

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

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

Vol. 13, No. 11

TORONTO

June 2nd, 1954

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

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



—London Free Press

CFPL, like most radio stations, thinks early morning time has been neglected long enough. To wake people up to the value of the 6 to 7 a.m. period, it started on Londoners first with a novel contest. The winner turned out to be a lemon — Arnold Lemon who, along with Mrs. Lemon and their three little Lemons, were feted to a breakfast party. In the above photo, left to right are: Lloyd Wright, CFPL's morning man; manager of CFPL AM and TV, Murray Brown; winner Lemon and his six-year-old daughter, Sharon; and Cliff Wingrove, assistant manager of CFPL-Radio. See story on page 15.

## In This Issue:

EVER HEARD OF "cybernetics" as the sociologists call it? Alan Chadwick calls it The Case Of The Vanishing Sales Clerk on page 8.

THEY'RE STILL TALKING out West about a clinic for copywriters that Lee Hart conducted for the BCAB. In six instalments she is telling all about it, beginning on page 11.

THE FATE OF UHF for some years may be hanging in the balance in the U.S. Some of the pro's and con's of this industry controversy are on page 17.

All the regular features as well



# CARTB MEMBER STATIONS



## CARTB Member Stations

- ATLANTIC (17)**
- CKBW ..... Bridgewater
  - CKNB ..... Campbellton
  - CFCY ..... Charlottetown
  - CFNB ..... Fredericton
  - CHNS ..... Halifax
  - CJCH ..... Halifax
  - CKEN ..... Kentville
  - CKCW ..... Moncton
  - CKMR ..... Newcastle
  - CKEC ..... New Glasgow
  - CFBC ..... Saint John
  - CHSJ ..... Saint John
  - CJON ..... St. John's
  - VOCM ..... St. John's
  - CJRW ..... Summerside
  - CKCL ..... Truro
  - CFAB ..... Windsor

- FRENCH LANGUAGE (27)**
- CHAD ..... Amos
  - CJMT ..... Chicoutimi
  - CHFA ..... Edmonton
  - CHEF ..... Granby
  - CKCH ..... Hull
  - CKRS ..... Jonquiere
  - CKLS ..... LaSarre
  - CKBL ..... Matane
  - CHLP ..... Montreal
  - CKAC ..... Montreal
  - CHNC ..... New Carlisle
  - CHRC ..... Quebec
  - CKCV ..... Quebec
  - CJBR ..... Rimouski
  - CHRL ..... Roberval
  - CKRN ..... Rouyn
  - CKSM ..... Shawinigan Falls
  - CJSO ..... Sorel
  - CHGB ..... St. Anne de la
  - CKRB ..... St. Georges de Beauce
  - CFGT ..... St. Joseph d'Alma
  - CHNO ..... Sudbury
  - CKLD ..... Thetford Mines
  - CFCL ..... Timmins
  - CKVD ..... Val D'Or
  - CFDA ..... Victoriaville
  - CKVM ..... Ville Marie

- CENTRAL CANADA (39)**
- CKBB ..... Barrie
  - CJBQ ..... Belleville
  - CFJB ..... Brampton
  - CKPC ..... Brantford
  - CFCO ..... Chatham
  - CKSF ..... Cornwall
  - CKFI ..... Fort Frances
  - CKPR ..... Fort William
  - CJOY ..... Guelph
  - CKOC ..... Hamilton
  - CHML ..... Hamilton
  - CJRL ..... Kenora
  - CKLC ..... Kingston
  - CKWS ..... Kirkland Lake
  - CJKL ..... Kitchener
  - CKCR ..... London
  - CFPL ..... Montreal
  - CJAD ..... Montreal
  - CFCH ..... North Bay
  - CFOR ..... Orillia
  - CKLB ..... Oshawa
  - CFOS ..... Owen Sound
  - CHOV ..... Pembroke
  - CHEX ..... Peterborough
  - CFPA ..... Port Arthur
  - CKTB ..... St. Catharines
  - CHLO ..... St. Thomas
  - CJIC ..... Sault Ste. Marie
  - CHOK ..... Sarnia
  - CJCS ..... Stratford
  - CKSO ..... Sudbury
  - CKGB ..... Timmins
  - CFRB ..... Toronto
  - CHUM ..... Toronto
  - CKFH ..... Toronto
  - CKLW ..... Windsor
  - CKNX ..... Wingham
  - CKOX ..... Woodstock

- PRAIRIES (24)**
- CKX ..... Brandon
  - CFAC ..... Calgary
  - CFCN ..... Calgary
  - CKXL ..... Calgary
  - CKDM ..... Dauphin
  - CFRN ..... Edmonton
  - CHED ..... Edmonton
  - CJCA ..... Edmonton
  - CFAR ..... Film Plon
  - CFGP ..... Grande Prairie
  - CJOC ..... Lethbridge
  - CHAT ..... Medicine Hat
  - CHAB ..... Moose Jaw
  - CJNB ..... North Battleford
  - CKBI ..... Prince Albert
  - CKRD ..... Red Deer
  - CKCK ..... Regina
  - CKRM ..... Regina
  - CFQC ..... Saskatoon
  - CKOM ..... Saskatoon
  - CKRC ..... Saskatoon
  - CJOB ..... Winnipeg
  - CKY ..... Winnipeg
  - CJGX ..... Winnipeg
  - CHWK ..... Yorkton
  - CJDC ..... Chilliwack
  - CFJC ..... Dawson Creek
  - CKOV ..... Kamloops
  - CHUB ..... Kelowna
  - CKNW ..... Nanaimo
  - CKOK ..... Nelson
  - CKPG ..... Pentimster
  - CJAV ..... Prince George
  - CJAT ..... Port Alberni
  - CJOR ..... Trail
  - CKWX ..... Vancouver
  - CKMO ..... Vancouver
  - CJTB ..... Vancouver
  - CKDA ..... Vernon
  - CJVI ..... Victoria

## What Price Broadcasting?

Here's hidden profit for radio advertisers:

To the number of radio homes, add:

1,000,000 radio equipped cars\*

250,000 portable radios\*\*

687,000 2-radio homes\*

191,000 more-than-2-radio homes\*\*

\* Dominion Bureau of Statistics.

\*\* Radio & Television Manufacturers Association.

## The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 124 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

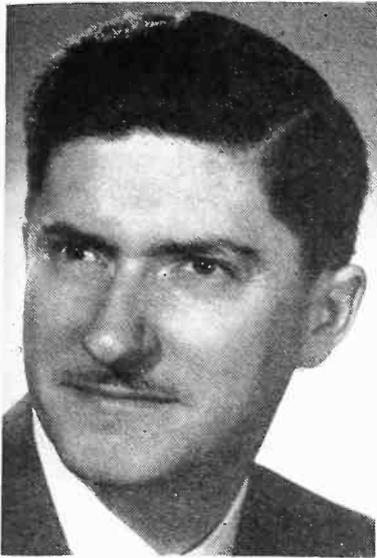
HEAD OFFICE  
108 Sparks Street  
Ottawa 4  
Phone 34036

SALES OFFICE  
373 Church Street  
Toronto 5  
Phone EM. 4-8244



*People*

**BBM Research Chief**



**CLYDE H. McDONALD** is to be the Bureau of Broadcast Measurement's director of research and development. He will be leaving Young & Rubicam Inc., where he has been an account executive dealing primarily with Procter & Gamble's *Cheer* for the past three years, to take up his BBM post in about four weeks. Prior to joining Y & R, McDonald was for five years the chief of merchandising and services division of the Dominion Bureau of Statistics in Ottawa, a position he took on after the Wartime Prices & Trade Board, where he was attached to the research division, folded.

• • •

**CARTB Sales Director**



**CHARLES FENTON** has been appointed sales director for the Canadian Association of Radio & Television Broadcasters, succeeding Pat Freeman. Fenton, with a background of sales experience at the wholesale and retail levels, as well as with an advertising agency, will take over his new post and the managership of the CARTB's Toronto office next week. He was at one time in the media department of McKim Advertising's Toronto office where he was later made a junior account executive. He has spent the last five years in sales work with a men's furnishings company and a distributor of store display materials. Miss Joan Ste. Croix, formerly with the CARTB's head office in Ottawa, will carry out research projects and handle French language sales from the Toronto office.

**Heads Ad Club**



**ANDY McDERMOTT**, president of the radio station rep firm, Radio & Television Sales Inc., was elected president of the Advertising & Sales Club of Toronto. He is the first member of the radio industry to hold this post. McDermott, who was the Club's first vice-president last year, succeeds Alan C. Ball, manager of the Maclean-Hunter publication, *CANADIAN ADVERTISING*. Other directors of the Club include: Norm Brown, president of Radio Times Sales (Ont.) Ltd.; Walter Elliott, president of Elliott-Haynes Ltd.; John Tee, advertising manager of Electric Auto-Lite Ltd.; A. Gibson Mackie, asst. public relations manager, Provincial Paper Ltd.; and A. William Archibald, sales manager, Toronto Elevators Ltd.

**IN THE NORTH**

*They Look To Sudbury*



**CANADA'S FIRST PRIVATE TV STATION**

• • •

*They Listen To Sudbury*

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING  
MEDIUM**

**CKSO**

*NORTHERN ONTARIO'S  
HIGH-POWERED  
RADIO STATION*

• • •

**For AM and TV**

**ALL-CANADA RADIO FACILITIES LTD.  
IN CANADA**

**WEED & COMPANY  
IN THE U.S.A.**

**H**ERE'S THE ONE  
SALES TALK THAT  
CENTRAL ALBERTANS  
LISTEN TO

•  
**2** programs result in  
orders for **\$4,000**  
worth of power-tools.

•  
More than before  
**CKRD**, a bigger better  
buy in a bigger better  
market.

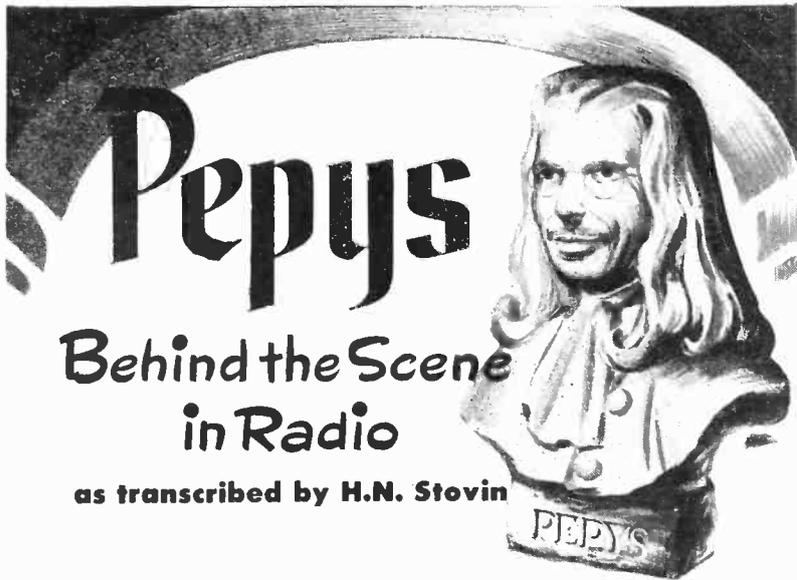
**CKRD**

**RED DEER**

(Serving Central Alberta)

850 ks. 1000 watts

SEE RADIO REPS.



