

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 11.

TORONTO, ONTARIO

June 4th, 1952

5000 CANADIANS HEARD ON CKCW'S 6th FESTIVAL



RT. HON. LOUIS ST. LAURENT, Prime Minister of Canada, is shown above as he addressed the audience in the Moncton High School auditorium at the official opening of the Moncton Music Festival. The Prime Minister visited the Festival on its opening night. On the stage of the auditorium are, left to right: adjudicators W. H. Brodie, Hilda Strombergs and Reginald G. Geen; Hon. Milton F. Gregg; Mrs. E. W. George; Lt.-Col. E. W. George, M.P., Westmorland; Mrs. David McKay; Mayor A. E. Stone; Mrs. F. A. Lynds; F. A. Lynds, who was chairman of the opening ceremonies; Mme St. Laurent, seated behind her husband; Mrs. M. Samson, daughter of the Prime Minister; Hon. A. C. Taylor, provincial Minister of Agriculture; and adjudicators Clayton Hare, Mlle Louise Chouzet and Howard Brown.

—Photo by Moncton Transcript.

Moncton.—Prime Minister Louis St. Laurent officially opened the sixth annual Moncton Music Festival, sponsored by station CKCW, here last month. Six days later, when the last entry had been heard, the function was accorded the highest praise from many quarters in its history.

Largest event of its kind in the Maritimes, the Festival this year was presented by close to 5,000 individuals competing in 1,500 entries before six adjudicators in three halls for an entire week. This is an increase of 25 per cent in the number of competitors over last year.

Prime Minister St. Laurent said at the inaugural ceremony that CKCW provided through the Festival an "admirable illustration" of the way in which local radio stations can stimulate the growth and appreciation of music in the community. He hoped this would serve as an example to other parts of the country.

Serving another year on the board of judges, Clayton Hare, conductor of the Calgary Symphony Orchestra, said that a definite improvement could be seen in the performances of school groups this year, indicative of the value of the Festival. Adjudicator Reginald G. Geen, president of the Dominion College of Organists, was pleased with the over-all high calibre of the entries, and he said that in performing his task

he "had a whale of a good time."

The Festival was directed by CKCW manager Fred Lynds, assisted by the station's sales manager, Tom Tonner and program director Hubert Button. The station arranged for the 30 scholarships and prizes donated by companies, educational institutions and service clubs in the area. Active co-operation came from interested music teachers and local citizens who formed an advisory board and selected music for about 250 competition classes. The station underwrote all expenses.

A feature event since it first appeared in the Festival in 1949 at the urging of CKCW, the renowned St. Joseph's University Boys' Choir had its performance this year recorded by cameras of the National Film Board. The 10-minute film is currently being shown in theatres across the country. Gaining prominence from its original Festival success, the choir was later awarded the Lincoln Trophy, presented to the best Canadian choir to appear before the English Chain of Music Adjudicators which tours this country annually. Last year it captured top honors at the Welsh Eisteddfod.

An event which drew the commendation of the Prime Minister was the introduction of the Dor-

chester Penitentiary Choir to the competition. He felt it praiseworthy "that the Festival should

aid the prison authorities in trying to rescue these unfortunate people."

ALL-CANADA & WORLD DEAL TO AID TALENT

Toronto.—Canadian talent may get a break with a major recording outfit in the not too distant future. This plan is part of a deal that has just been made between All-Canada Radio Facilities Ltd. in this country and World Program Library Service in the United States. Starting June 1, All-Canada Radio Facilities Ltd. has set up World Program Sales as a new division of its program activities. It will operate under Bob Tait, of the All-Canada sales staff, who will handle the World Program Service Library for Canadian.

Plans, according to All-Canada's assistant general manager, Stuart MacKay, embrace "far-reaching additions in service, designed for the Canadian audience and advertiser." Some of these plans, he said, include the use, in the World Program Library Service, of Canadian radio artists and musical groups. MacKay speaks also of the addition of new radio ideas, specifically for Canada, such as programs for Canadian holidays.

World Program Library Service, which listed 30 Canadian subscriber stations in the Data section of



BOB TAIT

this paper (April 23, 1952), is a subsidiary of the Frederic W. Ziv Company, which has been represented by All-Canada in this country for a number of years. World general manager Bob Friedheim said of the new association: "It will give us and our Canadian affiliates the benefit of Canadian thinking and successful Canadian radio sales programming and selling techniques."

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



The Power of Repetition

RADIO lets you put your message across with real frequency.

RADIO, and only radio, gives you the chance to deliver your selling message as frequently as you want.

RADIO can repeat your "sales talk" dozens of times a day, if necessary.

FREQUENCY helps convince people ...and radio gives it to you. Radio lets you turn people into customers.

The CANADIAN ASSOCIATION of BROADCASTERS

Representing 106 privately-owned Broadcasting Stations serving Canadians from coast to coast.

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

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



Midsummer Knight's Dream . . .

Summer romance . . . under a summer moon . . . in
a canoe for two . . .

Did someone ask, "Why put Radio in the picture?"
Radio *belongs* in the picture. Summer time is
courtin' time for advertisers and how better can
you court consumers?

Speaking of summer romances—more people like
to listen to CFRB than to any other independent
station. And CFRB's listeners live in Canada's
most lucrative sales market.

They keep on buying, from June through August, like
all Canadians. Retail sales for the three summer
months are 24.6—or about one-quarter—of the annual
total. Remember, too, that a lot of ladies say
'yes' in summer to buying plans in the fall.

CFRB can help you sell this summer in Canada's
No. 1 Market. CFRB covers Ontario's vacationland
like a tent; it's the No. 1 Station where the
most money's spent!

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

AGENCIES

By Art Benson

J. WALTER THOMPSON

Toronto. — Swift Canadian Co. Ltd. has started the 15-minute five a week live *Vive La Gaiete* over seven stations of the French Radio Associates Ltd. network fed from CKVL, Verdun. The show has been scheduled for one year and features emcee Emil Genest, singer Monique Leyrac, Eddy Tremblay's orchestra, with commercials being handled by Leon Lachance.

Montreal. — Kraft Foods Ltd. have scheduled special Canadian cut-ins on six shows of the *Kraft Television Theatre* over WBEN-TV, Buffalo and WWJ-TV, Detroit, advertising the varieties of Kraft Deluxe Cheese Slices.

JAMES LOVICK

Toronto. — John Rowland, account executive here, has been appointed manager of the Toronto office of James Lovick & Co. Ltd., succeeding Ray Barford who has taken over the general management of the Vancouver *News-Herald*.

British-American Oil Co. Ltd. has a campaign of spot announcements, newscasts and sportscasts going to 85 stations coast to coast until the end of June. Same sponsor has also scheduled the 10-minute three a week *Paris Swing* over CKVL, Verdun.

Canada Bread Co. Ltd. has a spot announcement series under way until the middle of June over 11 Southern Ontario stations advertising its new loaf "Toast-master."

IMPERIAL ADVERTISING

Halifax. — J. E. Morse & Co. (Tea) has scheduled the 15-minute five a week transcribed *Edgar Wallace* stories (S. W. Caldwell) over CJFX, Antigonish and VOXM, St. Johns, Newfoundland. Same sponsor is also using spot announcements over CHNS, Halifax; CKCW, Moncton; CFCY, Charlottetown and CJON, St. Johns, Newfoundland.

L. E. Shaw Ltd. has started a series of five-minute three a week transcribed commentaries by Claud Cain over CHSJ, Saint John; CFCY, Charlottetown; CJCB, Sydney and CHNS, Halifax. The program advertises tile product Thermocrete.

GETS CAB FRANCHISE

Ottawa. — Century Television & Radio Agencies Ltd. has had its application for recognition by the Canadian Association of Broadcasters approved by the CAB's board of directors. The agency is located in Winnipeg.

