

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 9.

TORONTO, ONTARIO

May 7th, 1952

STATION ANGELS MUSICOMEDY

By Tom Briggs

The goodwill was there and the enthusiasm, along with the co-operation and genius, and the necessary talents were offered gratis, but it was still going to take ten thousand bucks to make *Bonanza* a reality. Then radio station CJCH, Halifax, came on the scene as bankroller, and work on Canada's first musical comedy began in earnest a few months ago.

Bonanza is the brain-child of a hitherto unknown music dramatist team born several years ago in Alberta when the two principals, Chet Lambertson and Jim Richardson, were putting around the oil fields there. The former moved to Halifax, accepted a professorship in English at King's College, and in his spare time subtly began composing music and lyrics for his opus, while pal Richardson departed the prairies for Vancouver to work out the story line.

More recently, in fact about eight months ago, the natural enthusiasm generated by composer Lambertson finally infected to a high degree the local people who were in a position to do something about it. Gathering momentum rapidly as the days went by, the production soon had

60 local performers pledged to give their services in the 17 songs, four ballet numbers and three overtures—all original—contained in *Bonanza*. The Nova Scotia Ballet Company and the Nova Scotia Opera Association were behind it, along with Robert Alban Players, Halifax Symphonette, Theatre Arts Guild and Halifax Conservatory of Music.

But still no sugar-daddy! Six months later he was found in the form of CJCH, at a time when Halifax's best singers, dancers, actors and musicians had all but given up hope of seeing staged what was now a community enterprise. Now it is on its way to the top if audiences and critics will agree with CJCH manager E. Finlay MacDonald that "it's one of the most attractive musicals I have ever seen."

And MacDonald hasn't actually seen it yet; he has only been in on the rehearsal of the various parts. The show is so big for the available facilities that it has to be rehearsed at various places piece by piece, with all the usual changes, additions and deletions. The entire cast is working towards the big dress rehearsal and the final putting together just before opening night on June 23 in Halifax's Capitol Theatre.

Bonanza is a rags-to-riches tale staged in Alberta and concerns a poor farm family who strike it rich when oil is discovered on their hitherto unproductive land. The scene is established in one carousing melody set to the words:

*When you've sweated all week
punchin' holes in the ground,
And you've drilled in the rock
till you're sick of the sound,
A man has the right to throw
in the towel,
A man has the right to go out
on the prowl,
Come Saturday night.*

This is a large family, all presenting the nouveau-riche complex from their various vantage points on the age scale. The mother sings:

*Just close your eyes,
Can't you picture the scene—
I'm stepping out of a big limou-
sine.*

*And don't I look grand?
Note the low-cut garment;
I've got class as I stand
A-chewin' Wrigley's Spearmint.
And I kin boast from coast-to-
coast
I'm the toast of High Society.*

Producer of the show is Len Chapple, a CBC, Halifax, an-

(Continued on page 3)

Radio Scores 2 of 5 ACA Medals



RADIO TOOK TWO ACA AWARDS at last week's annual meeting of the Advertiser's Association when Horace N. Stovin, who heads up his own national representation business and C. W. "Wis" McQuillin, radio manager of Cockfield Brown & Company Ltd. and a director of that company, were presented with silver medals for their contributions to advertising in 1951. Further details of these two awards will be found in an editorial on page 5 of this issue. Other winners were: the late Lee Trenholm (lower left), an ACA past president and former advertising and public relations manager of the Provincial Paper Ltd., to whom the gold medal, highest of the five, was awarded, post-humously; Neil Powter, advertising manager of Howard Smith Paper Mills, Ltd., Montreal, also an ACA past president; Stan Engel, of the Federated Press Ltd., Montreal.

ACA PRESIDENT



A ONE-TIME SALES CLERK in Eaton's, Hedleigh Venning, vice-president in charge of sales and advertising for Shirriff's Ltd., was last week elected president of the Association of Canadian Advertisers. He joined Shirriff's in 1926, worked for the company in sales in the Maritimes and subsequently opened their Vancouver office. He is now located in the company's head office in Toronto.

ASK RELIEF FROM CAPAC DECISION

Ten Ontario stations and 10 Quebec stations have petitioned the civil courts of their provinces for relief against the 1952 decision of the Copyright Appeal Board under which stations are required to pay 1 3/4% of their gross revenues for the use of CAPAC music, and must make their books available to CAPAC for inspection.

CAPAC was named as defendant in the suit filed by the Ontario stations. Named as defendants in the Quebec action are OAPAC, the Copyright Appeal Board and the Secretary of State.

The Ontario writ alleges that a statement of fees, charges and royalties, based on gross revenue, is not a statement of fees, charges and royalties at all within the meaning of the Copyright Act, and that the Copyright Appeal Board

has exceeded its statutory powers by ordering stations to open their books to CAPAC.

Both writs claim that any money paid by stations to CAPAC under the 1952 tariff was paid "under mistake of law" and should be returned to the stations.

The Ontario stations are CHML, Hamilton; CKOC, Hamilton; CKBB, Barrie; CKLB, Oshawa; CJBQ, Belleville; CKTB, St. Catharines; CFOR, Orillia; CJOY, Guelph; CKFI, Fort Francis; CFOS, Owen Sound.

The Quebec stations are OFCF, CJAD and CHLP, Montreal; CHRC and CKCV, Quebec City; CHNC, New Carlisle; CHRL, Roberval; CKVM, Ville Marie; CJBR, Rimouski.

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



The Radio Is Here To Stay

LAST WEEK, the chief executive of the Canadian Broadcasting Corporation told the 37th annual meeting of the Association of Canadian Advertisers that the basic rate on the CBC's Toronto TV station will be \$1,600 an hour exclusive of talent.