What with moving to our new home, "Pepys House", and introducing thereto a Dalmatian watch-dog, also named Pepys, have been truly well-occupied; but not too busy withal to set quill to these pages of my diary, for truly our good stations have provided me interesting news ● ● ● From St. John's, Newfoundland, the good word that long-term advertisers do continue say "yes" to Mengie Shulman. The city's largest department store, having just completed a contract for a daily quarter hour, has just signed for 485 more. VOCM's advertisers include every type of business, including Maritime Central Airways, who do publicize their new passenger and freight service to the Labrador ● ● ● CJGX Yorkton is daily strengthening its liaison with that praiseworthy movement, Canada's 4-H Club. Each week CJGX visits a "Field Day", or "Achievement Day", with tape recorder and 4-H Club Reporter. This expert, who also broadcasts every Sunday afternoon on the doings of every 4-H Club in Yorkton district, is much in demand by "tomorrow's farm managers — today's 4-H Club members" ● ● ● Since starting to use a 5-minute daily sportcast on Radio Station CJRL Kenora, a local ice-cream distributor has found his sales double in volume. He now uses radio exclusively, and expects even greater increases with the approaching tourist season ● ● ● Did, a few weeks ago, note the large volume of mail received by CHED Edmonton, in the first few days of its operation. Some of these letters did contain advertising contracts, it would seem, for in the few weeks CHED has been broadcasting, almost \$125,000 worth of contracts have been booked ● ● ● But lately, Life Magazine and Station CKXL Calgary celebrated their first anniversary as business associates in the Calgary area, marked by a joint LIFE - CKXL promotion which included banners, displays, personal appearances, etc. All who saw it agreed it was one of the best promotions of the kind ever staged. Ted Soskin, who voices the commercials for Life, can bring to your campaign the success he has brought to Life and many other advertisers.

Please note our new address and phone number  
406 JARVIS ST., TORONTO - WA. 4-5768

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO, WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

# SHORT WAVES

## Young Liberals Vote For Free Radio

Ottawa. — Five hundred Young Liberals favored free radio and TV for Canada at their convention here last week. The feeling was that the government's policy of permitting private television stations only in areas not served by the CBC was too restrictive. The resolution said the government should be urged "to implement at once its announced policy of permitting alternative and competitive television service in all areas of Canada, especially the six major markets of Vancouver, Winnipeg, Toronto, Montreal, Ottawa and Halifax." A resolution by the Young Liberal Association of B.C., that a separate body be established to control the licensing and regulate the operation of all radio and television stations in Canada instead of the CBC, was approved by the convention.

## Seek Seven Licenses

Ottawa — Applications for licenses to establish new AM stations at Peace River, Alta; Galt; Leamington; London; and Sault Ste. Marie, will be on the agenda when the CBC board of governors meets at St. John's, Nfld., on June 18th. (For TV submissions to the board see page 17.)

Also to be considered are applications for power increases received from the following stations: CJOC Lethbridge; CKNW New Westminster; CJVI Victoria; CHLO St. Thomas; CJBR Rimouski and CHLN Three Rivers. In additions, CKDA Victoria has applied for permission to establish an FM outlet.

## "Amos 'n Andy" On CBWT

Toronto—Nabob Foods, Vancouver, will sponsor the CBS television film series, *Amos 'N Andy*, over CBWT Winnipeg for a period of 26 weeks commencing June 2nd. The station was expected to go on the air Monday, May 31st. The show is currently running on CBUT Vancouver, under the same sponsorship, and is distributed in Canada by S. W. Caldwell Ltd.

## CKTS Appoints Hardy

Toronto — Radio Station CKTS Sherbrooke, Que., has appointed Jos. A. Hardy and Co. Ltd. as its national sales representative. CKTS, which is affiliated with the CBC Dominion Network, is the English language station serving eastern townships in Quebec.

## CBC-TV Rate Boost

Toronto — Effective from July 1st, the CBC has upped the Class "A" rates (both network and non-network) for CBMT-Montreal, CBOT-Ottawa, and CBUT-Vancouver. Advertisers currently using these stations will receive rate protection on contracts at the old rate until December 31st, whereas new business starting on or after July 1st will carry the increased rates.

## Name Film Head

Toronto — Michael F. Johnson has been appointed by Shelly Films Ltd. and All-Canada Television to take charge of all television film production for the two organizations. Johnson has previously worked with Columbia Pictures and the J. Arthur Rank Organization, among other feature film companies on both sides of the Atlantic.

## Amend Radio Act

Ottawa—People other than British subjects will be allowed employment in Canada as radio operators, if a bill to amend the Radio Act is passed by parliament.

The bill, which was introduced in the House of Commons last month by the Hon. Lionel Chevrier, seeks to allow Americans and certain other immigrants to be employed as radio operators, even though they are not British subjects.

The third reading of the bill has been approved.

## Launch CFCM-TV

Toronto — The CBC announced that CFCM-TV in Quebec City will become part of the Quebec Region of the CBC television network on or about June 19th. It will operate on Channel 4, with effective radiated power of 1,270 watts video and 635 watts audio.

Something missing...

like selling Quebec market without

**CKXL**  
1000 WATTS 1280 K.C.

Representatives  
TORONTO MONTREAL  
**OMER RENAUD & Co**  
IN U.S.A. WEED & CO.

# Canadian BROADCASTER & TELESCREEN

TWICE  
A  
MONTH

Editor & Publisher . . . . RICHARD G. LEWIS  
 Managing Editor . . . . THOMAS C. BRIGGS  
 Art Editor . . . . . GREY HARKLEY  
 Circulation & Accounts . . THOMAS G. BALLANTYNE  
 Research Consultant . . . . GEORGE E. RUTTER

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June 2nd, 1954

## Berating The Ratings

**Presentations like those of Joe Ward** to the ACA Convention last month are heartening to those who still cling to the business of broadcasting by radio. They can also be extremely dangerous, if they are allowed to breed feelings of placidity or complacency in the breasts of those who buy or sell the medium.

When the president of the U.S. Advertising Research Bureau Inc. (ARBI) makes such statements as: "Radio is more effective now than ever before," what he is really saying is that if radio is used intelligently, then it not only still is but always will be an extremely potent power in the selling field. What must not be taken from his remarks is that nothing can hurt radio, including unthinking and slap-dash use of it.

One of Joe Ward's most pungent points was his statement that "radio has been ruining itself with ratings". He did not question the honesty of either radio ratings or newspaper circulation figures. His point was rather that however factual such indices may be, they have little if any relationship to the effectiveness of a program at the cash register.

To amplify this point, Ward used the illustration of the tremendous audience which could be attracted to a show for shoes with the *Lone Ranger* or some other juvenile thriller. But the kids aren't the actual customers, and a show with half the audience, consisting of parents, could be much more effective. He startled the meeting a little with the statement that a classical music program with a very low rating had done a much better job for a certain product than a popular type of program with a far higher rating.

Ward's presentation opens up the eternal question of ratings. It seems to cry aloud for a rating re-evaluation, taking into consideration not only the number of listeners, but their attributes and characteristics in relation to the use of the product which the program aspires to sell.

The hundreds of thousands of men who tune in the fights would be of questionable worth to a cosmetic manufacturer, but "How are you fixed for blades?"

The maligned soap shows keep the suds foaming in millions of homes. But what would they do for baseball bats?

Because radio works on a sponsorship basis, where advertisers attach themselves to specific shows with which they become closely identified, it offers an advantage over the system adopted by the press

RADIO RIBS by Stewart



"It's perfect. You can close your eyes and you'd swear you were listening to the radio."

where advertisements are quite unrelated to articles. As long as the advertisers continue to control program content — and we are far from endorsing this as a satisfactory system — just so long should these advertisers concern themselves not primarily with the size of their audience, but far more with the potential presented by their listeners as buyers of the product.

## Let's All Go To The ACA

For many years, this paper has attended the annual conventions of the Association of Canadian Advertisers, with a special issue distributed to delegates and others, because it felt that the broadcasting medium should have wider representation than has been the case. This year, it was most gratifying to see the increased interest displayed by station people. Coming from as far afield as Vancouver and Edmonton, more station officials showed up both at the radio and television meetings and also at those dealing with general advertising topics than has ever been the case before.

It would not be reasonable to expect that station managers would come from the Atlantic or Pacific areas for the sole purpose of attending this convention. It is general practice however for either managers or their sales managers to come to Toronto at least once a year, and it seems to us that it would be a good idea to pick this particular time to make the trip.

In the hurly-burly of the business of advertising, it seems questionable to us whether sufficient attention is paid to the advertisers themselves. It is true that in

most instances they appoint advertising agencies to attend to the details, and also that the agencies serve them well in this respect. There is scarcely a sponsor though who is not interested in seeing station representatives personally, if only to pick up pointers on the peculiarities of the station's area. Such pointers cannot be properly conveyed through an intermediary. The ACA Convention provides a suitable time and place for this sort of thing, as well as affording our medium an opportunity to pay personal respects to the men who pay the bills.

## Coming Of Age

The chairman of the board of Columbia Broadcasting System is William Paley and last week he made a speech. It so happened this was the keynote speech of the National Association of Radio & Television Broadcasters' convention in Chicago.

He spoke about freedom of the press for broadcasting as a right. He also said: "... can we in all fairness and good conscience ask our medium to be as free of threats of boycott, as free of political pressures, as respected as the great newspapers of our country if we shirk our responsibilities in this field? We claim for ourselves, and quite properly I believe, the great historical and constitutional rights and privileges which have been maintained by the press of this country. We recognize the plain fact of our power for good or evil, through the enormous force of our medium. Yet the question remains whether we enjoy in the public mind the status which is a natural corollary of our rights and privileges. I respectfully submit that we do not and that we will not until we have shown through clear performance that we have faced up to our opportunities and to our responsibilities."

And again: "It is my belief that if we know what we are doing in the world of news and public affairs, we are secure. If we do not know, we are in danger — in danger of encroachments from government, in danger of criticism, destructive and deserved from other powerful organs of opinion . . ."

Paley's language is different but the intent is the same as the remarks in speeches, clinics and discussions, of broadcasters and newsmen from all over this continent. And they are reminiscent in part of the keynote addresses of the CARTB earlier this year. And now this is the NARTB.

Is it unrealistic to hope that broadcasting is coming of age?



This column is being written from Keston, some three or four thousand miles away from Toronto, where coincidental surveys are an unknown quantity (too) and Little Audrey is so dumb she thinks a spot announcement is what happens if you get married when you have the measles. It is well-nigh impossible to get down to the basic facts about business — our business — from this Kentish home, where I am visiting with my mother, so I shan't try.

Speaking of Kent, which is known as the Garden of England, and its picturesque county town of Maid-

stone, I read this: "Thence to Maydstone . . . And so, having walked all round the town and found it pretty, as most towns I ever saw, we to our inn for dinner and had a good dinner . . ." You'd swear those lines came right out of a Stovin ad, wouldn't you? Actually though, they are attributed to Horace's middle name, Pepys. Some guy must be masquerading. Stovin should sue.