BAKER ADVERTISING

Toronto. — Eversharp Inc. has scheduled a spot announcement campaign over 30-odd stations until the end of July advertising Schick Injector Razors and Blades.

ASSOCIATED BROADCASTING

Toronto. — Templeton's Limited has scheduled a series of Sunday morning 10-minute newscasts until June 30 over CHUB, Nanaimo and CJAV, Port Alberni, advertising TRC's.

TANDY ADVERTISING

Toronto. — Aulcraft Paints Ltd. has scheduled a six-week series of spot announcements over 12 stations in Ontario and Quebec advertising its new rubber base paint, Royal Saltin.

VICKERS & BENSON

Montreal. — Benson & Hedges (Canada) Ltd. has started the five-minute five a week *Joe Crysedale's Baseball Round-Up* over CKEY, Toronto, advertising Cabinet Cigars.

HARRY E. FOSTER

Toronto. — Northern Electric Co. Ltd. has started the 15-minute once a week transcribed *Barber Shop Quartet* over seven Ontario stations advertising Northern Electric appliances.

LOCKE JOHNSON

Toronto. — Hobbs Glass Ltd. has renewed the five-minute five a week transcribed *Home Decorating School of the Air* featuring Gordie Tapp and Teddy Forman over 30 stations coast to coast. Series is scheduled until the end of October.

KENYON & ECKHARDT

Toronto. — Kellogg Co. of Canada Ltd. has started the 25-minute twice a week transcribed *Wild Bill Hickok* over 17 stations coast to coast advertising Rice Krispies and Corn Pops.

Richard Hudnut Ltd. has a spot announcement series going to CFRB and CKEY, Toronto, advertising its Home Permanents.

DID YOU KNOW?

That CKCL presents 31 local live feature programs every week (not including news and sports). This is another of the reasons why we have a large loyal audience available to hear your sales message. For full details see our rep., OMER RENAUD AND COMPANY, MONTREAL AND TORONTO.

CKCL

TRURO, NOVA SCOTIA

J. A. MANNING
Managing Director

We're Too Busy
Making Profits
For Our Advertisers
To Blow Our Own Horns

CKCR

KITCHENER — WATERLOO

GET THE FACTS — ASK OMER RENAUD

MACK-OVEE SAYS:



630 KCS.

CKOV is proud to present:

"I WAS A COMMUNIST
FOR THE FBI"

an outstanding show

from

"The Voice of the Okanagan"

First on your dial in the valley

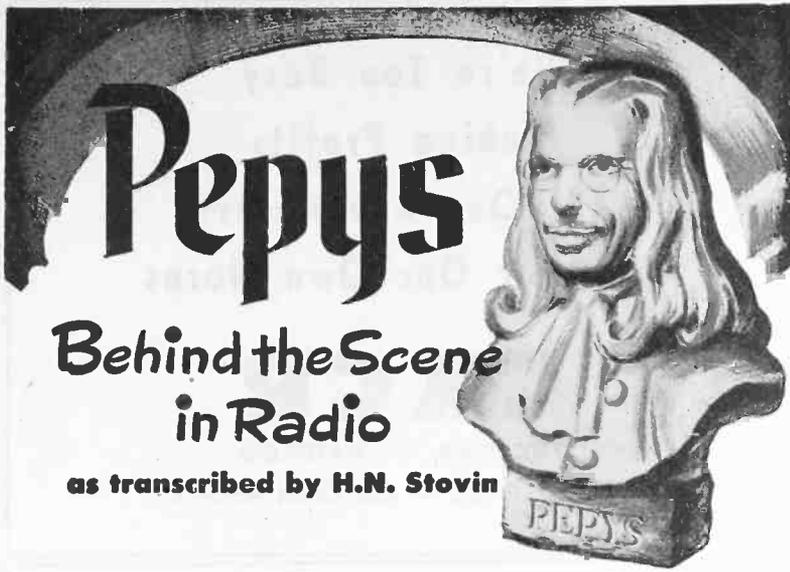


CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.



"Am much taken with a story now being told in the coffee houses of the youth who, on leaving school, was undecided on what trade or vocation to take up, since his father did desire him to be a barber, while his mother hoped he would be a radio comedian. Finally the perplexed youth settled it by tossing a coin, though I do not know whether it came down heads or tails ● ● ● Did this week receive a visit from Fred Tully of CJGX, Yorkton, suntanned from the unexpected 90° temperature his part of the West has been enjoying, and jubilant over the news that 1952 will be a 2-harvest year. One harvest is already in, one-third of last year's wheat crop having wintered well in the fields, and on being threshed this Spring, proved to be of excellent quality. Fields were all cleared in time for the normal Spring sowing, so a second crop may be looked for—with consequent prosperity and new money in the Yorkton area. Indeed, it is already prosperous, for in Canora alone, a thriving though small centre near Yorkton, \$750,000.00 has already been spent in farm implements ● ● ● A salute, as befits the occasion, to Edmundston, which now has Royal Assent to the title of New Brunswick's fourth city. CJEM now serving a larger audience, therefore, than formerly; and indeed a good one, since Edmundston now has the second highest per capita income in Canada ● ● ● Bill Hawkins, CFOS, Owen Sound, prompt in reporting fine coverage by his station of the recent fire in the Collegiate and Vocational Institute. CFOS was on the job ten minutes after the firemen arrived, and for 4¾ hours aired an eye-witness flame by flame account, followed by a later roundup on description and interviews—a truly wide-awake and thorough job ● ● ● All indications point to a bigger tourist invasion of Canada than ever before. Pepys advises, 'Don't forget that holiday money is easy money.' Let any Stovin man advise you how to get your share."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

PROGRAMS

News With Guts Can Beat TV By Tom Briggs

Toronto. — Besides being "the best sales tool in a radio station," local news is one part of programming where radio can more than hold its own against television, declared E. R. Vadeboncoeur during the morning session of the sixth Canadian BMI program clinic held in the King Edward Hotel here last month under the auspices of the Central Canada Broadcasters' Association. The speaker is general manager of the AM, FM and TV operations of WSYR, Syracuse.

He pointed out to the 147 program people that Syracuse is the smallest city in the United States with two television stations and therefore the competition for audience is the keenest in the country. But by completely reporting news from the local area his radio station is doing so well that evening newscast audiences have not appreciably dropped, he said.

Vadeboncoeur felt that radio generally lacks the prestige in the community which has been captured over the years by the local newspaper, simply because it has not developed the commentary and "editorial" types of programs along with its straight news reporting activities. "Most of us do not take stands on local issues," he said, "nor do we stand up and fight back when radio gets kicked around publicly."

The speaker recommended staffing a station with competent and experienced newsmen as the first step in building a news service that would command large audience and prestige. He considers a station can afford to pay more for good newsmen than the local newspaper, and he felt that it is profitable for a station to develop a local news-gathering force equal in efficiency to that of the newspaper.

All local news on WSYR is originated by the station's newsroom except for a five-minute late-evening newscast. He termed "deplorable" the practice of trying to cover the local scene by having announcers read the newspaper over the air.

A fearless approach to local news commentaries by the right newsmen will draw listeners, create interest, perform a public service and make the time easy to sell, the speaker said. "A local commentary takes guts," he warned, "but you ought to have them." He cited the recent case of fraud involving some of Syracuse's top business men which was uncovered and reported by WSYR staffers. He said that the grim results to the station in this incident, which were considered obvious on the surface, didn't materialize, and the ultimate effect was goodwill for the station and even renewed business from the companies whose top executives became defendants in the resulting legal action.

(Continued on page 6)



- Complete coverage where most retail sales are made.
- Complete coverage where most food sales are made.
- Complete coverage where most dry goods sales are made.
- Complete coverage where most drug sales are made.