NOW, more than ever before, the advertising and sales managers of leading Canadian Companies recognize that the Number 1 medium, reaching over 3,500,000 Canadian homes, is and will continue to be for a long time . . . radio.

THROUGH the years, selective radio's time charges have increased far less than the cost of any other major advertising medium.

The CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

ANGELS MUSICOMEDY

(Continued from page 1)

nouncer. Besides what radio gives him, he had experience with this sort of thing while on the production staff of the Vancouver Diamond Jubilee in 1946. The show's director is Robert Alban, founder and director of the prominent local group, The Robert Alban Players. Both are working under the handicap presented by the composer's absence. Lambertson is now at Harvard taking his doctor's degree in philosophy, except when he is making flying trips to Toronto, arranging to have his music published by Broadcast Music Incorporated, or to Halifax to help solve some of the multitudinous problems. The publishing of *Bonanza's* songs by BMI, if acceptable, is one of the stipulations behind the financial backing of CJCH.

"It would be impossible to buy the creative genius that wrote *Bonanza*," MacDonald said, "or the enthusiasm of the local artists who are giving their time and talents free of charge over a period of months just to see Canada's first musical-comedy get its launching." At his own station eight staff members are spending many hours after their regular shifts working on the show's promotion.

MacDonald pointed out that if the show is a financial success, the station's investment will be returned, but profits will remain with the show, possibly to be employed later in backing presentations in other centres. If it is a failure, he replied nonchalantly: "That's that," as if nothing more impossible could be imagined. Then he added: "So keen is the interest in Halifax that every service club and organization is taking groups of tickets and we anticipate no difficulty in filling the 2,000-seat theatre for four nights and a matinee."

The whole production and its effect on this seaside city can be summed up in the words of one of its many songs, which immediately call to mind such Broadway hits as "Gentlemen Prefer Blondes" and "Oklahoma," but at the same time suggest something Canadian—not Prairie Canadian or Maritime Canadian, but all-Canadian and yet not brazenly so. The descriptive lines run:

*My very first bucolic frolic
Has been much too alcoholic,*

*I'm behavin' as no lady should.
I've never felt so disconnected,
less collected, more in-
spected—
I could make your tongues wag,
if I would.*

They are from "Plain and Fancy Nancy," she being one of a family that is going places if *Bonanza*, Lambertson, Chapple, MacDonald, Halifax & Company have their way.

Funny thing, too! If there is one thing an oil driller hates it is striking salt water. Yet his story in music and verse is going to be told, maybe far and wide, by players from one of the most salt water cities anywhere.

EDUCATION

We Know What We Don't Know

You have to want something mighty hard to make a success of business, according to Dr. Wallace H. Wulfeck, who explained to the ACA that any one of us is capable of doing anything, but the essential formula for success is goals plus drive.

But Wulfeck, a vice-president of Wm. Esty Co. Inc., New York, accused some big business of failing to make men want, but leading them to seek "quiet lives of desperation through a pervading sense of frustration and personal failure."

"It used to be that man feared only his wife and the hereafter," he said, but "now he no longer fears the latter because he is seldom free from some threat to his job, his old age, his children, and even his life."

So in order for business to get and protect good executives, it is important for business heads and personnel managers to have some insight in the problems and motivations of the human being. It is also important for them to consult trained psychologists, because the key to understanding is "getting over on the other fellow's side of the fence," which is difficult for laymen and even tricky for psychologists.

"Nobody knows much about human behavior," this psychologist said, "but at least we know what we don't know," which is one of the safeguards the psychologist has in his role of "playing God" in understanding men.

OMISSION

Whitehall Broadcasting Ltd. was omitted from our recent listing of advertising agencies enfranchised by the Canadian Association of Broadcasters (C.B. & T., April 23).

10 SPOTS — 11 DAYS

\$56,250.00

(See Page 11)

Miss Beautiful Barrie Says—



CKBB's COVERAGE will soon include 200,000 additional tourist visitors. It's time now to plan your campaign to take advantage of the added market CKBB can offer. Just contact our representatives.

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

Congratulations

(We know that Pepys is working when he looks like this.)



.. HORACE N. STOVIN

On winning the ACA award "for outstanding contribution to Canadian advertising by a representative of an advertising medium."

Bill Kelcey, Wylie, Reta Landen, Bob Powell, Guy, Guss, Rensay, Harrow, M. Marshall, Linda Nixon, Bill Kay, Clare Beatty, Elmer Kelly, Ed. Schmidt, Guy, Pappas, Hal, Meyer, Gama, M. P. P., Tony, Jack, K. J. ...

The CHOV staff -

• The staff that works together — whether it's congratulations on a job well done or — to be sure that every job is well done.

1000 WATTS
HORACE N. STOVIN
IN CANADA

"The Heart
of the
Valley Market"

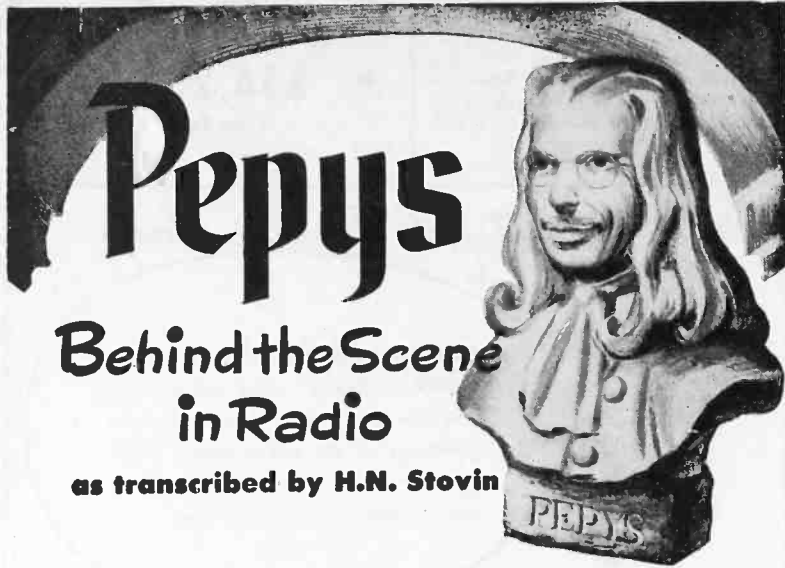
1350 KCS.
ADAM J. YOUNG, JR.
IN U.S.A.

