all his press releases in his own column in the Toronto Star.

### UNSOLICITED TESTIMONY

"Certainly I read the Broadcaster, from back to front. It's more interesting that way." —Ralph Ha

### POET'S CORNER

Show me a man  
Whom nobody hates,  
And there is a man  
Whom nobody rates.

The **Wright STATIONS**

**OUR S.O.A. ★ IS SHOWING**

Lowest 30.4% of Listeners  
Highest 59.5% of Listeners

5 TIME PERIODS SHOW OVER 50% OF LISTENERS

**CKOX & CKOX-FM**  
WOODSTOCK

\*Share of Audience (E-H Ratings March 1950 Evenings)

SEE **William Wright** TORONTO  
REFORD BUILDING



# The **BIG 5** for every type of high quality pickup work . . .



### RCA Victor 77-D Microphone

High fidelity studio 'mike' with non-directional, bi-directional or uni-directional operation. The poly-directional characteristics make possible better balance, quality, naturalness and selectivity in studio pickup. 3-position Voice-Music switch: low hum and reverberation pickup.

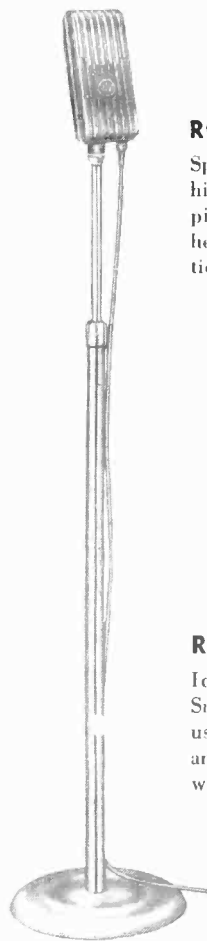
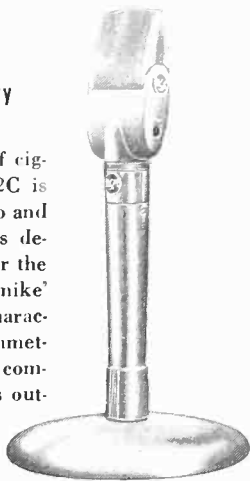
### RCA Victor 44-BX Microphone

Top performance and wide use have made the 44-BX a symbol of broadcasting for studio and remote work. Bi-directional Figure 8 type pattern. Response adjustment for vocal or musical pickup.



### RCA Victor Bantam Velocity Microphone KB-2C

No larger than a package of cigarettes, RCA Victor's KB-2C is ideal for conventions, studio and other indoor use where it's desirable to see as well as hear the speaker or singer. Big 'mike' quality with directional characteristics that provide a symmetrical Figure 8 . . . Write for complete technical data on this outstanding performer.



### RCA Victor Varacoustic M1-6203-C

Specially suited for public address use under high reverberatory conditions and for stage pickups where auditorium noises are to be held to a minimum. Has adjustable directional characteristics.



### RCA Victor 88A Microphone

Ideal for general remote pickup service. Small, light, adaptable for portable or fixed use, and relatively free from effects of wind and moisture. Also serviceable in the studio when a non-directional microphone is needed.

## RCA Victor makes them all!

Uni-directional, bi-directional, non-directional . . . pressure-dynamic, velocity and crystal microphones . . . for indoor and outdoor use on speech and music . . . RCA Victor makes them all!

The five microphones illustrated were selected from the complete RCA Victor line because their specialized performance characteristics cover the full range of normal pickup requirements. They represent an RCA Victor engineering achievement in *specialization that has paradoxically reduced the number of microphones essential to provide an overall quality pickup service.*



# RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX • MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

World Leader in Radio . . . First in Recorded Music . . . First in Television

For prices and full information, write to your nearest RCA Victor Sales Engineer or write Engineering Products Sales Dept., 1001 Lenoir Street, Montreal, Que.

# CANADIAN TELESCREEN

Vol. 3, No. 6.

TV and Screen Supplement

March 22nd, 19

## RCA SHINES IN COLOR SHOW

By Richard Young

New York, N.Y. — This is it. That's the opinion of most observers who watched the press preview last week of RCA's long-awaited new tri-color television tube.