SO for complete coverage of the Nova Scotia market buy C.N.S.

**THE VOICES
OF HALIFAX**

**THE CHOICE
OF HALIFAX**

Contact the ALL-CANADA AM in Canada and Weed & Co. in the U.S.A.

A GROWING MARKET

City of Prince George building permits issued in April were the highest for any month—over \$228,000.

Reach this growing market over its own station

CKPC

PRINCE GEORGE, B.C.
250 Watts on 550

Serving Central B.C.

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

CANADIAN BROADCASTER AND TELESCREEN

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

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Montreal
 Winnipeg
 Vancouver

Correspondents

Walter Dales
 A. L. Garside
 Bob Francis



June 4th, 1952

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

V II, No. 11.

Commerce Or Culture?

If the CBC is depending on the advertising agencies and their clients to provide it with even part of the revenue to operate its television service, it had better take cognizance of the remarks of the New York agency executive, Rod Erickson of Young and Rubicam, whose recent speech to the Toronto Advertising and Sales Club is reported in the Telescreen section of this issue.

Erickson said that advertisers and their agencies are in business to move merchandise and not to entertain the public. In other words, agencies look to TV, as they look to AM radio, for the delivery of mass audiences which may be induced to buy their products. Obviously this is attained through the production of programs with wide popular appeal, as are broadcast by the American networks, and not such commendable efforts with appeal limited to small segments of society—the vocal minorities—as are produced by the CBC.

■ ■ ■

It has always been our complaint that Canadian and American broadcasters have sold out to the advertising agencies. We feel that the entertaining and informing part of the broadcast schedules should be placed in the hands of expert informers and entertainers as obtains in the case of the newspaper business. We believe that whatever the medium, the advertising agencies should control only the preparation of their advertising material and, if they wish, the position it holds in relation to the reading or program material supplied by the publication or radio station. We believe, though, that this material, if it is to be worth while, must not only be prepared or produced by people who are versed in the craft, but also that those who direct the operations of these craftsmen must be trained in its skills as well.

■ ■ ■

The men and women who will man the cameras and the typewriters, the scripts and the scores that will go to make up CBC-TV are no doubt possessed of the basic skills that the medium will need. But those who will direct their activities from a managerial and policy level will, unfortunately, not be broadcasters or telecasters, first and foremost. They will be civil servants, bureaucrats, politicians, cabinet ministers, leaders of pressure groups and just about everyone whose fingers are itching to get into the new pie, except Mr. Average Citizen for whom it is allegedly being baked.



"Aw, don't turn it off, Ma! I'm just about to find out what Pabulum is for."

A Health Unto Her Majesty!

The Canadian Association of Broadcasters will produce and sponsor a half-hour program as a tribute to Queen Elizabeth on the celebration of her birthday, June 9. According to preliminary details, the \$3,000 show will originate in Montreal and be fed to a coast-to-coast network of private stations, the number of which has yet to be announced.

With two choirs, a 30-piece orchestra, narrators and announcers, the theme of the program is a salute by the communities and community stations of Canada to Her Majesty. The broadcast is to herald the coming years as another Elizabethan age, recalling that in the days of Elizabeth I there was a glorious awakening of creative energy and expansion by men who made British history.

■ ■ ■

The broadcast, which will include excerpts from addresses made by Her Majesty while in Canada last year, is being scripted and produced by Victor George, advertising and public relations manager of the Canadian Marconi Company Ltd.; Walter Dales of Radioscripts, and George Salverson, freelance writer.

The orchestra is to be conducted by Neil Chotem, and a 20-voice choir is to be directed by Allan Rob. The other group will be the St. Joseph's University Boys' Choir whose portion of the program will be fed to the network from CKCW, Moncton. Contributions from other cities and stations, on tape recordings, will point up the different aspects of Canadian life. Others, fed live to the network, may be added.

By Their Good Works

The story on the front page of this issue, telling of CKCW's sixth annual Moncton Music Festival, is only one piece of evidence of the job of talent development that is being undertaken by the private stations, and has been undertaken, year after year, since long before the Massey Commission was even thought of. The whole story is contained in the heading on our article—"5,000 Canadians Heard on CKCW's Sixth Festival."

In a recent issue, it was our privilege to report, as we do every year, the distribution of scholarships to the winners of the national talent hunt "Singing Stars of Tomorrow." This is not a private radio station's project. Neither, though, is it done or has anything comparable in scope ever been done by any educational body, including the Jarvis Street Culture Shoppe, the Canadian Broadcasting Corporation. It is sponsored by Canadian Industries Ltd.

Next issue we shall be telling our readers about a course in broadcasting which has just been completed in Vancouver. This is a joint venture of station CKWX and the University of British Columbia, in which the University provides the facilities and the station the instructors and the finances, to make this course available to young Canadians whose talents lie along broadcasting lines, without charge.

Later this month a musical comedy of entirely Canadian components, "Bonanza," will have its premiere in Halifax, because, when all other sources had failed, finances were made available for its production by radio station CJCH, in the Nova Scotian capital.

■ ■ ■

By this recital of worthy endeavors—and we have mentioned only a few examples—we are not trying to canonize the men who are gainfully engaged in the broadcasting industry, because it is by such useful enterprises that they earn success. Neither are we going to say that all private broadcasters pursue their callings in the same public-spirited manner. We should like to draw attention, though, to three simple examples of what its critics persist in playing up for their conspicuousness by their absence, because we earnestly believe that it is by the publicization of their many good works that private radio in particular and private business in general might be known in their true light.



**CANADIAN
PACIFIC
EXPRESS
TRAVELLERS
CHEQUES**

obtainable from all Canadian Pacific agents and most banks

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

C K C V

REPRESENTATIVES
OMER RENAUD & CO. TORONTO-MONTREAL

IN U.S.A.
WEED & CO.

The best buy for your advertising \$ in Quebec

{ 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

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

See our reps... ←

Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver

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

PROGRAMS (Continued)

Returning to television, Vadeboncoeur said radio will never have to fear TV in the news department as long as it can get and report news faster. He claimed news on TV, unaccompanied by a pertinent picture, was a wasteful use of the medium.

WHEREVER YOU GO, SELL RADIO

Selling radio through public relations has to start with enthusiasm for the medium at the station staff level, program director George Gingell of WRBL, Columbus, Georgia, told the BMI clinic.

Speaking on "Building Station Public Relations," Gingell said that WRBL employees had changed a current broadcasting slogan into "Wherever You Go, Sell Radio," and that all of them were now the best public relations men a company could have.

He reiterated the remarks of Vadeboncoeur on the value of goodwill, saying: "We added prestige to our operation and business naturally followed." He warned, however, that to sell the radio story to the public it is necessary to get promotional thinking "off the high horse and get down to the people."

With a reputation for never letting a civic organization down as a goal, Gingell said that a station's biggest promotion job was in selling the value of the community to the community. The value of radio would then be apparent, he said. "Use every possible stunt to make friends," said the speaker, "but be sure you are sincere and enthusiastic."

Dealing with publicity, Gingell said a station must do something newsworthy to get a story into the newspapers, but clever stunts usually require only imagination and seldom cost much money. It also helps, he said, to make friends with the newspaper men.

In pointing out the many ways a station can perform "the little things that count," Gingell said that WRBL men spend a lot of time coaching public service applicants in using radio to the best advantage. If these people cannot read their stories effectively, or deliver them spontaneously, he said, the station announcers do it for them.

PUBLIC SERVICE THAT PAYS

All programs should be in the public interest or they should not

be on the air, CJBQ manager Bill Stovin told the clinic. Speaking on "Programming in the Public Interest," he said that producing public service programs paid in three ways. In addition to the personal satisfaction which comes from airing something worth while, such programs foster goodwill toward radio in general and the local station in particular, and they materially assist the community.