Buy Bigger Results
In Kitchener - Waterloo
BUY
The Medium That Serves
Ontario's Richest Market Area

CKCR

1490 KCS. — AM-FM — 96.7 MGS.

GET THE FACTS — ASK OMER RENAUD



"In truly Springlike mood today, and do indeed believe that there is no more wonderful country than this one when the new leaves appear and the grass on the fairways springs up again green and thick. In winter months, do feel it would be good to hand Canada back to the Indians, but that they will not accept it, even with reservations ● ● ● Am somewhat confused by a poem which reached me this day by messenger from CJGX, Yorkton, it being written in a form of English which is indeed strange to me, and starting, "Spring is sprung, the grass is riz; I wonder where the toikeys is." I judge, after much study, that it tells the story of the Richardsons, man and wife, who ran a turkey hatchery at Saltcoats, 25 miles south-east of Yorkton. Having a large surplus of turkey poults, they did order a series of spot announcements from CJGX, but perforce cancelled the same after only six airings, having received more orders than they could fill. CJGX comments dubiously that it is indeed hard to make an honest buck when the station is that good! ● ● ● CHAB, Moose Jaw, also happy about their Robin Hood Oats afternoon show for children, since 26 programs drew 54,098 letters, each with proof of purchase, from eleven census divisions; with many more letters from distant points and even outside the province ● ● ● Manager Bill Hawkins, of CFOS, bids us to come to Owen Sound if we would win prizes on national radio programs—that city having scored 10 winners in the past two months—surely ample proof that CFOS has a big listening audience and draws more than usual mail. To which Pepys would add that, with even larger audiences assured in the next few months in this busy tourist centre, CFOS itself is truly a prize which may be had by alert buyers of time who will make early reservations."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN & COMPANY
 MONTREAL TORONTO WINNIPEG VANCOUVER
 Representative for these live Radio Stations

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

WOMEN

Best Words Are "Brand New"

By Tom Briggs

Toronto. — The traditional approach in advertising addressed to women is one of the first things that should be dropped, according to Charlotte Montgomery, who delivered her talk, "The Woman's Point of View," to the ACA delegates at their luncheon meeting here last Wednesday.

Longevity alone doesn't mean much, this contributing editor to *Tide Magazine* contended, and it has been proven that companies and their merchandise cannot live on past glories. To this speaker, the two words "brand new" are far more exciting and full of value to women, than the two words "fine old."

Miss Montgomery said that a woman's wants are more tangible than a man's; she wants things to have and to hold, whereas men often think in terms of peace, security and healthy children. It is the women who create the desire for the tangible things in the home, the acquiring of which makes it possible to appreciate the intangibles, she felt. Also, "as long as there are stores and money," she reasoned, "women will see that men get what they want whether their men know they want it or not."

Women are also the most personal people alive, the speaker claimed, and they relate everything to themselves and their experiences. To the advertiser this means that they need their tastes and selections backed up by "seals of approval," as well as having established for them a "feeling of close affinity between the woman and the product."

According to latest census figures, Miss Montgomery pointed out that there are more women over 45 than under in the U.S. and this is the first time this situation has prevailed. Older women, therefore, need to be "discovered" and catered to in much the same way the teen-agers came in for recognition some years ago, she said. The increase in the number of older women is bound to influence the design of such items as clothes, houses, cars, movie titles and food, the speaker felt, but at the same time influence on the older women may be exercised by the younger ones.

"It's because the daughter demands sterling silver when she's married that mother looks with less pride on her table-setting and wants sterling silver too," she explained to a highly interested audience. "At this time mother acquires a new hair-do, a new car, a new wardrobe, and sometimes a new figure. So you just can't ignore any age of women, ever," she said.

10 SPOTS — 11 DAYS
 \$56,250.00
 (See Page 11)

A GROWING MARKET

Prince George is literally bursting its seams. The City Council is encountering difficulties due to the fact that there is insufficient land inside the city to allocate to industrial and residential purposes. Reach this growing market over its own station.

CKPG

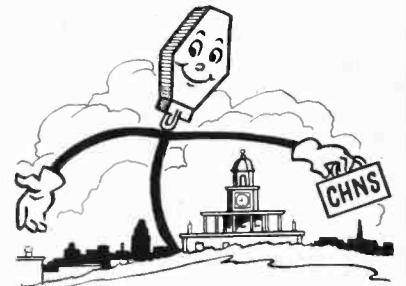
PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

ALL-CANADA IN CANADA

WEED & CO. IN U.S.A.



WE HAVE THE BIGGEST SHARE

ONCE again the Elliott-Haynes "Share of Audience" Report shows that most of the people in this prosperous market listen most of the time to CHNS. Morning, afternoon and night, we lead the other stations by a wide margin.

So you see, when looking for sales results in Halifax, look to CHNS — the city's TOP station.