Top-ranking Washington officials predict that the adoption of any other single system is now definitely out. There is a slim possibility that multiple standards may be set by the FCC—but most experts doubt it. The RCA system won the early rounds in the color fight by its success in achieving compatibility. The new tube is called the clincher.

The showing touched off a tiff between David Sarnoff, RCA's chairman of the board, and Frank Stanton, CBS president. Stanton issued a statement first: "We are also looking forward to an opportunity to use the tube with the CBS color television system, because when the single-tube is developed to the point where it is fully practicable for home use, and at an economic price, it can be used with the CBS system more simply than with any other color television system."

Back came Sarnoff: "While it is true that CBS can, and probably will, throw away its mechanical disc and replace it with an RCA color tube, this would not overcome the deficiencies in the CBS system. It would still not be compatible with black-and-white. It would still have low instead of high definition pictures. It would still have color breakup and flicker. The only way I know how the CBS can overcome these deficiencies is to use the RCA all-electronic, fully compatible dot-sequential system of television, and I hope they will."

In his remarks to the press, Sarnoff commented on the date when color video will arrive in these words: "I am not as pessimistic as Dr. Du Mont, who says that color television is anywhere from 10 to 20 years off. I do not believe that. It will be a much shorter period . . . But I am not as unrealistic as the Columbia Broadcasting System spokesmen who say that color television is here today. I do not wish to associate myself with either extreme position."

As to when RCA will be able to produce receivers equipped with the new tube, Sarnoff said that "no matter which system is approved by the FCC, it will require a reasonable period of time before one can produce commercially designed instruments. I hesitate to say one year, two years or three years, because I don't know the exact amount of time all this will take. But I do know that from the minute the FCC sets standards, and if they set standards along the lines I have discussed, we would be able to go forward with our system. From the moment when the green light is given, we will be working day and night to take these remaining steps in our laboratories, in our set factories and in our tube plants, in order to get these instruments to the trade and to the public as soon as possible."

As to the projected cost of the sets, Mr. Sarnoff stated: "My guess would be that when these sets are made and sold in similar quantities to black-and-white sets, the cost would be approximately 25% more, perhaps 20 to 25% more than an ordinary black-and-white set."

## DELAYED TELECASTS

Vancouver.—If the CBC cannot build a TV transmitter here, then it should help the private stations to do so, Don Coltman told a meeting of the B.C. Association of Radio and Appliance Dealers.

The group passed a resolution asking the Corporation to build a TV station here when its expansion begins in Eastern Canada. Meantime a letter was being sent the CBC saying the association was "concerned about the CBC's ignoring our part of the country" as a TV outlet.

Gordon Harris, Canadian General Electric's manager for sales and supplies, said a market for 50,000 TV sets would be created when the CBC's Toronto and Montreal transmitters are opened. Two and a half million Canadians are within range of U.S. TV stations, he pointed out, and 8,000 sets were now operating in Canada.

Canadian manufacturers of sets and parts could compete successfully with American makers, according to Monty Lennox, merchandising service supervisor for Northern Electric.

Sam Ross, assistant manager of CKWX, told the meeting TV was "frozen in Canada because of the

CBC and Department of Transport policy, but it's going to come sooner or later and we (the independent stations) are not going to be pushed out of the picture."

### HELD OVER

In our next issue we are reporting the TV panel, conducted at the CAB Convention, which was addressed by Sam Cuff, New York television consultant, and John Gillin, NAB representative at the Convention, who operates WO TV, Omaha.



### FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcla
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANDLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WILLIS, Austin
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

**CKNW**  
**GINW**

THE *Only* STATION  
THAT COVERS BOTH  
HALVES OF THE  
"VANCOUVER AREA"

The Office of  
**MART KENNEY**

FOR THE FINEST IN ORCHESTRAS,  
ACTS, AND ENTERTAINMENT . . .