Stovin held that, contrary to a common concept, there is nothing against selling public service broadcasts to advertisers. In fact if some were not sponsored they wouldn't exist because of cost, he said.

The CBC, he pointed out, has developed many vocal lobbies of its own, like *Farm Forums* and *Citizens' Forums*, which endorse the CBC's activities. The private stations, he suggested, should do a similar job, each in its own area.

To handle this aspect of programming properly, a station must have its public service activities organized by one full-time employee or, failing that, a few good men working part-time on a detailed and planned schedule, he said.

Stovin said that public service involved supporting organizations in the national and regional fields, but he felt that most of a station's effort should be directed toward assisting local groups. All worthwhile community clubs should be actively supported by assigning a man to cover as many of their meetings as possible, he said. Also, most stations have devotional periods and through this connection the clergy should be made more interested in their local stations, he said. Assistance to agricultural groups was another phase of public service work emphasized by Stovin.

ON THE NOSE

The speaker at the clinic luncheon was Richard G. Lewis, editor of this paper. He went overtime in needling, cajoling and kidding the program people in his audience into producing "programs with a purpose," in the speech he titled "Over the Boss' Dead Body."

Parts of this speech appeared in the last issue of this paper and no doubt others will crop up time to time. His concluding taunt suggested that some broadcasters (Continued on page 8)

Women Interest You Too?

THESE nine stations, within the past two weeks, have joined our long list of subscribers: WHEC, Rochester, N.Y.; WHIL, Medford, Mass.; WNBH, Fairhaven, Mass.; WHMP, Northampton, Mass.; WHTT, Hartford, Conn.; WXKW, Albany, N.Y.; WLBS, Birmingham, Alabama; KGNB, New Braunfels, Texas.

Every fortnight sees more and more smart station operators signing up for TO THE WOMEN, or LISTEN LADIES, because broadcasters spend most of their time talking to women.

We'd like to put you on our mailing list. The price—\$3.00 per month, each.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

Time buyers please note!

LONDON

Daytime — 89% of Radio Homes†
Night — 83% of Radio Homes

Population	96,500*
No. of Families	28,600*
Radio Homes	26,400†
Retail Sales	\$117,834,000
Food	24,829,000
General Merchandise	11,617,000
Furn.-House-Radio	6,386,000
Automotive	19,596,000
Drug	2,876,000

GREATER LONDON MARKET

new!
LONDON AND MIDDLESEX COUNTY
Daytime — 88% of Radio Homes†
Night — 81% of Radio Homes

Population	164,000*
No. of Families	48,300*
Radio Homes	40,880†
Retail Sales*	\$138,628,000
Food	29,211,000
General Merchandise	12,228,000
Furn.-House-Radio	6,722,000
Automotive	24,193,000
Drug	3,160,000

coverage in a major market

PROGRAM STRUCTURE

Basic affiliate CBC Dominion Network — Local shows, meet network standards, add strong community flavor (some fed to net work) — Programs specialized at audience favored times; day-by-day continuity ensures thru'-the-week penetration — Library: 78's, Lang-Worth, Standard — Continuity staff — CFPL-FM both satellite and separate.

PROMOTION-MERCHANDISING

Program promotion thru' radio, daily newspaper, weekly newspaper — Staff co-operation on special merchandising plans — Data, as requested, on market, distribution, competition, test possibilities, etc.

PRODUCTION QUALITY

Network standards — RCA studio equipment and transmitters — 980 kc., 5000 watts D/N, directional, pattern change at night — 1K standby — emergency power generator — Studios incorporate approved specifications of CBC, with improvements — Turntables, 78 and 33-1/3 — Magnecorder studio tape recording, playback equipment; also portable model for remotes — Presto disc recording equipment — Telephone tape recording unit — Complete tech lab — Top flight personnel — Performance record high.

Plus

Coverage in 7 Additional Counties†

	Daytime	Night
Bruce	14%	23%
Elgin	61%	44%
Huron	56%	39%
Lambton	35%	20%
Norfolk	27%	20%
Oxford	43%	29%
Perth	42%	35%



CFPL LONDON, CANADA

In Canada contact All-Canada Radio Facilities — in U.S.A. Weed & Company.
* Survey of Buying Power 1952 — Sales Management
† BBM Study No. 4 — 1950

this is VANCOUVER



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**

980

PROGRAMS (CONTINUED)

place less importance on what is said on the air than finishing their programs "on the nose."

Those who were the objects of his barbs—everyone from office boy to president—laughed loudest when their turns came; and gastric acidity had to leave early. The speech was new to everyone—except his staff.

■ ■ ■

RADIO CREATES MUSIC

If it wasn't for 20th Century radio, present-day authors' rights would be almost pushed out of existence, according to Bob Burton, general manager of BMI Canada Ltd. and vice-president of Broadcast Music Incorporated, New York. He was referring to the fact that every day stations broadcast new music by new composers, and he pointed out that "never has there been such an opportunity as now in radio and television for creators to get their products before great audiences."

At the same time, Burton felt broadcasters have a continuing obligation to the creators of music of our time to give them a chance to be heard. He was the first speaker during the afternoon session of the clinic.

Burton, who is an American lawyer as well as a copyright society representative, attempted to discuss in lay language some of the legal technicalities of copyright. He said copyright is a limited monopoly and its purpose has been broadly stated as assisting creative effort generally and particularly the author concerned. In the U.S., however, copyright is intended for the broad public interest, he said; not to benefit only one group, but to give the creator just sufficient incentive to make him feel his efforts have been rewarded.

As far as copyright is concerned, Burton said that all broadcasts are considered public performances for profit. But, he warned, "it is our own fault that we (broadcasters) are considered predatory users of music and programs. We have failed to tell the people that we are actually creators of music and programs as well as users," he said.

Besides copyright, which covers all broadcast music except that classified as public domain, protection is also afforded other parts of radio programming, Burton said. In news, he revealed, there is an unfair competition law which protects a news story "for as long as it has resale value." Usually, he said, this protection is for about 24 hours in the case of daily newspapers and radio newscasts.

Program formats, he went on, receive no copyright protection, but the originator can establish property rights in a program provided he can prove his authorship, that the program is being used, and that a few things about it are unique from all other similar programs.

■ ■ ■

FARMERS ARE PEOPLE

An appreciation of rural life was the secret of successful farm audience programming put forth by Vin Dittmer, sales promotion
(Continued on page 9)

**NORTHERN
ONTARIO'S
Greatest
ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask
All-Canada In Canada
Weed & Co. In U.S.A.

THANKS, BOB!

Toronto.—A feature of the BMI Clinic luncheon, held here May 16, was a draw for a 17-jewel Bulova "Broadcaster" model wrist watch and expansion band, valued at \$49.50, a gift from Bulova president Bob Day. The healthy sum of \$110 was raised, and was turned over to the fund for Cam Langford, the CJOY, Guelph, announcer who is in hospital following a serious car accident. The watch was won by Paul Mulvihill, national sales representative.

A tilt of the lid is due to Bob Day who is currently advertising the new Bulova "President" watch over every station in Canada.

director of CKNX, Wingham. He was another clinic speaker who believed that all of a station's staff had a part to play in putting their value across to the surrounding community.

Dittmer said that all of a station's staff must "get out everywhere to meet the rural people." Under the title "Programming for the Rural Listener," he said that through meeting the farmer at his place of business, radio men would develop a respect for the farmer and what he is doing and, because of that respect, they would never be guilty of talking down to him.

"The glamor of radio is not waning in the rural areas," he told his audience, "the people are waiting to greet you."

Dittmer said that a station would like to have the farm-dweller as well as the urbanite listen to it all day, instead of just to special farm shows and a few general interest programs. He felt this could be done best by not forgetting the farm wife; by reminding her that she and her husband were considered part of the audience.