CHNS THE VOICE OF HALIFAX
CHNS THE CHOICE OF HALIFAX

In Canada contact the ALL-CANADA MAN and in the U.S.A. Weed & Company

CANADIAN BROADCASTER AND TELESCREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada

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Vancouver - Bob Francis



Cum Laude

The entire radio industry and its friends were justly jubilant last week, first because the ACA Awards Jury showered honor on the broadcasting world by awarding two of its silver medals in our field, and second because of the excellent choice they made of the two recipients of these coveted awards. These were Horace N. Stovin, national sales representative and C. W. "Wis" McQuillin, radio director of Cockfield Brown & Company Ltd. and a member of the board of directors of that company.

As recently as this year's Canadian Association of Broadcasters Convention, both these men figured on the Research Committee, which came up with its so vital report. McQuillin was chairman and Stovin an active member of this committee. Since its inception, Horace Stovin has been vice-president of the Bureau of Broadcast Measurement.

■ ■ ■

The ACA Awards Juries, in their wisdom, do not see fit to disclose details of the meritorious service to advertising which has won their awards. It is well known, though, that both McQuillin and Stovin have served radio and advertising in other fields than research.

With Stovin, it has been sales, ever since he left the CBC, with whom he was station relations supervisor, to start up the representation firm of Stovin & Wright, which for some years now he has been operating as Horace N. Stovin & Company. Through the years there have been few committees connected with the industry on which Stovin's name has not appeared; few whose deliberations have not benefited materially from his energy and experience.

There is literally no one in radio who has shown himself more willing to give freely and perpetually of his time to the betterment of the business of which he has grown to be such an important part.

■ ■ ■

McQuillin came to his agency from Winnipeg, where he was on the talent side. Under his guidance, Cockfield Brown have turned radio to valuable use by large numbers of their clients as a sales tool. But they have gone further than this. They have steered their clients into program ventures many of which have enriched listeners with entertainment that has never been offered them from elsewhere. "Ford Theatre" is an example of a commercial program series which gives radio a new and greater stature, and showers opportunities on talent as few other programs do. But perhaps the outstanding program is "Singing Stars of Tomorrow," which was devised by McQuillin and his staff in the fall of 1943.



"Good old Bill! He always makes sure that radio is first with the news."

For nine years now, this program, sponsored first by York Knitting Mills Ltd. and later by Canadian Industries Ltd., has gone out into the highways and by-ways of Canada and brought to its microphones young men and girls with voices many of which have already brought fame to Canada, and none of which could possibly have been discovered had it not been for this commercial radio program.

■ ■ ■

This paper blends its voice with the unanimous voice of the entire industry in congratulating Horace Stovin and Wis McQuillin on the well-merited recognition they received last Friday evening. May they live to serve radio in continued usefulness for many years to come.

■ ■ ■

C. B. Caesar

The most staggering part about CBC chairman A. D. Dunton's announcement of CBC policies respecting television, which he made at the ACA's meeting of national advertisers in Toronto last week, was not so much what he said but what he very nearly did not say.

After devoting most of the 30-odd minutes he was on his feet to platitudes about the help television will give to Canada in her development as a great nation, etc., etc., he turned to technical details from an advertiser's standpoint and described the great care which had been exercised by the CBC in computing the rates for time on their Toronto and Montreal TV stations which are to open this fall. He then astounded the audience by sitting down without disclosing what those rates were, which was the information they had come to hear.

Chairman Jack Lawrence rose to the occasion when he anticipated the question which was in everyone's mind, and Dunton then gave out the rates, punctuating the figures with such words as "about" and "I think," which seemed to indicate that such matters were far below the dignity of a man of his position.

■ ■ ■

This peculiar behavior on the part of a public servant—and an extremely well-paid one—would indicate that the sincere and eager young fellow who took over the reins of the CBC, and impressed everyone favorably—even those who did not agree with what he stood for—back in 1945, has become not a little intoxicated with the inordinate powers with which he has been bestowed. His attitude before last week's great gathering of national advertisers, whose purchases of time from the CBC's TV stations will be essential to their development, seemed to us to be highly condescending and patronizing, when he told them just what they would have to do and what they must leave undone.

This paper has never made a practice of sniping at personalities until now. At this moment, it feels that the good of Canada, which Mr. Dunton is always glibly promoting, demands that this particular national servant learn to approach the citizens who employ him with a somewhat keener sense of awareness of his own position.

■ ■ ■

A Successful Convention

The three days we spent last week covering the 37th annual Conference of the Association of Canadian Advertisers was an experience which was both pleasant and exhilarating.

It was pleasant because of the spirit of cordiality, which always prevails at these functions. It was exhilarating, because it was an example of one segment of business looking at the economic structure of the country for the good of the whole rather than a part of it.

The advertising craft owes its growth in stature to a large degree to the work of the ACA, and no small part of the credit must go to Athol McQuarrie, who is devoting his life to this cause.

The new approach which business takes to its advertising is a healthy one because it is predicated in such virtues as truth and responsibility, for the good not only of the manufacturers who buy it and the media who sell it, but of the public at large in whose direction it is aimed.

All that is needed now is a continuing campaign to be conducted jointly by the media—all of them—letting the public in on what is being done for its good.

this is VANCOUVER



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

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

CKWX Coverage in B.C. Day and Night exceeds

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

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

in BRITISH COLUMBIA it's **CKWX**

MOST PEOPLE DIAL

9880

ECONOMICS

Hard Selling Ahead

Toronto.—The business is there and everything is going to be economically okay in Canada in the next few years, but, oh, brother! how you are going to have to work for that business. This seemed to be the brief and general opinion of the three able speakers presented to ACA delegates under the auspices of the Toronto Chapter, American Marketing Association.