It is four days since this ungainly hulk bounced onto the runway at London Airport, along with around sixty others who had crossed the Pond in a BOAC Stratocruiser. But the mind seems to have rejoined the body only this morning. That's the thing about long-distance aircraft travel. The problem seems to resolve itself into one of keeping in one piece. Those damn planes fly faster than you can think.

We made London from Montreal in fourteen hours. At that we were three hours late according to the time table. I caught hell from the Mater over this. The potatoes were soggy.

This speed business is probably a miracle of modern aeronautical engineering. Supersonic something-or-others must soup up the engines I guess, but I wouldn't know. I made a deal with those engineers

that if they'd stay out of the publishing business, I wouldn't try and fly their planes. So far it has worked very well, and as far as I am concerned, the most modern of the modern miracles in a BOAC Stratocruiser is located just about amidships (or whatever you call it on a plane), down a few steps from the main cabin, where a uniformed gent with an apron and a broad grin says: "What'll it be?" This "mechanism" is the finest airplane speeder I know. A friend once told me that he spent the entire passage in this part of the aircraft, and when he landed, the fluid they wrung out of him was straight Drambuie!

It's too early to pass judgment on the state of the nation after four days. I've a few first impressions though which will probably get into this column. First of these is the countryside which has donned a variety of colors, mainly varying shades of green, which are quite indescribable. The gardens have lost their first springtime splendor with the daffodils gone and the tulips going. But the lilacs are coming out in their glory, and Wistaria is flowering as it climbs the houses and the garden walls. The rhododendrons will be in full bloom at any moment.

CFCH 23 years,  
CJKL 20 years,  
CKGB 21 years  
EXPERIENCE in  
serving and selling  
the great 'Market  
Behind the Wall' —  
the market that is  
self-contained, self-  
sufficient — free  
from outside influ-  
ence. The people  
who live there, buy  
there. It is com-  
pletely penetrated  
ONLY by the three  
'Northern' stations.

**CFCH**  
NORTH BAY

**CJKL**  
KIRKLAND LAKE

**CKGB**  
TIMMINS

# We Have Selling Power...

*Producing maximum results for our advertisers.*

When a charitable appeal draws 32,467 contributions, we know we have a large, responsive audience; when these donors range from Barachois, Gaspé, to Sydney, Cape Breton, from Ship Harbour, Halifax Co., to Port Saunders, Sub-division 9, Newfoundland, we know we have extensive coverage.

In 11 years we have built our loyal following through careful programming; by presenting local features, entertainment and educational, with definite appeal to the various ethnic and economic groups in the region.

Combine our listenership and coverage with our low rates and you have effective selling power at low cost.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

Representatives

Can. — Paul Mulvihill & Co.  
U.S.A. — Adam J. Young Jr., Inc.

**CJFX**

ANTIGONISH, N.S.

5,000 Watts - 580 Kcs.

UNDER NORTHERN MANAGEMENT

Reps  
**NBS**  
in Canada  
**COOKE**  
in USA.

And back of it all, the feathered choir keeps up its unending Symphony to Summertime in Britain. It is a backward year they all keep telling me. It always is. They are still smuggling in front of open fires of an evening. They always do. But the summer sun is warming up during the daytime when it decides to show itself. And by the time this appears, it will be June — the month of roses.

The first day, I tried to buy a spring coat, which was according to plan. There isn't any advertising on the radio, so, perforce, I tried the papers, but without success. Short supplies of newsprint have curtailed advertising as well as editorial copy. While the latter has probably been improved by tighter and so better writing, competition in trade and stimulus to buy must have been dealt quite a blow, especially in retail trade. This morning's DAILY MAIL contains in its eight pages sixteen display advertisements. These total 18.6 of a total of 64 columns. In other words, the particular issue I vetted had a display advertising content of between 29 and 30 per cent. Try that on your Canadian newspapers. Try it on your CB & T for that matter!

The thing is that Britain is a small country, so that papers like the DAILY MAIL, with editions published in London, Manchester and Edinburgh, is something like a North American radio network. In other words it is national rather than local, though it is possible to buy separate ads in any one of the three editions. An examination of the list of sixteen advertisers in the edition under review (London edition, May 20) will show just who does use it. They are: Maltesers (candy); Nestle's (Canned) Cream; Osband Bros. (Shad Slacks); Stork Margarine; Rose's Lime Juice; Mobilgas; Tootal Ties; Tide; Pears Soap; Peak Frean Biscuits; Gales Honey; Vaseline (Petroleum Jelly); Cadbury's Chocolates; Raleigh Bicycles; Cleveland Bicycles; Kite Cat (Cat Food). There is a little more retail advertising and a noticeably higher advertising content in the evening

papers. I am looking at the EVENING STANDARD. Retail-wise it has two "West-End" restaurants; Harrod's Department Store; a men's hatter; men's shoes; women's dresses; Austin Reed (high class men's wear); a lower price department store; a ditto furniture store; another show store; a few theatrical ads; and one for Billy Graham. This is a twenty page, six column tabloid format, with four pagers (20 per cent) given over to classified ads, and a little over 30 per cent to display. Set that up against a Canadian paper some time.

The above reflections should not be taken as a miserere for the poor British publishers. They are doing right nicely according to all reports. Low publishing costs have been made even lower by paper rationing, and I doubt if it pays to print more pages. And don't forget this. The large part of the public which was fifteen years old or less in 1939, doesn't remember any different. And thereby hangs this tale.

Lack of retail advertising in the papers doesn't, at first glance, seem very significant. And also — I omitted to mention this — besides the great national newspapers, there are in most towns of any size not-so-high-calibered local papers which do get a considerable amount of lineage from local stores. But the very fact that these are weeklies amplifies my point.

What I want to put across is that years of socialism, first as a wartime measure and then continued by a punch-drunk electorate, have done a great deal to remove competition,

the essence of free democracy, from this country. As the show window of business, advertising is the basic ingredient of a competitive economy, where competitors meet their adversaries by improving their products and telling about it in advertising, and production soars as a result. The British Chancellor of the Exchequer is trying to encourage the production which only advertising can create.

One simple example is bread. During the war, for the sake of economy, a brownish type of bread, using husks as well as kernels of grain, was all that could be baked. Now they are "back to normal" and can have truly white bread again, but no one seems interested, and the bakers are a little scared. Butchers aren't quite sure what will happen when meat rationing, now only a figure of speech, is dropped completely next month. Some shopkeepers still expect customers to bring their own wrapping, though paper is in fair supply. They've been "getting away with it" for quite a while, and people have forgotten what it used to be like.

This is my sixth visit to Britain since the war. I have tried during each one to give you a fleeting glance as seen by this not too casual observer. The keynote of each has been "Eggs Won't Unscramble". In other words, it has always seemed to me that Socialism, whether applied in time of emergency or as a result of an election, dies hard. If you feed people long enough, they will lose the desire or the ability to take care of themselves. Britain's recovery to

date is nothing short of a miracle, but it is not complete. It is going to take a long time before the eggs are completely unscrambled. That time can be shortened, as I see it, by teaching them to spend as they once learned to save. I know of no better teacher in this respect than — advertising.

I have to meet a fellow at the local in a few minutes, so that cleans off the dining room table for now. Buzz me if you dare. The number is Farnborough (Kent) 169 — prepaid.

WHY you can depend on

Webcor®

sound recording tape

The benefit of years of leadership in the manufacture of electronic equipment is built into Webcor Magnetic Recording Tapes. This priceless experience assures you of the qualities necessary for fine reproduction... strength, flexibility and approved electrical properties. They give excellent results with any tape recorder but you'll get the best results with a Webcor Tape Recorder. These differences make it important you remember that although tapes look alike, they don't sound alike. Insist on Webcor... and be sure!



Two Sizes—Webcor Tape comes on 5" reels containing 600 feet of tape and 7" reels with 1200 feet of tape.

Hinge Top Carton—Webcor tapes come in unique, hinge-top cartons that guard against accidental spilling. The hinge-top keeps the reel of tape safe until you lift it from the carton. There is an easy-to-use recording log on the back of each carton for your convenience.



WEBSTER-CHICAGO CORPORATION

means the best for all your sound recording equipment and supplies

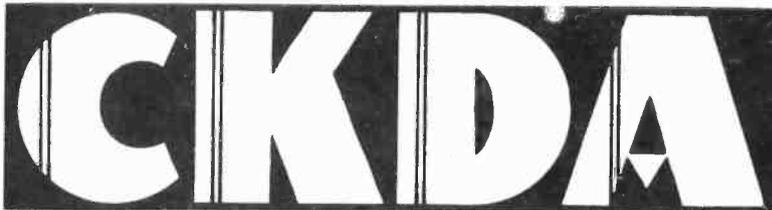
Ask your supplier now or write to

Electronic Tube & Components Division

CANADIAN MARCONI COMPANY 830 BAYVIEW AVENUE, TORONTO

Branches: Vancouver • Winnipeg • Montreal Halifax • St. John's, Nfld.

In Victoria



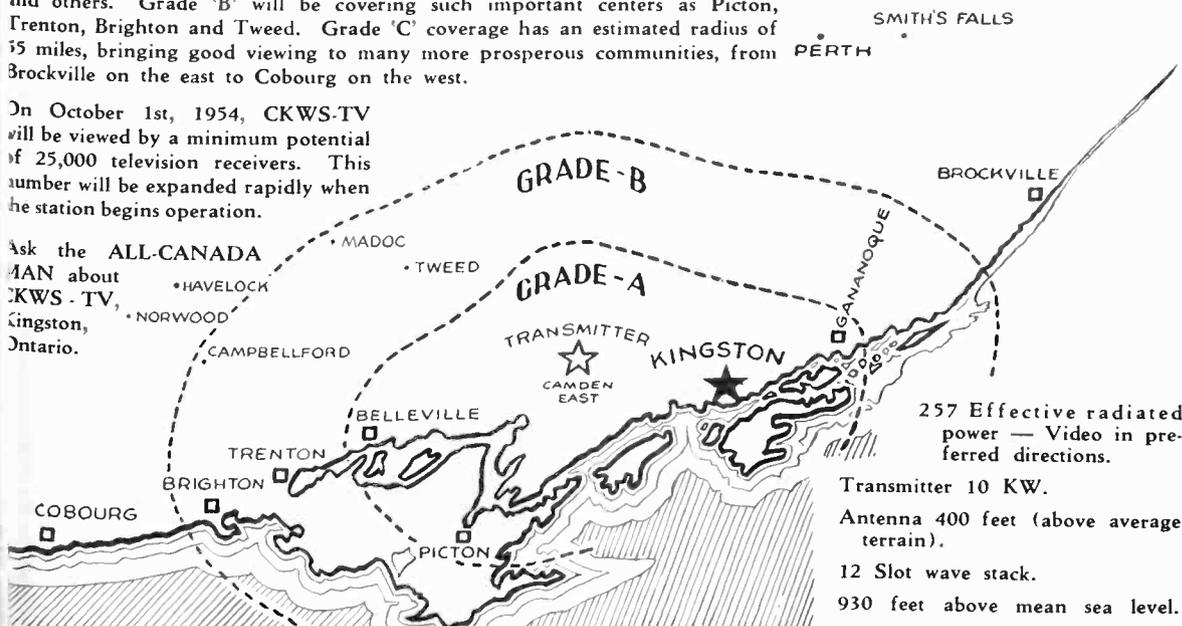
Most Listened to (Elliott-Haynes)

TELEVISION COMES TO EASTERN ONTARIO ON OCTOBER 1ST, 1954.