"We have an obligation to serve everybody in the rural community," he said, "but you don't do it for nothing." He referred to the experience of CKNX and cited enormous telephone and travelling expenses as two of the costly features of serving a rural community.

"But community service is worth the time and money," Dittmer said, "because eventually it more than pays its own way, a lot of it indirectly."

Well over 600 Canadian radio men attended the six program clinics held from coast to coast and sponsored jointly by BMI Canada Ltd., Broadcast Music Incorporated and the regional broadcasters' associations in whose areas the clinics were held.

PM'S SON GETS STATION

Ottawa. — The CBC Board of Governors has sanctioned transfer of control of the English language Quebec station, CJNT, from Goodwill Broadcasters of Quebec Ltd. to two Liberal Senators and Jean Paul St. Laurent, son of the Prime Minister. The Senators are H. Bouffard and J. M. Dessureault, both from Quebec.

This is a story of SERVICE...

IT IS the story of a CFQC microphone that has travelled 3,500 miles already this season—visited 22 towns—and broadcast entertainment that has been applauded to the tune of \$21,052 in aid of the fight against tuberculosis.

This is the story of the Saturday night ACT-CFQC Amateur Shows. It is a story of SERVICE—with chapters including one entitled "Vast Amount of Air Time and Service Donated by CFQC."

This is part of the story behind the phrase "CFQC serves Saskatchewan." It is one reason why Saskatchewan is sold on CFQC.

There are more. RADIO REPS — or ADAM YOUNG — can tell you about them!

See RADIO REPS (Canada)
Adam Young (U.S.A.)



Regina has..



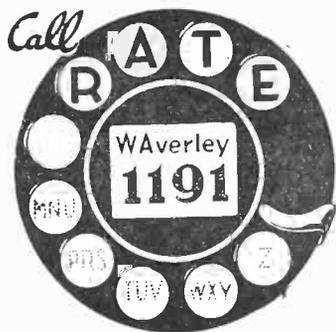
A BIG INTEREST IN CKRM!

MORE than 8,000 visitors jam-packed Regina's Canadian Legion auditorium May 7th, when CKRM held a "jamboree" to mark its 26th birthday. More than 40 local and national advertisers took part, with display booths and exhibits of interest to the men and ladies. The entire event was broadcast, with live talent on the stage. Anniversary food hampers were given to lucky winners.



AND... NORM BOTTERILL—manager of CKRM, who joined radio in 1929. Alberta-born, Norm attended U. of A., and has served with CKLC, CFAC, CJCA, CKWX (as asst. manager); CJOC (as manager); and CFBC which he opened. He was transferred to Regina in 1949. Activities? Chamber of Commerce, Kiwanis, Cancer Society—and his two daughters.

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



FOR THESE ARTISTS

- ARNOLD, Audrey
- BLACKMAN, Honor
- DAVIES, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- MOSS, Len
- OULD, Lois
- PACK, Rowland
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra

Day and Night Service
at
Radio Artists Telephone
Exchange

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

•
 *NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT
 •

CHAT
 MEDICINE HAT
 An All-Canada-Weed Station

WRITING

Aim The Commercial

Mass Markets and Special Markets all present their own problems. Here are suggestions on writing to particular groups who, together, make a Special Market.

Eleventh in a series of articles on Radio Writing by Alec Phare.

To whom do you write your Radio Copy? If your answer is going to be "To the radio audience," I warn you you'll go to the foot of the class! For the writer, there must be no such thing as a radio audience. Radio is listened to by individuals, and no two people get exactly the same out of a program, any more than two people ever see the same rainbow. However, there are groups of individuals who, because they have similarities of preferences, vocations, language, needs or habits may — for commercial purposes—be classed together as markets. For instance, fertilizer is more generally purchased by farmers than by ventriloquists; and that section of a community which regards canned heat as a potable will be an indifferent

market for pancake syrup. Much of the entertainment portion of a program, and most of the commercial, is written to individuals, with their market possibilities in mind.

Generally speaking, we write to a Mass Market, which means we scatter our message to all and sundry who may be listening, and hope that enough people will respond to dissuade the sponsor from cancelling the program after next week. If we have a product which has definite mass appeal, that is purchased by all types in the community, we can justifiably write to a mass market. Quite often, however, mass appeal commercials are written because a writer is too lazy to slant his message to the particular group of people who might logically buy the product being advertised. A series of commercials, or of announcements, is written, sent out to all parts of the country — the same copy is translated into French for Quebec—and there you are. Farmers and Financiers, Housewives and Stenographers, Fishermen and Schoolteachers, are all supposed to be influenced by the same copy, are all supposed to respond in the same way.

■ ■ ■
**IT MAY BE MORE TRUTHFUL,
 BUT IT'S WORTH IT**
 A commercial, in any form,

Miss Beautiful Barrie Says—



SERVICE, Promotion and increased sales! That is what you get when you place CKBB on the list for your next campaign. Just call our Reps. and let them show you how CKBB is not a buy —it's an investment.

CKBB Serving
 Simcoe County
 Paul Mulvihill In Toronto
 Radio Time Sales (Quebec) Ltd. In Montreal
 Adam Young In The U.S.A.

should be as easy, as informal, and as *personal* as a telephone call. The housewife who telephones the grocery store, her best friend, and the minister of her church, will use different words and a different tone of voice for each one of the three conversations. So does the out-of-town salesman who phones in to the office, and talks first to the blonde on the switchboard, next to a fellow-salesman, and lastly to the boss. It's an effort, admittedly, to use the same technique in writing commercials, but it pays off in results. And results pay off, too!

We will all admit that 'teen-agers form a big market, that they have preferences all their own, and money wherewith to gratify their wants. It is elementary to point out that we would not buy radio time during school hours, but do we take the same trouble to write copy which will find them "at home"? Find out what their interests and habits are, and then write accordingly. Are you offering a Special in clothing? Then you don't talk about quality, durability, or conservatism of cut. Save that for an older market. You talk appearance, you tell them what their friends will say about it, you mention price; and when you tell them how to buy it, you make sure the hours mentioned are at a time when the 'teen-ager can come to your store. But don't, whatever you do, try to talk to them in their own slang phrasing. Even if you can keep up with it—and it changes overnight — it sounds phoney, and your audience resents being made fun of. Learn their preferences and habits, cater to these, and talk in a straightforward way which cannot sound as if you were "talking down."

Incidentally, the possibilities of the high school set are not as fully explored by way of radio as they might be, nor as fully as they are already being catered to by publications intended solely for their use. Yet we are constantly being made aware that school homework is "studied" to the accompaniment of radio—and that this practice is on the in-

New Brunswick Tourist Industry

LATELY we've been talking about the tourist industry in New Brunswick in rather general terms but here are some interesting figures on the subject. Customs officials report that about 150,000 cars entered New Brunswick through customs points in 1951.

AS THE RESULT of a survey the Dominion Bureau of Statistics has estimated that more than eighty dollars is spent by the occupants of every tourist car that enters the Atlantic provinces. By putting these figures together we find that about 12 million dollars was spent by tourists in New Brunswick last year.

DON'T OVERLOOK this bonus market in New Brunswick and don't forget that CFNB is the way to reach it because more people in New Brunswick listen to CFNB than to any other station.

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



New Brunswick's
 Most Listened-To
 Station

crease. A business house which buys and sells used schoolbooks claims to have pioneered the idea of spot announcements, during homework periods, offering this service, and to have done so with marked success.