The next two or three years will call for all-out effort and careful market analysis from all types of business to prevent unemployment, recession and waste, the lead-off speaker, T. G. MacGowan, said. In presenting the manufacturer's view of the business future, he pointed out that since the war especially, the public has been causing a rather radical change in the whole marketing picture and companies would have to adapt themselves to this.

Firms, the market researcher of Firestone Tire & Rubber Company said, must develop the largest maximum markets, reduce selling costs, expand merchandise lines, revamp current products from stem to stern, and overhaul their advertising and selling scientifically.

The great need now is for more sales pressure, the man from Akron, Ohio, said, because certainly the buying power is there.

■ ■ ■

Caught between slowly rising income and rapidly increasing costs and taxes, retail stores are faced with the problem of reducing costs and improving service, A. Hackman, controller of Macy's New York, contended.

He said there was a big struggle on the way in the retail business between the suburban self-serve store and the giant department stores downtown. But he felt both types would win eventually by capitalizing on their unique advantages.

■ ■ ■

Dr. O. J. Firestone, economic adviser of the Canadian Department of Trade and Commerce, interpreted the business scene in this country by what amounted to a confirmation of his colleague's remarks. He warned that we have not done as much as Americans have in improving aggressive selling, which he attributed to a difference in business temperaments.

Dr. Firestone felt that the more readily goods are produced the more effort is required proportionately to sell them. He also warned that a return to more competitive marketing would probably reveal a shortage of trained distribution personnel.

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10 SPOTS — 11 DAYS

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\$56,250.00

(See Page 11)

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PROGRAMS

Sponsors' Waiting List

By Sid Boyling
Manager of Station CHAB,
Moose Jaw

The other day, Kate Aitken visited the City of Moose Jaw.

The same week, a new model of a 1952 car went on display.

For a period of six weeks, the Saskatchewan Government held a school on improved farm methods.

A short while ago, we had a civic election.

January 1, Moose Jaw celebrated the birth of the first 1952 baby.

It isn't so long since a major fire destroyed a business block in Moose Jaw.

A few years ago, these incidents would have been either ignored because of their commercialism, or supported, at our expense, because of their public service nature. But today all such events are commercial ventures in CHAB.

When Kate Aitken visited Moose Jaw, we not only commercially originated and broadcast her show, but we used it to illustrate our promotion service to our sponsor and to dramatize the station to him.

Instead of ignoring the opening ceremony of the 1952 car display, we broadcast it—sponsored.

Did we carry only news stories and passing references to the Saskatchewan Government's farm school? Not on your life! We assigned a reporter to produce three five-minute broadcasts a day, and sold them to an implement dealer.

Stations go to a lot of work and trouble to cover civic elections, unless they are among those which feel that all they rate is a mention on regular newscasts. About five years ago, CHAB made the civic election as important as the federal one, and sold the entire evening to an insurance agent. And for the past three years, this same sponsor has come over to the station to confirm his desire to sponsor the following year's coverage.

For years the local newspaper used to sell a double spread in its January 2 issue congratulating the first baby of the year. And CHAB used to help them out by publicizing the birth. Lately, however, we have been running our own tribute to the New Year child and

have had the pleasure of having the newspaper advertisers phone up and request—insist, sometimes—that they be included on next year's tribute, as one of the sponsors.

When the business block was destroyed by fire, where was CHAB? Down at the fire, broadcasting an actuality of it, sponsored by another insurance man, who likes to tie in with "calamity broadcasts," because they warn people that such things could happen to them and that protection is available through him.

This recital is not intended to demonstrate how proud we are of ourselves, but rather to show that special features need not be sustaining features with the cost borne by the station.

At CHAB we divide "specials" into two classifications, according to the need they satisfy.

Our first classification is "commercial." These programs are produced originally and basically to make money. No matter how entertaining they are or how many services they produce for the public, if they are built to assist sales, then we classify them as "commercial."

Our second classification is "public service." This is fairly obvious. Certain services must be given the public and if we have a prospective sponsor who will benefit from making one of them his radio service, then we have three happy people—the listener, the sponsor and the station.

As an example of the effective use of "specials" that fall in the "commercial" category, no merchant wants to buy radio advertising the week after Christmas. But they certainly want more business, now that the big push is over, more than at any other time in the year. They just have never been approached with a reasonable way of extracting dollars from their customers' empty pockets. That's when we ring in such projects as the "New Year Baby" one. This fills in some open time as far as the station is concerned, but, what is more important, the listeners talk about it and the sponsor loves that. This way we get comments—favorable ones—from periods we were ashamed to offer our worst enemies, and it is amazing how this type of deal snowballs. Our first venture on the "New Baby"

deal, required us to sell 13 sponsors, each offering a gift. Next year we'll start with those 13 and build from there.

Blank spots appear from time to time on any station schedule. Obviously filling them is highly desirable from the station's point of view. But we've found we can turn bare prospects into sponsors and then friends, by devising "specials," often of a public service nature, and making them available to Snodgrass, the local coal dealer, to help him persuade customers to fill their bins in the slack summer months. Then you decide that what is good for Snodgrass would be good for the other dealers too, while they can offer service with a smile instead of a groan and a snow shovel. So

Snodgrass and his associates are happy, his customers are happy.

We have been quite amazed at the number of businessmen we have been able to do favors for with our Back to School campaigns, Father's Day, Easter Clean-up drives, House-cleaning campaigns, Paint-up, Hallowe'en, Fire Prevention, Harvest Specials, Summerize your car, Winterize your car, shooting season, fishing season, and so on down the line.

10 SPOTS — 11 DAYS

\$56,250.00

(See Page 11)

THEY KEEP COMING...