CKWS-TV Grade 'A' coverage will include Kingston, Belleville, Gananoque, and others. Grade 'B' will be covering such important centers as Picton, Trenton, Brighton and Tweed. Grade 'C' coverage has an estimated radius of 55 miles, bringing good viewing to many more prosperous communities, from Brockville on the east to Cobourg on the west.

On October 1st, 1954, CKWS-TV will be viewed by a minimum potential of 25,000 television receivers. This number will be expanded rapidly when the station begins operation.

Ask the ALL-CANADA MAN about CKWS-TV, Kingston, Ontario.



257 Effective radiated power — Video in preferred directions. Transmitter 10 KW. Antenna 400 feet (above average terrain). 12 Slot wave stack. 930 feet above mean sea level.

**C**onfidentially . . . you can't find a better market in Eastern Ontario.

**K**ingston is the biggest market between Montreal and Toronto

**L**et US furnish YOU with availabilities that sell YOUR product.

**C**all our reps:  
Horace N. Stovin & Co.

1 3 8 0

**CKLC**

KINGSTON, ONT.

The Voice of the Limestone City

*Merchandising*

**THE CASE OF THE VANISHING SALES CLERK**

Like all true-to-form "whodunits", the culprit in *The Case of the Vanishing Sales Clerk* is the butler . . . in this case a "silent butler". True, a modernized and improved silent butler with a vastly wider field of operations than the first silent butler which consisted of a decorative stand designed to hand out cigarettes to guests and take care of overfull ash trays.

The modern trend towards automatic control methods and robot operation is not confined to time study and machine operations in factories and mechanical accounting in offices. The personal touch is also being replaced in many kinds of retailing and merchandising. The self-selection era introduced by the "5 and 10 walk-around" type of retailing is being developed still further along the lines of self-service, the most obvious example being the super markets and food chain stores. Here our old friend the "silent butler" has been transformed into the not so silent cash register, adding dozens of items and presenting the bill in less time than used to be taken by the family grocer in finding a scrap of paper to jot down the totals.

Still more types of automatic salesmen stand around after store hours dispensing cigarettes, candies, beverages, ice cream, fruit, confectionery and other merchandise. A recent addition to the field of impersonal selling is a point of sale aid consisting of a miniature automatic record player only slightly larger than a package of cigarettes. It is operated



Written for C. B. & T. by Alan Chadwick, Senior Account Executive, J. J. Gibbons Ltd., Toronto.

by a trigger which may be released by opening a door or lid thereby causing the gadget to speak its sales message from inside a refrigerator, under a car dash panel or other vantage point whenever an interested prospect approaches.

Shopping and buying habits are changing rapidly. The process is being speeded up and becoming more and more impersonal. Saturday's leisurely window shopping of a few years ago has been replaced by the Friday night rush to the Super Market, followed by a few quick purchases elsewhere on the way home. Giant shopping centres are springing up everywhere around the cities, not with the object of persuading people to spend more time shopping, but to make buying easier, more convenient and faster. These Super Markets, chain stores, department stores and other big retail organizations have one thing in common: they depend on impersonal selling for their sales volume.

In some lines like food, the sales clerk has already disappeared. In others, he or she has become an on-looker whose main function is to give change and wrap parcels.

This change is taking place so rapidly that it seems to have passed unnoticed by many of the well-

meaning but pre-war period executives who still clamor for grandiose training plans for sales clerks when very often what is needed to boost sales is more and better pre-selling by means of advertising in all its phases.

Giant strides have been made in manufacturing processes, machine accounting, and materials handling and there is every indication that the principles behind these methods are being applied to retailing and merchandising operations. No useful purpose is served by fondly recalling the days when Grandpappy stood firmly behind the counter in his general store and sold two pounds of Grade 1 cheese.

There is little doubt that many manufacturers are still estimating their advertising budgets using percentages based on old-fashioned thinking which presumes that 80 per cent of the selling effort is still being carried by personal selling. These are often the leaders who talk about competitive selling, buyers' markets, and woe and hard times ahead. They're just out of step with the times. The shoppers are no longer "shopping", comparing, asking questions, haggling over prices. Many are buying most of the basic types of merchandise such as food, cigarettes, gas, tires, and appliances on trust by Brand Names on which they have been pre-sold by advertising. Naturally, women still like their "day down town" when they look for bargains, compare prices, quality and styles, but they prefer to buy their everyday needs, such as food, nearer home at the nearby shopping center or Super Market where there is room to park the car and where buying can be done quickly.

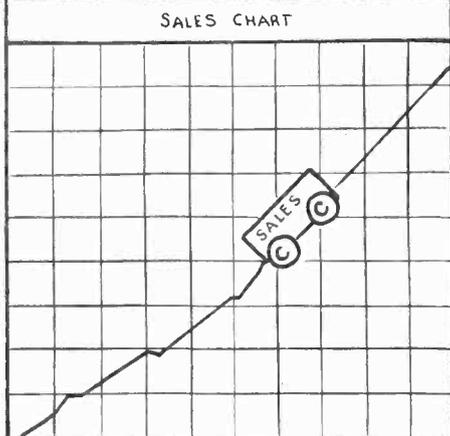
Brand loyalty has to be steadily maintained and constantly renewed. People forget very rapidly. It must have been a great blow to the pride of those national advertisers in England who discovered that, after a few war years of restricted advertising, their products were almost unknown, and so far as the newly-wed housewives were concerned, their once famous brands were on a par with those of new manufacturers who had only been in the field for a few months.

Pre-selling is the answer to these problems and a sufficiently high volume of advertising must be planned to accomplish this purpose.



**MR. ADVERTISER !**

Hitch Your Sales Wagon to a Star



CKRM holds an eminent place in the galaxy of major radio stations. To sell south-central Saskatchewan use CKRM's dominant listener coverage, because by its selective choice of ear-attentive programs, the versatility of presentation, the sales charts of many national and local advertisers have climbed with meteoric speed. Hitch your sales wagon to this star and be on the "milky way" to new prominence in the prairie market.

Ask About This E-x-p-a-n-d-i-n-g Market NOW!

See or write "RADIO REPRESENTATIVES",  
Montreal - Toronto - Winnipeg - Vancouver

**CKTB Sells St. Catharines, the Niagara Peninsula and Away Beyond**

Check the BBM Reports and see the tremendous Central Ontario bonus audience you get at no extra cost.

Copies available from our reps: Paul Mulvihill & Co., in Toronto and Montreal; J. H. McGillvra in U.S.A.

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

**CKRM** Regina

It is a three step process:

1. The prospective customer must be sold your brand before he or she enters the store.
2. He or she must be "spot sold" again at point of sale inside the store.
3. He or she must be reminded again by "package and brand identification" when the actual product is seen.

Strong "brand name" advertising by radio, TV, and publications will successfully take care of item number one. However, it must be down-to-earth advertising; the kind of advertising message that fixes the brand name and "What it will do for me" in the mind of the prospective customer. The clever, but vague approach, which often sells soap substitutes in general but not X Brand Detergent in particular, and needs personal selling at point of sale to clinch the sale, is almost useless in this era of "While I'm at the meat counter, pick up a carton of X Brand, please, Mary."

To cover step number two, this advertising must be followed through with strong merchandising and promotion support. Attractive point-of-sale material of a suitable size and acceptable type must be provided. Everything possible must be done by means of direct mail and personal calls to ensure that your product is allotted its fair share of available display space and that buyers and store managers have full information on prices, premium offers etc. Full advantage must be taken of merchandising and promotion services offered by radio stations and publications carrying your advertising, so that all media help to pave the way to easy identification of your product. Street car cards often provide a link at local level between publication or radio advertising and point-of-sale.

Step three: a reminder at point-of-sale and easy product identification calls for skill and common sense on the part of the package designer. An attractive package can work wonders in encouraging impulse buying, particularly when competitive lines on the same shelf present a drab uninteresting appearance. A good package design should enable a customer to recognize his or her favorite brand on sight, and if a short, easy-to-read sales message can also be included it will often result in a spurt of impulse buying.

Although the modern package designer has an almost limitless choice of attractive and durable new materials to help him, he also has many

new problems. Packages designed to look equally attractive in orderly stacks and untidy "Special Offer" heaps, must also have sales appeal when arrayed in solitary state before the TV camera or when viewed by modern fluorescent lighting.

The combined forces of advertising, promotion and merchandising (including point-of-sale display and package design) must pull together like a lifeline and not operate separately like threads to a puppet each controlled by a different hand. Sufficient volume of advertising effort must be maintained to replace the lost personal sales force with a "live" impersonal sales force.

A good example of modern brand name impersonal selling in this "self-service" era is my agency's campaign for the manufacturers of Bisto. This product is so well known in England that the vague reference to good gravy inferred by the caption "Ah Bisto!" with an illustration of two hungry, aroma-sniffing kids is doing a good pre-selling job in all British media. In Canada, which is a comparatively new market, some hard selling is essential. The theme is "Good rich gravy in one minute", followed by strong selling copy. The package itself is featured in all newspaper, magazine and street car card advertising, and radio spots on stations across Canada feature the same theme and complete the pre-selling job by suggesting positive action — "Put Bisto on your shopping list today."

In order to provide additional inducement to the lady of the house to remember Bisto when she goes shopping, a feature of the new campaign now in preparation is an invitation to listeners and readers to ask for a free Bisto recipe booklet which will be available at all retail outlets.

Pre-selling by advertising in all its phases is an absolute necessity today, and as the trend to automation brings about increased efficiency in retailing methods, mark-ups and discounts will be reduced to lower consumer costs and increase volume. Part of these savings must be, and will be "plowed back" into the advertising which produces the future harvests.

As the sales clerk (even now, all too often a courtesy title) is replaced by self-service and automatic-service methods in more and more fields, it will become increasingly difficult for a new product to get display space or even a place on the shelf unless it has consumer acceptance won by advertising. The time for Pre-selling is NOW. The cost of not advertising enough grows higher every day.

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received  
Our NEW  
Audition Disk?



An Independent  
Producing  
Company

DON WRIGHT  
Productions

Let us Help You  
Write — Wire — or Phone for Details  
"STONEGATES," LONDON 5, CANADA  
TELEPHONE 3-0886

EVER TRY TO READ ALL THE MAGAZINES PUBLISHED  
IN ONE WEEK ?

Read them — why, you couldn't even lift them! But somewhere in that mass of reading matter are at least half a dozen pure nuggets — articles of extraordinary interest and entertainment value.

These are the ones summarized in our weekly script, THE WORLD IN PRINT, one of the most fascinating programs on the air today.

Write for a few sample copies on the house.

WALTER A. DALES — RADIOSCRIPTS

907 KEEFER BUILDING

MONTREAL, P.Q.

Telephone UN. 6-7105

"BEING ON CKCW'S STAFF HAS IT'S DRAWBACKS!"  
Says Lionel ...