Another youth group which forms a very discerning market, and one extremely worth while cultivating by radio, is the young farmer group—boys and girls. If you had the privilege of addressing one of their groups—at Ontario Agricultural College, or similar institutions across Canada—you would find them keen, well-dressed, indistinguishable by their speech from any urban group. You might, indeed, find them, in outlook and seriousness of purpose, even more worth while than their city brothers and sisters! Besides forming a separate market with money to spend, these young people are the missionaries who go back to their families with the story of improved farming methods, and exert a wide influence on such farm homes as have not already learned the story for themselves. And, too, they are the Canadian farmer-producers of tomorrow, coming in to that industry at a time when it was never more prosperous, nor had more money to spend. And this leads

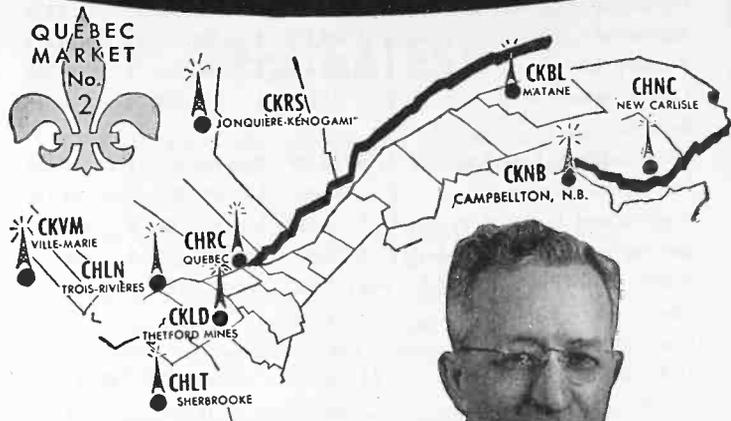
us, naturally, to the main farm market—the young farmer's parents.

THE FARMER IS NO LONGER THAT TRADITIONAL RUSTIC FIGURE CHEWING A STRAW

The comic strips, where every farmer is called Cy and every farmer's wife is Mirandy, are behind the times. He may still wear a cow-breakfast hat, because it suits his type of work, but today's farmer is a progressive business man, an educated agricultural executive. Although he wears overalls, he understands soil chemistry, can maintain complicated equipment and machinery, is a pretty good cost accountant, understands modern merchandising, and may be a graduate of an agricultural college. When he gets out of his overalls, there is nothing in his dress or speech to set him apart from urban Canadians. So the farm broadcast, commercial, or spot announcement, should be written with this in mind. If anything, your farmer is even less gullible than most city listeners, and you had better have your facts correct, and your statements sincere, before you attempt to talk to him. He gets up earlier in the morning than you do, and

(Continued on page 12)

**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

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.

"For the \$64.00 question, could you name Quebec's third largest river? It is the Manicougan, on which a \$15 million power development has been started, to harness a potential one million horsepower. This offers new promise for further industrial development along Quebec's North Shore, and growing expansion in Market No. 2. Manicougan flows into the St. Lawrence River just opposite Matane — the home of Radio Station CKBL. Quebec offers you Canada's most rapidly-expanding market . . . these leading radio stations offer you the way to reach it economically and effectively. Ask Jos. Hardy."

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

For any information on
QUEBEC MARKET No. 2
and
"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to:

JOS. A. HARDY & CO. LTD.
1015 DOMINION Sq. Bldg. 39 ST. JOHN St. 11 JORDON St.
MONTREAL QUEBEC TORONTO
UN 6-8915 2-8178 Waverley 2438

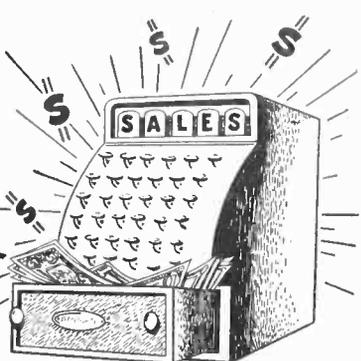
CFCO again goes over the top

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

SELLING POWER!



PROVEN

ONE HUNDRED AND FIFTY orders in 11 days for Swath Turners selling for \$375.00 each is the amazing result a Calgary manufacturer experienced with 10 spot announcements placed over CFCN. This is genuine proof of the selling power of CFCN with its wide and loyal listener audience.

You Cover More . . . You Sell More Over

CFCN CALGARY
ASK RADIO REPS
Toronto, Montreal, Winnipeg, Vancouver
Adam J. Young, Jr., Inc., U.S.A.

STILL GROWING!

	1951	1941	Increase
Population	17,067	12,508	4,559
Assessment	\$ 9,974,570	\$ 6,509,894	\$ 3,464,676
Property tax	\$ 684,478	\$ 365,146	\$ 319,332
License collections	\$ 96,549	\$ 53,539	\$ 43,010
Bank deposits			
(Total debits to bank accounts)	\$154,870,799	\$ 45,346,565	\$109,524,234
Post Office revenue	\$ 149,900	\$ 127,328	\$ 22,572
Customs and Excise collections	\$ 1,102,685	\$ 404,766	\$ 697,919
Building permits issued (value)	\$ 1,866,717	\$ 378,311	\$ 1,488,406
Water consumption (gallons)...	602,130,000	379,317,218	222,812,782
Telephones (lines in service)	3,186	1,375	1,811
Power plant			
(Total kw. hours generated)	34,088,452	10,851,000	23,237,452
Exhibition attendance	50,500	18,000	32,500

PRINCE ALBERT IS ONLY A SMALL PORTION OF OUR VAST MARKET. IT'S TIME NOW TO ADD THIS MARKET TO YOUR 1952 CAMPAIGNS.

SEE YOUR ALL-CANADA MAN

CKBI

PRINCE ALBERT, SASKATCHEWAN
5000 WATTS



Children are seen AND Heard!

The wee ones exert a powerful and persistent influence on the buying of adults. If Nancy wants SNAFU FLUFFS for breakfast, father will be in for a change of diet. If Peter feels that TRIPLE THREAT SHOES will get him to first base ahead of the throw, mother will probably concede the point.

"Cy" Lynch, CJCH producer of children's features, likes and understands youngsters. They like and appreciate "Cy." It's a very cosy and remunerative relationship, for CJCH and CJCH sponsors.

"Cy" Lynch sells successfully too. As a disc jockey and on news "Cy" makes happy advertisers, and contributes to the high CJCH ratings that mean more listeners for a dollar.

REPS:
Toronto, Paul Mulvihill, 21 King St. East
Montreal, Radio Time Sales, Kings Hall Bldg.

CJCH. HALIFAX. 5000 WATTS

WRITING (CONTINUED)

generally retires right after the 10 o'clock news, because his work compels him to, so you can often find him listening to his radio before city dwellers are awake. He is interested in his own prosperity, appreciates information that will lower unit costs in any crop he produces, and is an avid listener to both local and world news. He knows the value of money, because he makes it the hard way himself. He seldom responds to the "hurry, hurry" type of commercial. Surrounded, as he is, by the slow processes of Nature in his barns and fields; governed by the unhurried progression of the seasons; he has come to think in the same methodical way. But, in every other way, radio material addressed to a farm audience should be just as high quality as is written for anybody else.

These—with the addition of the French-speaking Canadians, who require a special article to themselves, and will be dealt with in the next issue—comprise the main "Special Markets." Tourists, shut-ins, home gardeners, hobby and craft groups, and innumerable other similar classifications, are all—in a broad sense—markets, but their small size and scattered nature makes them expensive to reach by radio. One other opportunity, however, does suggest itself, and that is for employers, in the event of labor disturbances, to get their viewpoint right into the homes of striking employees, and talk to husband and wife together in a way which would be impossible face to face. On a small scale this has already been tried, with excellent results. The possibilities of using the influence of radio in new ways is limited only by the radio writer.

ADD TWO TO CBC BOARD

Ottawa. — Two new governors have been appointed for three-year terms to the board of the Canadian Broadcasting Corporation, it was announced here last month.