NEW subscribers to TO THE WOMEN this month include:

KOVE, Lander, Wy.; CKOM, Saskatoon, Sask.; KDYL, Salt Lake City, Utah; KWKC, Abilene, Tex.; KVKM, Monahans, Tex.; KSEL, Lubbock, Tex.; WDVA, Danville, V.; WKBO, Harrisburg, Penn.; WLBZ, Bangor, Me.; WIS, Columbia, S.C.; KFJL, Klamath Falls, Ore.; WCAU, Philadelphia, Penn.; WROY, Carmi, Ill.; WEOK, Poughkeepsie, N.Y.; WMBD, Peoria, Ill.; WTAD, Quincy, Ill.

How's about adding your station to our list?
The price—\$3.00 per month.

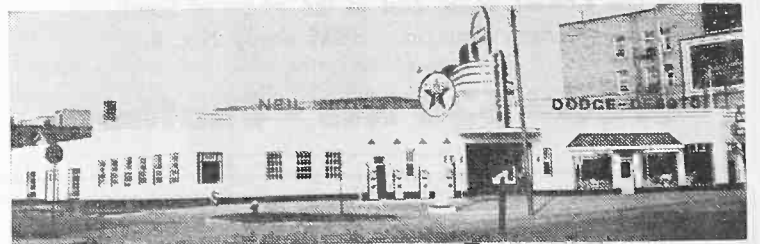
WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

Regina has..



Multi-Million \$\$\$ Auto Sales!

ONE example of Regina's big automobile business is Neil Motors Ltd. (see above), South Saskatchewan distributor of Dodge and De Soto cars, with three locations and 35 dealers. Last year, Neil Motors did over \$3,000,000 business. The company has used CKRM for more than a decade.

... and ...

BOB HILL (left) recently appointed CKRM's program manager. Bob is an RCAF veteran, married, with one boy. He's been an announcer with several popular feature programs.



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

Sell the rich
Niagara Peninsula
at one low cost
with

Your Niagara District Station
CKTB
ST. CATHARINES
Now 620 ON YOUR DIAL

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

CKRM Regina

**NORTHERN
ONTARIO'S
Greatest
ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

WRITING

Dialogue Aids Listening

Dialogue Commercials are often an inexpensive and effective way of making your commercials listenable.

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

The fully dramatized commercial, which is a thumbnail play aided by mood-setting and explanatory sounds, can bring about most effective results when appropriately used. It has proved highly effective for propaganda, patriotic and institutional purposes, where the "commercial" could be summed up in one instantly-grasped phrase — "Buy Canada Savings Bonds," "Buy Easter Seals," "Go to Church Sunday," and the like. It has also produced good results in the advertising of goods and services when the product is in the "reminder" stage of merchandising—that is, when its merits and claims are already well known, and prospective buyers need only to be reminded of its name—"For better pictures, use Verichrome," "Coca-Cola, for the pause that refreshes," "Oxo, for that sinking feeling," "Lux for all fine laundering," and so on. But when the product is in the "competitive" stage—when the reasons for buying and using it have to be powerfully impressed on prospects—we have to fall back on the announcer. Directly stage charac-

ters start to knock themselves out extolling the merits of a product, the whole business sounds as phony as it really is. So we move from the fully-dramatized to the part-dramatized-part-announcer, for realism, as in the Brasso spot in our last article. After all, the commercial announcer is there to be the voice of the sponsor, so let's not do the poor fellow out of his job. But let's help him do a better job!

ANNOUNCER-DIALOGUE COMMERCIALS CAN BE MADE MORE EFFECTIVE THAN ANNOUNCER ALONE.

Using proper imagination and technique, much more effective use of one or more announcers can be made than merely writing one of those dreadful "hard-hitting" 200-worders, and asking to have it "punched." Listeners have learned how to mentally tune these right out. They know how to pull down a blind in their brains to shut them out. They hear them long enough to recognize and resent them. This has been proven so often and so completely that it is surely worth while to at least try to find some more effective and resultful ways of using the trained voice of the announcer. Here are six suggestions for announcer-dialogue commercials which are all worth considering:

1. Two announcers who read alternate lines, with or without sound or musical effects, but *do not address one another*. Done with dignity, in either high declamatory or modified declamatory, according to the requirements of the text, this can be far more effective than when done by one voice alone.
2. Two announcers who address *one another conversationally*. This may be done in either serious or light vein. No attempt is made at characterization, they remain announcers and do not become actors; but they simply chat together and encourage the audience to listen by their easy informality.
3. Several voices, either male or female or both, who *do not*

address one another, but whose lines follow in sequence. No dramatization is used, the effect is simply that of different and appropriate voices adding testimonial-effectiveness to the lines.

4. An announcer and *one member of the program cast*, the latter remaining in character, who engage in conversation. This is often more effective if done in a light style. It must always be watched carefully for believability.
5. An announcer who *introduces a name personality*, who thereafter becomes a definite part of the commercial. Done with genuineness and a ring of sincerity, this combination can attract and hold attention until the commercial message has been put across. Remember, though, that your listening public is justly suspicious of endorsements by VIP's. Again, promote believability.
6. An announcer who *converses with a member of the listening audience*, whose probable answer is voiced by a studio actor. No attempt should be made to deceive the listeners into thinking they are hearing the actual reply—the illusion created is a justifiable and effective one without the spurious use of filter mikes, fake telephones and the like.

WRITING THE DIALOGUE ITSELF.