"For instance, I wasn't eligible for a prize at this year's Moncton Music Festival, sponsored as always by CKCW.

I'd have stood a good chance, too, with my musical training. (Haven't I been years?). This year's Festival was the biggest ever — a six-day event with over four thousand competitors in 126 classes. They had to hire three halls!

It's further proof that CKCW works for and with the Moncton community. And believe me, the prestige that results means a tangible bonus for CKCW advertisers!"

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

**CKCR**  
KITCHENER-WATERLOO

AM 1490 kc.

FM 96.7 mc.

CELEBRATING ITS

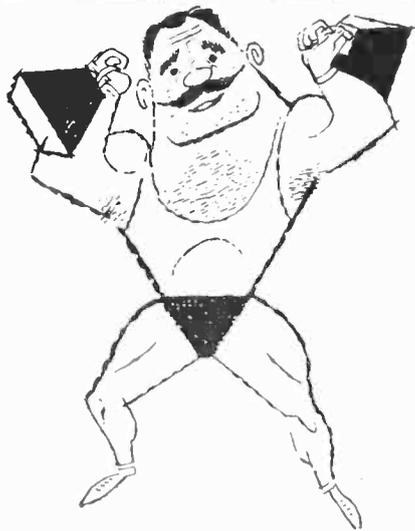
**25th BIRTHDAY**

IN RADIO BROADCASTING

SERVING ONTARIO'S RICHEST COUNTIES

WATERLOO • WELLINGTON • PERTH

See Our Reps For Facts



# Now available... Power Programming

for your schedule!

## CONTRABAND



Fifty-two dramatic half-hours of high adventure, expertly produced and transcribed to attract and hold faithful listeners—and to make a sponsor mighty happy! Each program is a complete episode . . . a true picture of smuggling the world over, and of the brilliant operations of customs agents who make this illicit trade a highly dangerous vocation. Plan to add "Contraband's" power to your programming. Ask for an audition disc now.

## "BRIGHT STAR"

IRENE DUNNE and FRED MacMURRAY together in the gay, comedy-adventure

Now, this popular new comedy hit is available for local sponsorship over your station. Starring two famous Hollywood names . . . Irene Dunne as the editor who hates reporters . . . and Fred MacMurray as the reporter who hates female editors.

Put it together and you get one of the funniest, action-packed programs on the air today . . . the ideal family entertainment to keep listeners listening and sponsors satisfied!



FOR COMPLETE INFORMATION AND AUDITION DISCS  
ON POWER PROGRAMMING... CALL YOUR ALL-CANADA MAN!

**ALL-CANADA PROGRAMS**

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

VANCOUVER  
CALGARY  
WINNIPEG  
TORONTO  
MONTREAL

Writing

# COPY CLINIC NOTES

This is Part I in a VI part highlight of points covered in the February Copy Clinic conducted by Miss Hart in Vancouver for the British Columbia Association of Broadcasters. It was the first time station and agency copywriters have met for a two-day discussion of radio copy successes, failures and techniques. Everybody got into the act. Veteran writers presented radio copy case histories. Neophyte writers asked questions; presented problems. Run-of-the-mill writers argued points, agreed and disagreed. The emphasis was on retail radio copy, but this digest also contains many basic facts on the human, everyday psychology of sales, advertising and copy.



—Bradford Bachrach  
By **LEE HART**  
Former Assistant Director of  
Broadcast Sales, NARTB, Washington

### What Are Copywriters Made Of?

Ask a roomful of radio copywriters what they think copywriters are made of and you get some articulate answers.

We had robust opinions about salesmen who hound you, advertisers who haunt you, announcers who fret you, and managers who chain you to a typewriter. We heard hearty protests against the mass of miscellaneous advertising miracle writers supposed to pull out of their copy hats. We even heard from some station managers about what they think copywriters are made of. . . . rebuttals of these statements from the writers.

We were off to a good start. The air was cleared and we were ready to talk business. And, believe me, radio copywriters brought a real human's holiday attitude to these sessions. They rolled up their sleeves and talked copy sense for two days.

First, they listed almost a hundred qualities and characteristics which they thought were important to the copywriter who wants to be a better copywriter. One writer thought you ought to be a detective, because you have to figure out what your advertiser has to offer that his competitors don't offer. "And," he said, "a few advertisers are able to tell you exactly what that something is." Another writer said you should be an original thinker because you "had to come up with creative ideas or else."

Writers listed everything from "living a love for life and people" to "being a salesman" as the most important attribute of a radio copywriter. "Horse-sense" and "believability" were mentioned many times as valuable assets to a radio copywriter. Finally the subject was boiled down to six general points.

Here are two of them:

### How To Be A Better Radio Copywriter

#### 1. Believe in Radio Advertising

If you suffer from the haunting belief that you were cut-out for more artistic prose, pack up your pencils and go home. Radio copy calls for skill in presenting facts clearly. You'll only confuse the listener and make yourself miserable by trying to write radio copy when you only really believe in "more artistic" writing.

If you're secretly bogged-down because you're writing for radio instead of television, broaden your concentration. Stop worrying about the TV you watch; the TV your friends and family watch; the TV your listeners watch. They're probably going to go on watching TV for the rest of their lives. Start thinking what you're doing in your own job. You're writing to people who can hear what you say while they're doing all the routine daily things they're going to have to go on doing as long as they're alive!

Nobody but you, a radio writer, can talk to people while they're doing other things! Picture those things as you write. You're talking to people as they're getting up, getting dressed, shaving, preparing and eating breakfast, driving to work and doing the morning dishes. Just talk to a few women who do dishes 365 mornings a year! The ones who listen as they work wouldn't give up that pleasure for anything in the world!

As a radio writer you're talking to all kinds of people during the day as they're doing everything from  
(Continued on page 12)

# CKCH

With a potential listening audience of over

## 400,000

French speaking people is a "MUST"

AVERAGE DAYTIME RATING **38.6**  
(Elliott & Haynes — January 1954)

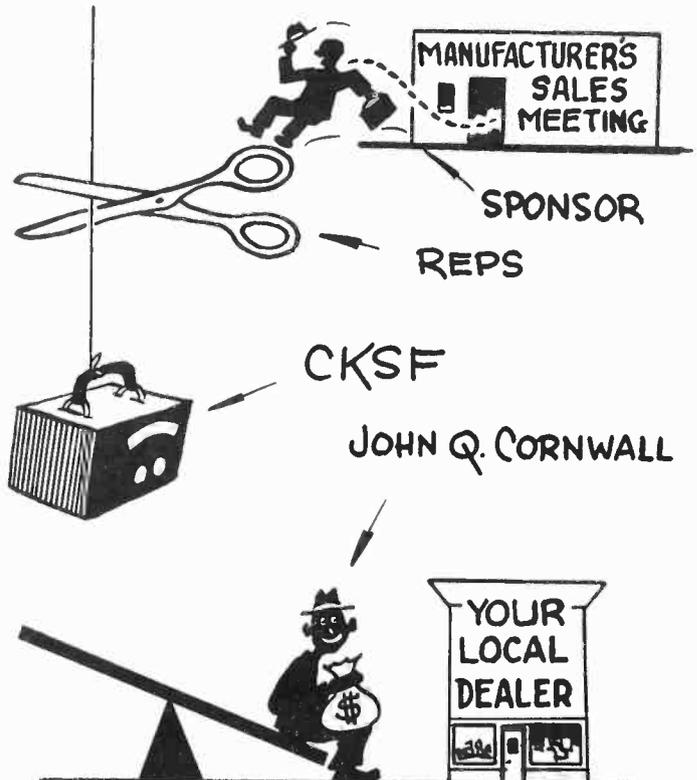
AVERAGE NIGHT-TIME RATING **36.5**  
(Elliott & Haynes — December 1953)

# CKCH Hull and Ottawa

Representatives

Omer Renaud in Canada  
J. H. McGillvra in U.S.A.

## ADVERTISING IN ACTION!



# CKSF A.M. & F.M. CORNWALL ONTARIO

National Representatives  
HORACE N. STOVIN LTD. (CANADA)  
JOSEPH HERSHEY MCGILLVRA (U.S.A.)

The Voice of the Eastern Townships

# CHLT

(FRENCH) 900 Kc. 1000 Watts

# CKTS

(ENGLISH) 1240 Kc. 260 Watts

**SHERBROOKE, QUE.**

### SHERBROOKE

Business in and around Sherbrooke is good! Cheques drawn on individual accounts in this area in 1953 totalled \$425,670,000 — an increase of 2.3% over 1952 — more than double that of 1946. Spend your advertising dollars where business is good, and you can expect good returns. Put Radio Stations CHLT and CKTS Sherbrooke to work for you — and watch results!

Representatives:

CANADA

Jos. A. Hardy & Co. Ltd. . . . CHLT  
Radio Time Sales Ltd. . . . CKTS

U.S.A.

Adam J. Young, Jr., Inc. CHLT & CKTS

## A BIGGER AND A BRIGHTER YEAR

Building goes on at a great rate in this NON-BOOM city. 1953 hit the four million mark. 1954 started with a three million dollar expansion order for BURNS & COMPANY Plant and the SICKS BREWERY.

Don't miss this expanding market. Add CKBI to your 1954 Campaigns.

# CKBI

PRINCE ALBERT  
SASKATCHEWAN

5000 WATTS

(Continued from page 11)  
cleaning and ironing at home to working at all sorts of jobs out of the home. It's nothing unusual for you to think of people listening to the radio all day long in a dentist's office. Last week I watched three men shingle the sidewall surface of a house and listen to a battery radio during the entire six days of their work. This, in my opinion, is an uncommon example of what Alfred Politz has termed "radio's ability to leak through the crevices of people's daily schedules". Think how much easier it is for so many other types of workers to listen to radio while they work, and you begin to remember how many people you're talking to with your radio copy.

You talk to people when they're relaxing, resting or vacationing too. You talk to them from early in the morning till they're listening to news or music just before they go to sleep at night. A newspaper copywriter would be delirious with joy if he knew he could actually get as many people to read the words he's written as you have listening to every word you write!

And, you're a million times better off than the space writer when it comes to preparing yourself to write TV as well as radio copy. Next time you watch TV notice how many of the best commercials rely on a skillfully written audio message to do from 70 to 90 per cent of the sales job in the commercial.

Take awareness of radio into the observation of everything around you. When you see a newspaper ad, a piece of direct mail or a billboard, figure out how that same message has or could be made more dynamic

with spoken radio copy. I never see the billboard sign "What'll you Have?" without marvelling at the way sound has turned that wonderful slogan into a miracle signature which makes people repeat the "What'll you Have?" question and the "Pabst Blue Ribbon" answer in exactly the same way the copy is produced in audio commercials.

If you don't believe in radio advertising you'll never think any of these thoughts and again, you may as well pack up your pencils and go home. But, when you do believe in radio advertising your enthusiasm "leaks through" . . . to your boss, your advertisers, your friends, your family and your listeners! You've got the head start everybody has when they're enthusiastic about what they're doing, whatever it is. It's the first step to sure success, sure advancement, and even to more of that thing which there's too little of in your pay envelope — more money for the copywriter.