They are Roy J. Fry, an executive of the T. Eaton Company, Winnipeg, and Gordon A. Winter, a business man from St. John's.



ANOTHER CANADIAN FIRST

The threatened probe of American radio and TV programs by the U.S. Government.

OBJECTION OVER-RULED

The continuing good works of private stations (see editorial page 5) are actually costing this country a lot of money because only a year has gone by and it is already being proved that the Massey Report was obsolete before it was written.

SUMMER FREEZE

With June here again, program schedules are due for the annual paradox of summer hibernation.

UNRESTRICTED CREDIT

"Only 10% down and 24 months to pry."
—Newspaper Ad.

PAN MAIL

Sir: I have been reading your paper for ten years, and frequently find you very funny indeed, but seldom, if ever, funny on purpose.

—Fitful Reader.

SUCCESS STORY

A CKNW, New Westminster, writer gave his copy for a used car such terrific sell, it went that very night—stolen.

WE'D LIKE TO KNOW

The daytime occupation of a fly-by-night.

POET'S CORNER

I shot a program into the air.
It fell to earth I know not where.
Where the hell do we go from here?
Page BBM.

—Gerry Quinney.

HOME STRETCH CLUB

Isn't it a pity they can't devise a way of fitting us out with a new set of pistons, without stopping our motors?

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

cjcs
SELLS
in
Stratford



PROFESSIONAL AND SERVICE Directory

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.

ANNOUNCING

WILF FORD—At your service.
 C.B. — PRINCESS 5711 or
 EDWIN 1-4103. (S)

WILHELM LUTHER—OX. 4520 or
 C.B. PR. 5711. (M)

WILSON DAWSON—PR. 5711 or
 C. 2607. (L)

EDUCATION

PERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical.
 11 Gould St., Toronto. WA. 211. (O)

ENGINEERING

MURPHY RADIO INDUSTRIES LIMITED — Broadcast installation specialists custom manufacturers of Radio Equipment — commercial Repair Service — 74 York 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

RADIO ADVERTISING FOR RETAILERS, a monthly service for broadcasters, now "Canadianized" to meet the specific requirements of Canadian Broadcasters. "Radio Advertising for Retailers" is chock full of promotion tips, program ideas, commercial continuity, sales digest, and management and promotion ideas. Written and produced by experienced writers who appreciate your problems. Available exclusively through the Program Division of All-Canada Radio Facilities Ltd., Toronto.

PROGRAMS

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

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 Cappel's resharpening sapphire needles. Mail us your used Sapphires and we will immediately return to you resharpened a fraction 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)

SOUND EFFECTS

THE FINEST AVAILABLE — **SOUND EFFECTS** records from the world-famous E.M.I. and Speedy-Q Libraries. "Nothing sounds like Life as Life itself." For further information and catalogues write Bob Quinn, Program Division, All-Canada Radio Facilities, Toronto.

Why MONTREAL Turns to 600 For SALES!

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

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

First, because CFCF is an old friend, bringing top entertainment, quick, accurate news coverage to their homes for nearly 33 years; Montreal grew up with CFCF.

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

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

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

REPS:

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



ANNOUNCER WANTED

For 250 watt Southern Ontario station with experience and vitality to keep up with a busy operation. Fine opportunity to move up. Apply in writing to:

Box A-124

Canadian Broadcaster & Telescreen
 163½ Church St. Toronto

ANNOUNCERS:

Are you looking for a chance to prove you're good? Then this is your ticket! Good pay, good working conditions, a good crew, and a good chance for advancement — if you measure up, with 5000 watts in Halifax to back your own personality show. Write, if you are interested, giving a background summary, your family status, and tell us when you can start. We'll get to details and auditions immediately.

Box A-125, Canadian Broadcaster

The Voice of the Eastern Townships

CHLT
 (FRENCH) 900 Kc. 1000 Watts

CKTS
 (ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

In 1941, Sherbrooke had a population of 35,995. By 1951, it had 49,737—an increase of 38.2%. Bank clearings in 1951 increased 23.9% over the previous year—the highest increase in the Province. People plus Spending Power make Markets — reach this 5-county district of prosperous industries and rich farms through Station CHLT, Sherbrooke (French).

Representatives

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

After Montreal and Quebec City

THE LARGEST FRENCH-LANGUAGE MARKET IN CANADA

can be reached best [★]
 over

CJBR Rimouski

5000 watts on 900 kcs.

★ **ELLIOTT-HAYNES RATINGS** consistently show that this station has one of the highest percentages of sets-in-use in Canada, with better than 90% tuned to CJBR hour after hour.

ASK

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

CANADIAN TELESCREEN

Vol. 5, No. 10.

TV and Screen Supplement

June 4th, 1952

ADMEN USE TV TO SELL--NOT TO ENTERTAIN

Toronto.—Advertisers and their agencies are in business to move merchandise and not to entertain the public and nobody should forget this fact. So said Rod Erickson, radio-TV manager for Young & Rubicam Inc., New York. Erickson was speaking to a luncheon meeting of the Advertising and Sales Club here last month. He expressed the view that despite the opportunity to draw on American experience, Canada's television will go through the same trial and error period that has marked TV's beginnings in his and other countries.

Because in an agency the accent must be strictly on sales, the bulk of an agency's TV staff must be directed towards commercials, their writing, their direction and production, the speaker said. Such a staff includes writers, directors for both live and film productions, artists, prop men, display men, stylists and others. They are the best investment an agency can make. Top production talent will always be from outside the agency, he felt, because such people earn too big fees to enable an agency to hire them on a salary basis.

Apart from his basic premise that TV is a sales medium, Erickson emphasized that "the show is the thing" and that TV viewers are very selective in their program preferences. "You can't compete with top shows by using amateurish talent," he warned, although that is what programs in the early days used; stuff like cooking schools, mediocre piano players and marginal sports was seen most.

He said that originally the plan of most agencies was to stay out of the TV program production field and to concentrate on commercials, but the lack of trained talent throughout the industry forced the agencies to take over the production of 50 per cent of the shows. More recently, he announced, the position has changed, with only about 8 per cent of the shows agency-produced while 60 per cent come from package-producers and talent agencies. Also there is a trend toward putting shows on films and it has been predicted that soon about 80 per cent of television's programs will be filmed, he said.

Still harping back to the "old

days," the speaker said "agencies hired bright young men with well-balanced personalities at \$30 a week and trained them quickly" because "everyone wants to be in television." He told of one youngster who started at this figure, rose to \$100 weekly in six months as producer of an \$18,000-a-week musical, and refused to leave the medium when, days later, he was offered \$750 weekly as producer of musical stage shows. Said Erickson: "He turned it down because he felt TV was a lifetime job."

This was not an isolated case, declared Erickson, since "everybody starts out as an amateur in the beginning, and the smart ones emerge successful." At Y. & R., he said, the TV staff jumped, as the medium grew, from 50 to 165, which was mainly a "loss leader," but it got new business.

The present period of high costs presents television with one of its biggest problems, he said. Half-hour dramatic shows have jumped from \$8,000 each to about \$25,000, while musicals have soared from the same starting price to around \$35,000. He felt that American TV has compromised with labor unions to the point where prices have become "excessive and uncontrollable"; a carpenter can get more than \$700 a week, while stagehands often make more than producers, directors, actors, writers and account executives. He thought letting them strike in the early days of TV, rather than submitting to all demands, would have been advisable in keeping prices down, because "the cost-per-thousand viewers of a good TV show is favorable only when amortized against large circulation."

As far as the so-called better programs are concerned, Erickson

stated: "We hope the cultural level will be raised; we hope the educators and others will do that; but it is not our job." Culture can be very dull, he went on, and no one will watch unless entertained. There is nothing wrong with the fundamental ideas of the educators but circulation for the programs they envision will be greater with commercial know-how in getting audience, he said.