Writing the actual words of dialogue is an art that is by no means easy. One has to lose all sense of *writing*, and to be merely recording actual speech before the voices die away. Much dialogue heard over the air is as wooden as the characters in a child's Noah's Ark. True, good direction during rehearsal can do wonders in getting the words off the paper, but it also helps enormously if the script-writer has first made sure that his dialogue flows easily and naturally. It also helps if the writer knows who will ultimately voice the words he writes, and can put them together in that person's style. Otherwise, a producer is bound to find actors asking if they may change a line on their scripts—"it doesn't seem natural for me the way it's written!" This, by the way, should never be allowed unless absolutely necessary, or unless the director can make it appear that it was his own idea, since otherwise you immediately have a studioful of script re-writers, with the sound-effects man breathing down the director's neck and forgetting to close doors! Generally speaking, if you can read your own dialogue aloud, in the privacy of your own office, competent talent can make an even better job of it in the studio. But if you don't sound real to yourself, your words will sound even more unreal when professionally read.

CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.

CFCO - 630 Kcs - Chatham

Vacation Time

The Province of New Brunswick is famous as a vacationer's paradise. Every year thousands of tourists come to New Brunswick to spend their holidays, and many more are here for shorter periods on their vacation trips. Whether they are in their cars, relaxing on the beach, in summer camps, or however else they may be spending their time, it's a pretty safe bet that there's a radio there. They also have more leisure time for listening.

Don't overlook this important plus offered by New Brunswick radio . . . and more important still, don't overlook the fact that CFNB reaches more New Brunswick listeners than any other station.

Use CFNB this Summer. You'll be surprised.

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



New Brunswick's
Most Listened-To
Station

10 SPOTS - 11 DAYS

\$56,250.00

(See Page 11)

DIALOGUE TELLS THE STORY OF "WHO," AS WELL AS "WHAT."

But dialogue must do more than merely *flow*—it must also express characterization. The professional man, the charity-organizer, the plumber, the young wife, the jump-up-and-down set, all have their own habitual vocabulary, phrases, sentence-structure, and speech-rhythm. A recent English publication has this story, in which four different types of people simultaneously detect an unpleasant odor. The professor said plaintively, "Dear me, what a distressing effluvium." The business man commented, "What a beastly smell." The landlady commented on the "horrible stink." And the taxi driver held his nose and demanded, "My eye, where's that bloody fug coming from?" It sounds somewhat improbable, but it serves to illustrate the point that different strata of people speak in different ways, though they may think they are saying the same thing.

Aim, then, to have your characters speak so naturally that they automatically label themselves for what they are. If your scene is laid in a hospital room, and one line is spoken by a female voice on entering — "Well, and how's the patient today?"—your audience should know instantly whether it is the patient's wife, or his nurse, who is speaking. Either one might, quite naturally, use the phrase, but each would give it an entirely different "tune." So, talk your dialogue aloud, as you write it. Visualize the person, the type, who is supposed to be saying it. Draw on all your personal knowledge of a similar, representative character, and decide how *that* person would sound. In the words they have to say, and in the way they have to say them, make 'em *real*.

ALWAYS KEEP THE OBJECTIVE IN SIGHT.

Writing dialogue is heady stuff—it is exciting—it makes you such a brilliant conversationalist yourself! You find you can make the retorts that ordinarily you don't think about until the next day, you have ample time to prepare and polish your spontaneous wit and to make your bon mots even bonner. So you go on and on! Go ahead, Oscar Wilde and Noel Coward won't care, their reputations are already safe. Then take a red pencil and go to work. Cut out everything ruthlessly unless it has a direct bearing on the end result, which will be to sell a product, a service, or an idea. And note, the objective is to *sell*, not merely to *advertise*! Radio time is too expensive to be wasted on chatter, even clever chatter — and it is even more important, and certainly much harder, to cut unnecessary verbiage *out* than it was to put it in.

(Next issue—
"Comedy Commercials")

10 SPOTS — 11 DAYS

\$56,250.00

(See Page 11)



IN A FOG ABOUT SAINT JOHN?

HERE'S a "clear" picture of things as they really are — Every way you look at SAINT JOHN — out-of-home, morning, evening, motor cars — latest Elliott-Haynes ratings SHOW CFBC IN FRONT.

It's nice to have high network ratings, but CFBC also has the top-rated local programs. Saint John merchants prefer CFBC THREE TO ONE!

	CFBC	STATION "B"
9 - 11 A.M.	21.5	14.6
5 - 7:30 P.M.	21.7	19.3
7:30 - 10 P.M.	25.9	18.3

	CFBC	Station "B"
Out-of-Home (9 a.m. - 6 p.m.)	30.0	29.1
Car radios (8 a.m. - 6 p.m.)	22.3	17.3
Late night (10 p.m. - 12 mid.)	21.9	14.1

★ ★ ★ CFBC also enjoys SEVEN of the TOP TEN EVENING shows in Saint John!

★ ★ ★ CFBC offers too, "full-time" Promotion Services — Write to Dick Gallagher, Box 306, Saint John!

CFBC
SAINT JOHN, N.B.

Representatives: National Broadcast Sales — Montreal & Toronto (Effective July 1, 1952)
John N. Hunt & Associates — Vancouver
Weed & Co. — 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

MUSIC

BMI Clinic Clicks

Calgary. — An all-time attendance record for both the U.S. and Canada travelling BMI Program Clinics was established at Calgary when the second Canadian BMI Program Clinic opened up there on April 24 for a one-day all-day session at the Palliser Hotel.

One hundred and twenty-six people turned up from the 10 Alberta radio stations, coming by car, plane and train, to listen to, and exchange ideas with, a panel of eight experienced broadcasters on topics of radio operation and programming.