### 2. Be Interested In And Curious About People . . . All Types of People

Probably the greatest danger a copywriter faces is the danger of becoming so bored, so tired or so busy that he shuts his eyes and ears to what makes other people tick. I'm not talking about the people you work with. You may be a keen amateur psychiatrist when it comes to diagnosing the behavior of the other people in your radio station or agency. But you're going to get a highly limited picture of the way all people talk, think, react and behave if you limit your observation to your own circle of friends and acquaintances.

Every time you hear a radio commercial that suggests you "Buy two of these chairs at this low price . . . one for your living room and one for your bedroom," or even if you're told to "Buy two of these \$3.99 housedresses", you can be sure somebody is writing only to the people he knows who can afford to buy two of the things.

For every woman who can buy two \$3.99 housedresses at once there are hundreds of women who have to squeeze the price of one housedress out of their grocery money by buying a small size box of soap powder this week instead of the giant size; by buying a big inexpensive roast they can serve for several days in several ways instead of some better separate cuts; and by cutting things like lettuce out altogether for maybe a month.

If you sell the facts that prove the dress is a great buy, any woman with the price of two dresses will get the notion to buy two all by herself and you've not committed the sin of talking down to the one-

dress woman and letting her say "Huh! two dresses, he says! He's not talking to me!"

Your study of people . . . all kinds of people . . . can help you in your contacts with salesmen, advertisers and announcers just as it helps you write more convincing copy. You may, for instance, hear a customer say: "Don't go to that department store to buy a blouse. They think a \$13 blouse is cheap". Look behind a comment of that kind. You may find that it's not true, that the store stocks more medium-price than higher-price blouses, that the comment has come from a customer because the atmosphere of the store, the displays or the salespeople just give that impression. You may find that many people feel the same way about that department store. Here could very well be the key to an entire copy plan for the store . . . an objective to prove to listeners that this is not just a carriage-trade operation but a place for reasonably priced fashions.

Too often store people are guilty of the very thing we're talking about. They're too close to their own operation to study what's building up in the customers' minds. If you can tell them . . . and show them how a simple copy line ("Where you'll always find a really good-looking blouse for \$5.95") will establish the right idea with customers you're going to have advertisers clamoring for your services instead of picking your copy to pieces.

As you study people be sure to include children and teen-agers. When you hear them talking about bicycles, for instance, you'll know that one of the biggest factors which makes them humiliated to be seen on their old bike is the simple protest that "it doesn't have skinny wheels". Right away you've got a phrase for new bike copy that will help your copy sell better than all the fancy technical words your salesman can hand you when he brings you the word straight from the horse's mouth about exactly how to write the bicycle copy.

If you limit your interest in people and curb your curiosity about what they think and say, your copy might very well end up sounding as though you were talking only to the breed of shopper who buys canned potatoes in the grocery store. Just stand by the canned potato department in the market for a few hours. You'll know that this breed of buyer is far outnumbered by the hordes of other buyers, many of whom have a sneaking distrust of canned potato buyers.

Next issue Miss Hart is writing about two more points — Results and Related Ideas — in this series on How To Be A Better Radio Copywriter.

## ST. CATHARINES WAITED A LONG TIME

• • • • • 11 years to be exact . . . for a Memorial Cup winner. So when the victorious TeePees came home last month the local fans just naturally turned out in force.

Or was it so *natural*.

For 11 years KCTB and the inimitable Rex Stimers have been broadcasting the home and away games of the TeePees, creating new fans and keeping the old ones interested. And when KCTB aired two spot announcements giving the TeePees' time of arrival, 7,000 people jammed around the station.

It's the story of the power of radio confirmed again. And it's the same wherever you go.

And here's another winning combination — the Paul Mulvihill group of stations. . . .

**PAUL MULVIHILL & CO.** TORONTO MONTREAL

CKBB  
BARRIE

CHOK  
SARNIA

CJCH  
HALIFAX

KCTB  
ST. CATHARINES

CJFX  
ANTIGONISH

CKOK  
PENTICTON

### CFCO goes over the top again

More listeners per watt cost than any other Western Ontario Station

Total Daytime Audience: 76,950 homes

¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

**CFCO—630 Kcs—Chatham**



**DATELINE:  
MONTREAL**

By Helen Craig  
 "Un réalisation de Paul L'Anglais" is a familiar phrase to thousands of radio and movie fans in Quebec province. Some people might say the phrase is to French Canadians what "you can be sure if it's Westinghouse" is to Canadians in toto. One thing is certain: each radio show or movie released with Paul L'Anglais' signature is designed to appeal to the French Canadian listener. Radio Program Producers, "creators of entertainment", is a L'Anglais organization which has been active for 20 years, originating French language broadcasts which go to radio stations from Hull to New Carlisle, Edmuntson, N.B. to Val d'Or, as well as to more westerly stations such as CHNO Sudbury and CKSB St. Boniface. The movie emphasis comes from Paul L'Anglais' interest in Québec Productions. More of that later.

Paul L'Anglais is the president of Radio Program Producers. To say that he is a busy man is pure understatement. I didn't ask him about his favorite apéritif, why he liked checked vests (he was wearing one) or if he thought hydrogen bomb tests affected snowslides in the Laurentians, Lower Slurpovia. In fact there was time for little more than "No time to say hello, goodbye". Unlike the worried White Rabbit who hopped off looking at his watch, Mr. L'Anglais simply settled back to the job at hand with a serene smile on face. Even so, he moves briskly; he has purpose in talking and thinking. Ample evidence that these virtues bear fruit lies in the fact that R.P.P. is a growing enterprise, figuring largely in forming radio listening habits of French Canadians.

"Who's Who in Canada" reveals that Paul L'Anglais was born in 1907, that he has an impressive scholastic background (Montreal University B.A., Architecture and Law at Mc-

Gill). His radio education began at CHLP Montreal in 1932, and from there he went into production on his own, finding time for founding the Montreal Theatre Group with Marcel Provost, another radio personality, in 1941. In February 7, 1949 edition of TIME magazine, Paul L'Anglais was described as "French Canada's



—Photo by Nakash  
 R.P.P.'s L'Anglais

top radio producer for five years". Being in demand as speaker for radio, advertising, and dramatic clubs and conventions, besides directorship in many community welfare associations, would seem to be more than ample extra-curricular activity, but Paul L'Anglais charts the days carefully to make time for skiing, riding, fishing, hunting, and amateur photography. And he's a married man — with three daughters.

Vice-president of Radio Program Producers is Lovell Mickles. As R.P.P. shows are commercial there is constant contact with major advertising agencies. Lovell Mickles is the bridge between agencies and the shows themselves. Mickles has a master's degree from the Harvard School of Business Administration and has a wide knowledge of radio and advertising as he has been engaged in this work since 1938 when he first became acquainted with the French Canadian radio scene.

R.P.P. shows are day-time serial dramas, soaps, musical programs, variety programs. Occasionally, quizzes are produced. It was rather amazing to discover that there is a gigantic pool of French Canadian talent. There are from 1,200 to 1,500 performers to choose from in the Union des Artistes, Lyrique et Dramatique. I was amused when Lovell Mickles told me that in Quebec province comic and comedian are not interchangeable. A comic is a funny man and every actor is called a  
 (Continued on page 14)

**DID YOU KNOW  
 THAT  
 HALIFAX**

... with its metropolitan area, is one of Canada's top ten retail sales districts in point of dollars and cents, with a per capita spending ABOVE the average for the whole of Canada? This makes Halifax the focal point of smart selling in the Maritimes.

**AND DID YOU KNOW THAT  
 CHNS...**

... with majority coverage of the Halifax metropolitan area, can give you top listenership in this district for fewer dollars and cents? This makes CHNS the station to head for, for concentrated advertising in one of the Maritimes heaviest trading areas.

In Canada contact The All-Canada Man and Weed & Co., in the U.S.A.



*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

**Bonus Market - - -**

Official estimates place the annual tourist expenditure in New Brunswick at \$15,000,000. Car and portable radios put more of these people in range of your selling message than ever before.

Travelling on the highways, in summer camps, on the beaches or wherever tourists are, radio is the way to reach them and in New Brunswick CFNB will reach more of them, far more, than any other radio station.

New Brunswick's  
 Most Listened-to  
 Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N. B.

# CKDA EXPANDING!

West Coast station's power boost to 5,000 watts means a necessary staff increase. Applications will be considered for the following:

- DISC JOCKEY
- NEWS EDITOR
- ACCOUNT EXECUTIVE

Send history and tape to

DAVID M. ARMSTRONG, Owner-Manager  
Radio Station CKDA - VICTORIA, B.C.

# A GIANT MARKET! ---

Of Greater Montreal's total population (1,395,400), 1,012,410 speak either English alone or both English and French!

Within CFCF's TOTAL COVERAGE, there are well over one million people potential audience.



Cover this densely populated area

on ---



See our Reps: ALL-CANADA WEED & CO.

(Continued from page 13)

comedian. When Paul L'Anglais produces a show the best talent available is used; singers, instrumentalists, comics, and actors who have proven their ability.

Very popular with Quebec listeners are the French versions of top U.S. programs, recast with French-speaking actors. Sometimes, however, show content is completely changed. Take the case of *John and Judy*, for example. As is usually evident in translation, much was lost when the English dialogue was changed to French. As a result a new drama was originated by a free-lance French Canadian writer, hired by R.P.P. to do the Pond's show. The show, *C'Est Qu'on Aime* (*Those We Love*), has a story line essentially different from the English version of *John and Judy*. It is a story set in a Montreal suburb, not in a community like Hillside. Apparently *C'Est Qu'on Aime* sells Ponds pro-

ducts, for it has been on the air for 12 years.

The idea of something for next-to-nothing is just as popular in Quebec as it is in the States, and in Canada's other nine provinces. *Take a Chance*, the quiz show for Adams' Chicklets, was produced in French, with French participants, and listeners loved it. Lovell Mickles told me that per capita station mail pull in Quebec is far greater than elsewhere in Canada. The reason has something to do with the French Canadian listener's character make-up.



Sin is the topic for a CBC French network show, *Un Homme et Son Péché*, written by Claude Henri Grignon and sponsored by Pepsodent. The central character is Hector Charland, a French Canadian free-lance actor who plays Séraphin. As *Un Homme et Son Péché* was a well-known and widely listened to dramatic show, Paul L'Anglais, as executive producer for Québec Productions, used the plot and characters from the radio drama and produced a film with the same name. The movie premiere was in February, 1949, at Montreal's St. Denis Theatre, and by now most of Quebec is familiar with the movie version of a favorite radio story for it is still being shown in small theatres throughout the province. Incidentally, the sin dealt with is avarice. *Séraphin* and *Le Curé du Village*, both film sequels to *Un Homme et Son Péché* helped to establish Quebecers' familiarity with "un réalisation de Paul L'Anglais". Besides, I guess everyone from the saint to the sinner is interested in sin.

Helmut Dantine, Paul Lucas, and Mary Anderson are three of the Hollywood stars who have appeared in films produced by Paul L'Anglais. *Whispering City* and its French version *La Forteresse*, and *Tit Coq* are three of L'Anglais' productions. Often times while a feature-length film was being made, English-speaking actors would do their bit, then move off the sets to make room for French-speaking actors. One can imagine the ingenuity it must take to launch shooting of an English and French version of the same picture at the same time. Yet, to Paul L'Anglais, it was all in a day's work.