Besides, he pointed out, commercial TV is already building its own quality shows, and he cited such programs as: CBS' *Studio One*, with Shakespearean plays; *Meet The Press*; Edward R. Murrow's *See It Now*; and the award-winning original TV opera, *Amahl and the Night Visitors*, written by Gian-Carlo Menotti on commission from NBC.

In emphasizing the value of films in television, Erickson said commercials should be produced this way because they are then "safer, better and more economical than when live, unless you have a great personal salesman like Godfrey." Film is a capital investment that pays off with shows too, he said, since experiments indicate it can be re-run indefinitely. Filming costs more in the beginning, he said, but with circulation rising daily and new stations being added, this can be spread over a long period of time with actual savings.

Live television, he declared, is amateurish because in almost every show there are 200 margins of error every second, one for each of the individuals involved in the production.

The speaker estimated it would probably take a year to develop adequate filming facilities in Canada to meet the demand of television.

In An Industry that.....

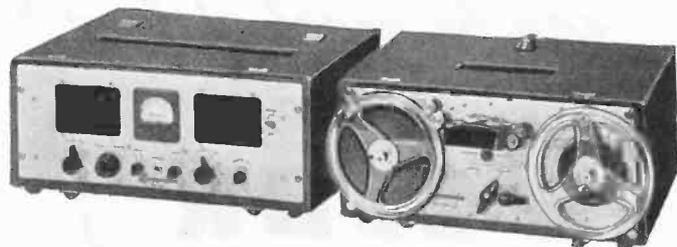
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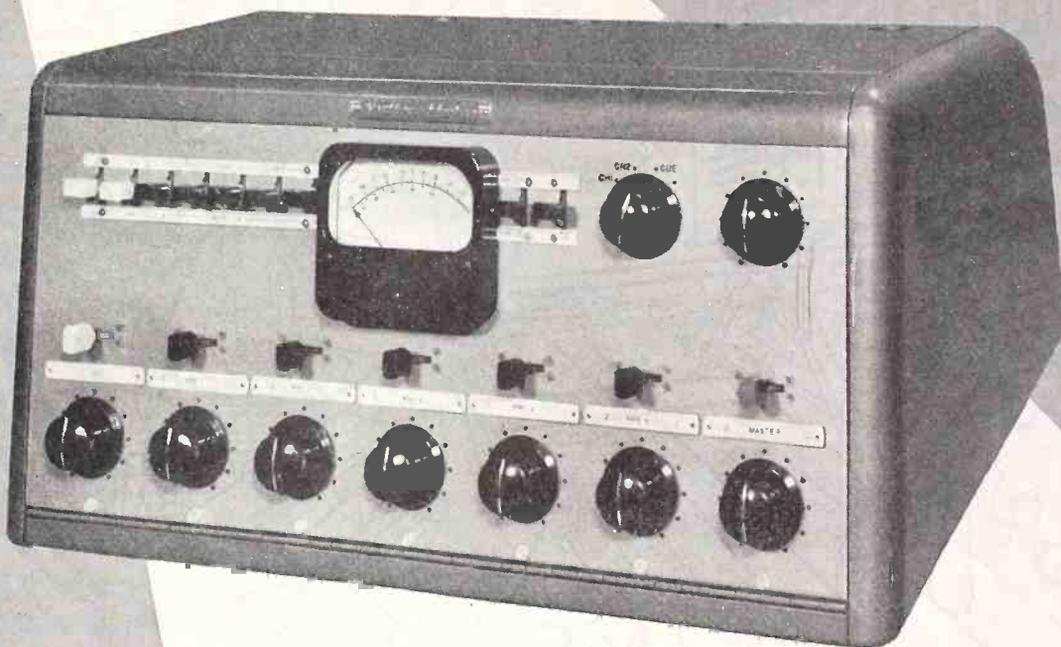
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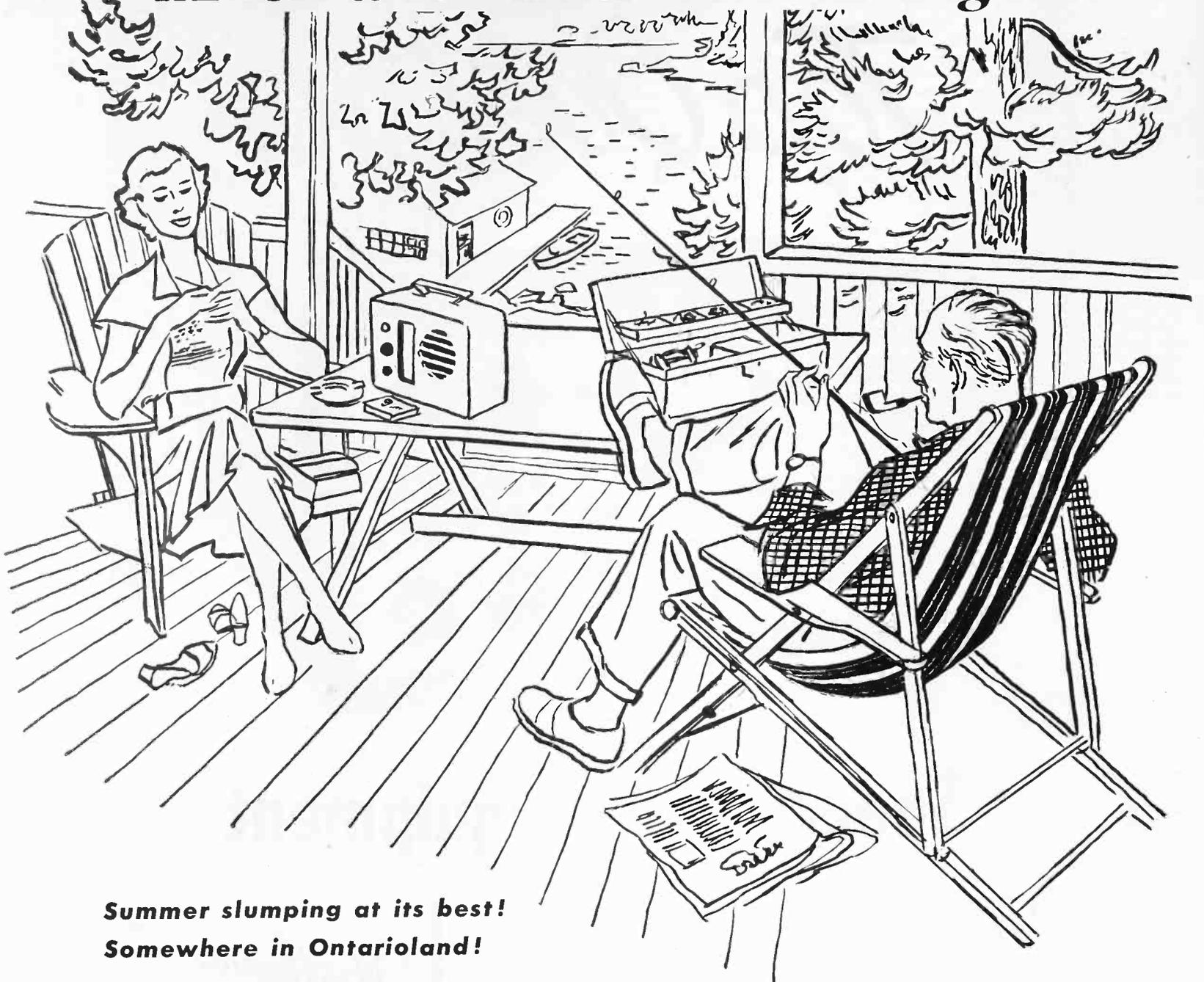
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