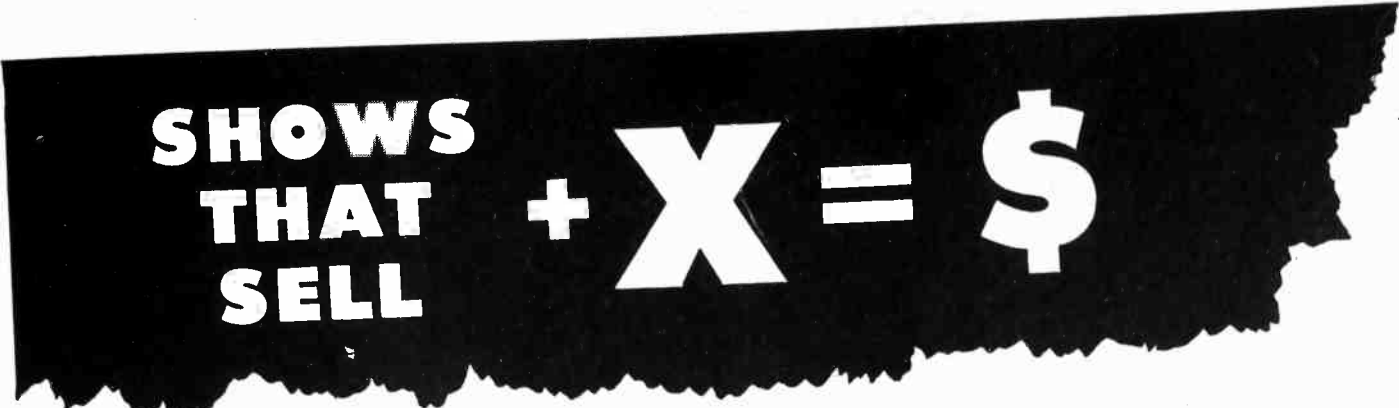
125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

NOW... Hamilton has a quality medium for a quality audience

Reach it on.....

**C J S H - F M**

9200 Watts — First in Power in Hamilton



# Yes... **X** is the *new* Associated Program Merchandising Service

A complete modern package of unique (1) powerful **sales helps**, (2) dynamic **promotion aids**, and (3) profitable **merchandising tips**. Another **plus value** for all Associated library subscribers.

## 1 THE SHOW SELLER

... **it sells shows**

*your* own personalized sales presentation for *your* Associated shows. There is a special spot for *your* price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid, a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

## 2 THE SHOW PROMOTER

... **it builds audience**

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter—there's one for each Show Seller—includes ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, card, mail stuffers, post card, window card and counter card layouts.

## 3 THE ASSOCIATED

PROGRAM MANUAL

... **it creates profits**

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE

A terrific NEW income-producing medium  
from ...

*Associated*



RADIO LIBRARY

ASSOCIATED PROGRAM SERVICE    151 WEST 46th STREET    NEW YORK 19, N. Y.

I asked the boys in our advertising department to leave enough space at the bottom of this page to allow me to send my thanks to all our C.A.B. friends who made my visit to the 1950 convention both pleasant and productive.

*Bert Lown*

3,218,000 people is broad coverage  
CFRB gives Deep coverage, too!

**TAKE LINDSAY  
FOR INSTANCE!**



**IN LINDSAY, 88.5% LISTEN  
REGULARLY TO CFRB**

**B**ROAD coverage in the Number One market is yours on CFRB. But breadth is not enough. You want *depth*, too; and here's proof of just how deep CFRB penetrates. Lindsay—70 miles northeast of Toronto—is a typical example.

In this Victoria County centre, a recent independent survey showed that 88.5 per cent of radios are

tuned *regularly* to CFRB. This survey showed further that intermittent listenership was as high as 97.3 per cent in Lindsay.

Lindsay, with an annual retail trade of over \$10,000,000, and a population approaching 10,000, is just one example of the enterprising centres in the 3 billion dollar market deeply penetrated by CFRB.

**THE LINDSAY MARKET**

More than 2,800 householders in 1949.

Sales Management Report 1949 shows an effective buying income of \$3,594 per family.

Retail sales 1949: \$10,169,000, including food sales of \$2,569,000, general merchandise of \$1,019,000.

Manufacturing output of over 35 plants, in excess of \$5,000,000.

**The Number One Buy  
In The  
Number One Market!**

**CFRB**

**50,000  
watts —  
1010 kc.**

Representatives:  
United States: Adam J. Young Jr., Inc.  
Canada: All Canada Radio Facilities Limited