It is pleasant to meditate on the possibility that Judge Roméo L'Anglais and his wife Marguerite, taking an angel's-eye-view from an aisle seat in the Theatre of Heaven, would be well satisfied with the creative achievement of son Paul.

## ANNOUNCER WANTED

CJOY, Guelph

is looking for a capable announcer to handle the morning shift. Applicants must be experienced.

Phone Guelph 5500 to arrange audition or send information and tape to program manager Don LeBlanc.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE  
REPS— PAUL MULVIHILL - TORONTO - MONTREAL ADAM YOUNG USA

# ROSS LESLIE

FREE-LANCE ANNOUNCER

ONE OF THE ONLY ANNOUNCERS IN THE WORLD WHO HAS NEVER MISSED A BROADCAST.

ONE OF THE ONLY ANNOUNCERS IN THE WORLD WHOSE VOICE IS NEVER HEARD RECORDED (AS OF JAN. 1st, 1954)

FOR DETAILS ON THIS MIRACLE-MAN  
WRITE TO BOX A-198, C B & T  
54 WELLINGTON ST. W. - TORONTO

On-the-Air Shortly: "Brandy plus Leslie" — the Program That's Slightly Different!

## Station King for a Morning

London — In the cold, gray dawn of April 29th, a big, black Cadillac streaked through London's suburbs and pulled up at the great General Motors Diesel plant at its appointed hour — 6 a.m. From it emerged anything but a sinister mob. It was only a bewildered Arnold Lemon, steel fitter, Dept. 501, GM Diesel, being chauffeured to work as winner of a CFPL-Radio contest.

Lemon had begun his reign as King-For-An-Hour. Inside the plant a large section held clothed tables and breakfast places for seventy-five. The King and Queen made their cautious entrance, followed by Princesses Marilyn, age 10, Sharon, age 6 and Cathy, age 2. Around the puzzled monarch were his guests, half of whom he recognized, like the 29 fellow workers in his department, his shift foreman. Big shots like the plant superintendent, the works manager and the comptroller he could remember; and he thought he spotted the personnel manager.

And the president — The President — E. V. Rippingille, Junior, himself.

Lemon was vaguely beginning to understand. It had something to do with a letter, with his name on it, that had been sent in to CFPL as an entry in a month-long contest, and this letter had been chosen from among several thousand, which entitled him — Lemon of Dept. 501 — to a big, free breakfast on the Red Skelton — Lloyd Wright Breakfast Party, which of course he knew all about because he heard the show every morning but he never figured to be part of it.

Lemon got through the grapefruit. Then he had to get through several interviews because the whole thing was on the air. He spoke with Lloyd Wright, the show's emcee, then Jack Bennett, the assistant announcer, then Murray Brown, the station manager, and Cliff Wingrove, the station's assistant manager.

Between sausages and griddle cakes, Lemon tried to figure out who some of his other guests were, like the four girls from the Towers Model agency who had ridden with them in the Cadillac. Mrs. Lemon and Betty Green, CFPL's assistant promotion manager, were looking after the children so the King had time for such reflection between courses and the entertaining efforts of the show's regular performers: the Radio Rangers, a pop-western combo, and vocalist Lillian "Ton-of-Fun" Gib-

bons. Mayor Allan Rush got into the act and said some nice things.

Unknown well-wishers shook Lemon's hand: Art Reynolds, local Cadillac dealer; two fellows from Toronto — Doug Grout and Bob Tait, of All-Canada Radio Facilities; Doug Trowell, CFPL's salesmanager and — Jack Illman, the station's production manager.

At 7 a.m. the show was over, but for King Lemon the disenchantment wasn't complete. The men of 501 marched off for their shift, the foreman punched the clock for his steel fitter, and Lemon, his three new radios, his wife, his kids and models, rode off in the Cadillac.

What the Monarch really couldn't figure out was that he'd never written any letter to any contest, CFPL's or any other. "But I did", said Mrs. L. happily, as she dashed off for an interview date on the CFPL show *Memo To Milady*, starring Mary Ashwell.

**CFPL's Red Skelton** — Lloyd Wright Breakfast Party is part of a concentrated attempt to stimulate interest in the station's early morning listening periods and, to at least partially assess the size and loyalty of the present audience.

Assistant manager Wingrove pointed out that part of the overall plan is a programming experiment in which short segments (about 5 minutes) of the regular Red Skelton syndicated show are scattered throughout the music-news-time-gags format handled by Lloyd Wright and Jack Bennett.

The contest, which Lemon and his family won, ran from March 29th to April 24th and drew entry letters at the rate of 75 to 100 a day. And that makes Wingrove believe both objectives are being achieved.

## A Growing Market

\$1,500,000

- Radio Telephone link between Prince George and Vancouver. This link of twelve relay stations will speed messages from Prince George to coast Markets.

- Reach this growing market of Prince George, B.C. over

• **CKPG**

250 Watts on 550 Kcs.

Serving Central B.C.

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

# ALWAYS MORE

## Audience in Calgary

Another reason:  
CFAC has its own  
**FARM SERVICE**  
Department  
headed by



**DON McLEAN, B.S.C.**  
(Agriculture)

"Breakfast on the Farm"  
6:05 to 6:30 A.M.  
Monday — Saturday  
"Farm Service Show"  
12:20 to 12:30 NOON  
Monday — Saturday  
"Your Home Gardener"  
9:15 to 9:30 P.M. each Friday



Yes, these special features are some of many that result from an imaginative programming policy. It helps sell your product through a dominance of an appreciative Calgary radio audience as witnessed by . . .

Elliott-Haynes  
Evening Radio Ratings Report — March '54

CFAC	Average Ratings	Average % Listeners
Station No. 2	18.4	42.5%
Station No. 3	9.6	22.2%
	12.3	27.8%



**Telephone Answering Service**

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto WA. 4-4471 Montreal UN. 6-6921



# A Weekly BBM of 74,310

gives

## CJBR

RIMOUSKI

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

5000 WATTS ON 900 KCS.

Supplementary to the French Network

## CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

and soon to go on the air

## CJBR-TV

## THE VANCOUVER MARKET IS NOW CANADA'S EASIEST RADIO BUY!

### #1 MARKET

In Montreal, you need a good French station like CKVL or CKAC and an English language station such as CJAD.

### #2 MARKET

In Toronto, you need CKEY for the city and CFRB to get the area ratings.

### #3 MARKET

In Vancouver, CKNW dominates both the city audience and 100 mile radius!

★ **CKNW** TOP STATION  
★ BOTH in Vancouver  
and ★ NEW WESTMINSTER

## ACA

## RESEARCH—PRO & CON AT ACA

Toronto — Two aspects of research and its application to and by the advertising industry provided highlights during the last two days of the four-day ACA convention which met here early last month. (For earlier reports see previous issue.)

One of the speakers dealing with research findings and their relation to advertising, believed the results of too many studies are laid to rest in a file with the cliché: "There's nothing like having all the facts, all well substantiated." He is Willard Pleuthner, a vice-president of Batten, Barton, Durstine & Osborn, Inc.

Pleuthner's solution to the careless ignoring of the possibilities of research is "a small active group of thinker-uppers" in agencies and

advertising organizations whose "responsibility would be to develop answers within the framework of research findings".

He outlined the "brainstorming" technique of putting the results of research studies to work, originated by Alex Osborn, a founder of BBD & O. The plan, known variously as "group ideation" or "applied imagination", is based on the informal gathering of an organization's creative thinkers for the sole purpose of concentrating on finding answers to a stated problem. Pleuthner pointed out that thinkers not familiar with the problem through previous association are preferred participants in "brainstorming" where the general rule is: "The wilder the ideas the better; it is easier to tame down than to think up."

In setting the proper atmosphere for "freewheeling creativity", Pleuthner said that the primary rule must be that all criticisms of ideas be held until the close of the session. He said it should also be understood that "the greater the number of ideas the more likelihood there is of good ones appearing". He also noted: "In addition to contributing ideas of their own, panel members should suggest how suggestions by others could be turned into better ideas."

Groups numbering from eight to twelve and led by a friendly chairman who inspires ideas and enforces the rules, have been found most satisfactory, according to Pleuthner. Such a group will often produce upwards of a 100 ideas in little over an hour, although if 10 per cent are usable, it is a good average, he noted. But even with much less than a one-in-ten ratio of good ideas, the "brainstorming" sessions are worth the time, he declared.

"One reason why brainstorming can be highly productive," said Pleuthner, "is that the power of association is a two-way current. When a panel member spouts an idea, he almost automatically stirs his own imagination toward another idea. At the same time, his ideas stimulate the associative power of all others."

Pleuthner emphasized that "even the sturdiest ideas require delicate and sympathetic handling". He warned: "It is probably true that more ideas have been ridiculed or gloomed to death than have died of their own demerit."

(Continued next issue)

## Tell Us Another

Here's the story of Ritchie and Mould. They're partners. Not in a bakery as you might suspect, but in an Orillia appliance store.

You see, Ritchie and pal Mould have been consistent advertisers on CFOR for the past six years — in an inconsistent sort of way. They'd buy a quarter-hour show, run it three-a-week for 3 months, then bow out for three months (presumably to get caught up with their book-keeping). Then they'd be back for another 3 month stretch, and so on.

Came the revolution! In October, 1952, it was. They started running the fifteen-minuter, *Songs of Our Times*, three-a-week throughout the year, no breaks. We still don't know how it happened. We suspected that Ritchie signed one contract and then our salesman went back and got Mould to sign for the other vacant periods. 'Twasn't so, though. Last October they signed for another solid year. Reluctantly we were forced to draw the conclusion that advertising on CFOR really pays off. Imagine!

Of course Stovin and his henchmen have been convinced of this all along. Ask them about us.

## CFOR

ORILLIA, ONT.

1000 Watts—Dominion Supp.

## DID YOU KNOW

Ad lib spots on CKCL's early morning personality show, *Coffee With Cab*, gave "the biggest week in our history" says one of Truro's leading dry cleaners.

P.S.—This firm is now a daily participating sponsor on this show. There are still some availabilities.

Write — Phone — Wire

## CKCL — TRURO

CONTACT

OMER RENAUD & CO.  
MONTREAL or TORONTO

Television

**UHF AT THE CROSSROADS**

Washington — All is not well in the ultra-high frequency spectrum. It was supposed to be the answer to one of the biggest headaches in history: where to put a few thousand stations when there was room for only a hundred. UHF, providing channels from 14 on up to the 80's, would be perfect. Or would it?

Latest count of the Federal Communications Commission showed the score: 60 UHF stations have folded; another nine have suspended operations, hoping for salvation, not completely ready to throw in the sponge. Compare this with only 12 failures in the VHF and it becomes apparent that something is wrong.

It is that elusive something which Senator Charles Potter and a Senate Communications Subcommittee are attempting to pin down with a series of industry hearings. They started last month and are being interrupted by the NARTB convention in Washington.

Two general observations can be made about the hearings so far. First, almost all of the UHF broadcasters firmly believe they are currently fighting a desperate battle for survival and, for that matter, have been all along. They entered the field hounding burdens their VHF brethren didn't have to carry, and they contend that every once in a while Washington changes the rules.

And secondly, Chairman Potter, his subcommittee and the FCC were certain to do something about it. No one knows what. A lot of people have ideas, and these were being thrown at the subcommittee from all quarters. However, for an appreciation of a situation which few thought would ever arise, here is what UHF is up against it. (Note the parallel with poor, neglected FM.)

UHF channels are being licensed in areas where one — maybe two — VHF stations have been operating. UHF generally has shorter effective range than VHF, therefore can't cover as many sets, geographically. Also, it costs money to convert a set to receive UHF and the public has to be convinced it's worth it.

Other ideas flowed in, from FCC Commissioner Freda Henneck, champion of the educational TV broadcasters came these: cut down the power and coverage of all VHF stations to put them on equal coverage footing with UHF; drop the "intermixture" plan whereby UHF stations

are licensed for established VHF. Dr. Allen B. DuMont and top DuMont executives presented an elaborate plan for the restriction and control of network affiliation among the four networks, designed to improve the economic health of TV stations, particularly the UHFs, and their programs. Another proposal: drop VHF entirely, give it over to essential services like police and others, and move all TV stations to UHF. Or how about restricting color TV to UHF? How about dropping the 10 per cent excise tax on all TV sets?

When the ideas were all lined up, industry sharpshooters took their places before the subcommittee and fired away. Some — particularly the VHFs naturally — can't see much point in cutting their power and coverage. Others can't see working out an allocations plan without intermixture. The DuMont juggling will appeal to ABC, presumably, but not likely to NBC and CBS who are sitting relatively pretty on top of the network and station-affiliated heap.

The Potter hearings will probably end in the next couple of days (about June 4) and then retire to write a report. When it will be released is about as hazy as what it will contain. It can't be expected to come up with all the answers; one or two correct ones will be plenty for an industry at the crossroads.

**Five TV Licenses Before CBC**

Ottawa — Applications for 12 new stations — 6 AM, 1 FM and 5 TV — will come before the board of governors of the CBC at St. John's, Nfld., on June 18th. They form part of one of the board's heaviest agendas in recent years. (For radio submissions to the board see page 4.)

The board will consider five applications for the establishment of new television stations. They come from: Western Manitoba Broadcasters Ltd. (for Brandon, Man.); Moncton Broadcasting Ltd., and Franklin and Herschorn Theatre Co. Ltd. (both for Moncton, N.B.); Hyland Radio-TV Ltd. (for Sault Ste. Marie, Ont.); and the Newfoundland Broadcasting Co. Ltd. (for St. John's, Nfld.). The last application was brought up at the board's last meeting but was deferred for re-consideration.

It is understood that one further application will be considered, although it is not listed on the agenda. It is that of Ralph Snelgrove, President of CKBB Barrie, who is applying for Channel 3 in Barrie.

Dear CB&T:  
 Thanks! it's a thrill and an honor to receive your famous Beaver Award. We're proud to display it prominently with our other awards. Incidentally, you can expect even bigger and better things from the CFQC News Service — we are!  
 Radio Station  
 CFQC

P.S. Our reps are always happy to tell the facts about us.

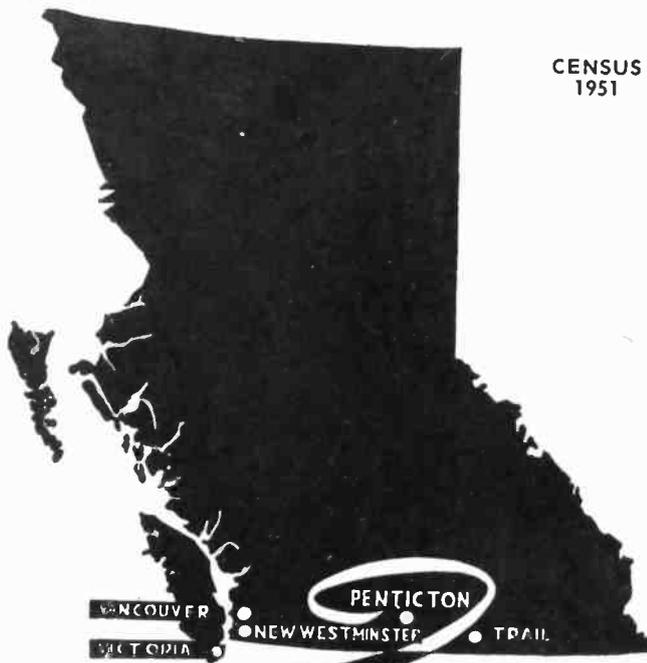
Contact: RADIO REPS - Canada  
 ADAM J. YOUNG, JR.,  
 U.S.A.



THE RADIO HUB OF SASKATCHEWAN



*B.C. cities with population over 10,000*



CENSUS 1951

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY  
 Managing Director  
 ROY CHAPMAN  
 Station Manager

Canada  
 PAUL MULVIHILL  
 U.S.A.  
 DON COOKE



**What's Cooking in Newfoundland?**

Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

**CJON**

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS

# CJOB WINNIPEG

**DELIVERS POWER WHERE IT COUNTS**

79% OF THE RETAIL SALES IN MANITOBA ARE MADE WITHIN **CJOB's** PRIMARY COVERAGE AREA — MAXIMUM RESULTS FOR MINIMUM COSTS IN CANADA'S 4TH LARGEST MARKET

ON

**CJOB . . . . . WINNIPEG**

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

*Radio Representatives Limited*

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

CAN'T WE TEMPT YOU ? INTO JOINING LOCAL ADVERTISERS WHO USE OUR FACILITIES REGULARLY



# CHLO

LONDON and ST. THOMAS

See Stephens and Towndrow In Toronto and Montreal Adam J. Young in U.S.A.

## Talent Trail by Tom Briggs



### INTRODUCTORY

Dear Readers: This column is coming to you from England — Victoria, B.C. sans central heating with love from Lewis.

. . . . .

### OPEN LETTER TO J. BULL

Dear John: Let it rain. That's what I say. But why act as though it never happened before?

. . . . .

### P.S. TO O.L.T.J.B.

If you are kept awake thinking about commercial TV, roll over. You'll be able to treat these TV shows just as thousands treat those of the BBC shows they dislike. No fooling!

. . . . .

### RULE BRITANNIA

The U.S. will never be able to follow Britain's proposed lead in labelling beer with its strength.

. . . . .

### INTERNATIONAL QUESTION

What does Senator McCarthy have that Gilbert Harding hasn't.

. . . . .

### HE NOSE BETTER

Then there's the "lady" who came into the White Lion here the other night, and told Dave Lee, the bartender, she wanted to powder her nose. Whereupon Dave showed her to the mirror over the fireplace.

. . . . .

### UNDERSTATEMENT

It would be unreasonable not to expect an occasional intrusion of politics in this Assembly.

—Speaker of the British House (UK)

. . . . .

### WEATHER REPORT

Now I'm going to put on my overshoes and raincoat and see if I can borrow an umbrella somewhere for a nice stroll in the sunshine.

. . . . .

### INTER-OFFICE

Dear Tom: Here it is. Under the deadline. And if you think this is lousy, you should have seen the ones that went in the WPB.

—R. G. !

The presentation of the Canadian Association of Advertising Agencies at the ACA last month was very funny so everybody laughed. Yet there may have been those who wondered what they were laughing at.

Obviously somebody had spent a lot of money on it. Others had spent a lot of time on rehearsing and staging it. And it's certain the whole thing wasn't written overnight. But it was probably conceived and entirely planned over one short Coke.

The acting (it can be called that) was done well enough: Foster Hewitt, Cy Mack, Louis Leprohon definitely, Syd Brown, and certainly Bob Christie, all made the most of what they were given to do. Percy Saltzman and Dick McDougall carried off their act with the same comfortable pace that makes *Tabloid* on CBLT a great show. But with these people and others — Byng Whitteker and Don Henshaw — you can't miss.

What, though, was it all about. This presentation (the fine Crawley film excepted) attempted to beat advertising's own disciples over the head with shallow slogans so that they might be convinced that the millions they have spent publicizing their products may not have been completely wasted. Instead of being a learned probe into the heart of advertising, which is what the audience of professional experts might expect, it displayed all the showmanship of a witch doctor, and about as much understanding.

This might not have been so apparent if two people hadn't come along close to the end of the ACA convention with pertinent talks. Otto Kleppner told why it is no longer effective to battle advertising's critics with the familiar clichés, and he also outlined the right approach. This isn't exactly new, however. Kleppner's views were brought to the attention of Canadian advertising as early as the March 22nd, 1950 issue of *CB & T*. Mrs. Vautelet trod heavily on advertising's apparent pre-occupation with sex. Sex, it will be recalled, was the theme of the CAAA presentation used for humorous effect since it lacked real inspiration. But again, Mrs. Vautelet was preceded by Dr. Kinsey.

If, as is understood, this presentation is to be made again in various places, it might do advertising a lot more good — indeed, do the job it was created for — if the whole thing were re-written on a more analytical plane.

### EXCELLENT OPPORTUNITY

For experienced commercial announcer. Good starting wage for right man. Contact —

Dave Wright  
CKBB - Earrie

# A BIG SURPRISE IN A SMALL PACKAGE

*the  
new*

## AMPEX

### 600



**WEIGHS ONLY 26 LBS.**

The most portable truly high fidelity tape recorder ever built.

**PERFORMS LIKE  
A TRUE AMPEX**

Frequency response is 30 to 15,000 cycles at 7½ in/sec; signal-to-noise ratio over 55 db; and every machine is tested to meet or exceed specifications.

**SERVES ALL BROAD-  
CASTING NEEDS**

For recording, editing, dubbing and broadcasting, it's a full time troublefree machine. Major components have been "life tested" for an equivalent of 10 years' normal use.

**COSTS LESS THAN  
ANY AMPEX BEFORE**

It's simpler and lighter, but it's all Ampex—and still the best.

## AMPEX

*For further information, contact*  
Broadcast and Television Sales,  
Canadian General Electric Company Limited,  
830 Lansdowne Ave., Toronto, Ont.

*Sold and Serviced in Canada Exclusively by*

# CANADIAN GENERAL ELECTRIC COMPANY LIMITED

# Business in a pickle?

Pickles enjoy a per capita sale of .05¢\*. If you're in the pickle business you know your own sales per capita.

Are you getting a large enough slice of the market? If you're not, your problem may be solved with increased advertising pressure. We can help you there.

Why we can help you. 1/3 of Canada's population lives in Ontario. 40% of all retail sales are made in Ontario. These two facts make this province the richest market in Canada . . . the No. 1 market for your goods be they pickles, ploughs or any product. And it follows that if you sell more of your goods in the richest market, your books will look brighter.

How we can help you. CFRB is the one medium in Ontario that reaches 619,430 homes in daytime and 639,720 homes in night-time. CFRB is the one medium that covers 44 counties. You can see it is logical to use this medium to heavy-up your advertising pressure if you want to heavy-up your sales in the rich market CFRB covers. You want to sell more. We want to help you do it. Call us—or our representatives and let us talk it over.

*\* Based on Jan.-June 1953 average of a five city study conducted by Dominion Bureau of Statistics on Urban Food Expenditures.*

**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