Sponsored by the Western Association of Broadcasters, the Calgary Clinic is the second of six travelling BMI Program Clinics arranged by the regional broadcasters' associations in the interests of radio men and women in Canada. The first was held in Winnipeg, November 10, 1951. The third will be held May 5 at the Hotel Vancouver under the aegis of the British Columbia Association of Broadcasters. And in rapid succession the next three will be held May 9 in Regina at the Hotel Saskatchewan; May 14 in St. John at the Admiral Beatty Hotel under the sponsorship of the Maritime Association of Broadcasters; and May 16 at the King Edward Hotel in Toronto, sponsored by the Central Canada Broadcasters' Association.



The two Canadian speakers addressing the Calgary Clinic April 24 have been invited to join the panel of speakers now being arranged for the U.S. travelling BMI Clinics in 1953. They are William Guild, manager of CJOC, Lethbridge, who spoke at Calgary on "Programming for the Rural Audience"; and Larry Heywood, news editor of CFAC, Calgary, who gave "News Highlights of the Royal Tour."

U.S. broadcasters who spoke at the Calgary Clinic were Joseph Connolly, vice-president of WCAU, Philadelphia, whose topic was "Twelve Points for Successful

Operations and Better Sales"; E. B. Craney, president and manager of KXLF, Butte, Montana, who discussed the point-of-sale statistics of ARBI—Audience Research Bureau Inc.; William Kaland, program director of WNEW, New York, who emphasized new approaches in the programming of radio copy; George Higgins, personnel manager of KMBC, Kansas City, on the topic "Program, Sales and Management Must Work Together"; and Ted Cott, vice-president of NBC, New York, speaking on "Building Station Personality."

The luncheon speaker was Carl Haverlin, president of BMI Canada Limited and of Broadcast Music Inc., New York, who discussed ways of catching and holding the interest of teen-agers for book review programs.

■ ■ ■

Of the 126 broadcasters attending the Calgary Clinic, 70 were from the three Calgary stations, each of which was represented by more than half its staff. The Edmonton station, CKUA, chartered a plane to fly four staff members to the Program Clinic, but two CFGP radio men from Grande Prairie took the attendance prize with their night-long drive of 600 miles south to Calgary in time for the opening at 9.30 a.m.

● **PULL?**
 CFQC has it!
Mail pull during a recent
 24 day period totalled
20,608 letters!

● **PUSH?**
 CFQC promotion pushes your
 program — your products!

A Toronto ad man writes CFQC:

"I really can't begin to tell you how pleased we are with this particular promotion . . . Your idea . . . showed initiative and originality which is rare these days."

● Get the full story on how
 CFQC sells Saskatchewan —

See RADIO REPS
 (Canada)
 or
 ADAM YOUNG (U.S.)

CFQC 600 KC 5000 WATTS

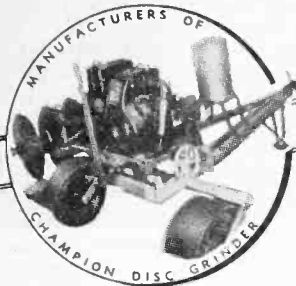
THE RADIO HUB OF SASKATCHEWAN

Flash!
CKDA
FIRST

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

TEN SPOTS (AT A COST OF \$84) PRODUCED \$56,250.00 IN ORDERS ON CFCN

CALGARY'S
10,000 WATT
STATION



**MACHINERY DESIGNERS
LIMITED**
OF CANADA

701 - 13th Street East,
CALGARY, Alta.

February 29th, 1952.



PRICE TAG
\$375.00

Radio Station CFCN,
Toronto General Trust Bldg.,
Calgary, Alberta.

Attention: Mr. L. Trainor,

Dear Sir,-

We thought you would be interested in the results we got from the ten spot announcements we ran on your station, January 7th to 18th, 1952, advertising a Swath Lifter which sells for \$375.00.

Response was such that orders exceeded our manufacturing capacity and, on January 18th, we had to discontinue our announcements.

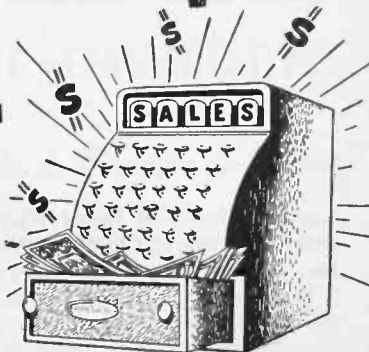
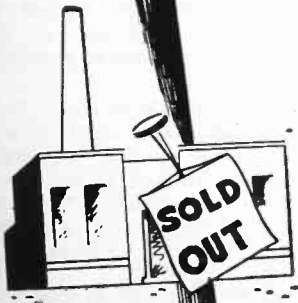
Never before have we had such large, definite and immediate results from any form of advertising. When weather conditions will allow farmers to resume harvesting, we'll be wanting to use your station for advertising purposes again.

Yours truly,

Machinery Designers of Canada Limited,

Per.

J/R

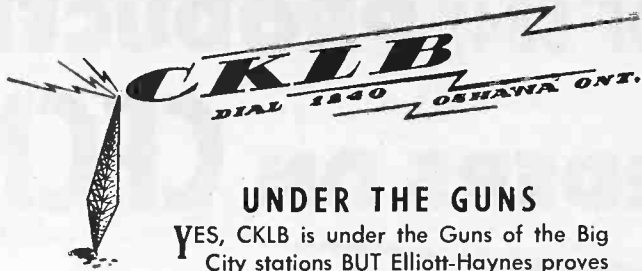


ONE HUNDRED and FIFTY orders in 11 days for Swath Turners selling at \$375.00 each is the amazing result a Calgary manufacturer experienced with 10 spot announcements placed over CFCN. This is genuine proof of the selling power of CFCN with its wide and loyal listener audience.

more

PROOF OF CFCN'S SELLING POWER

ASK RADIO REPS: TORONTO — MONTREAL — WINNIPEG — VANCOUVER — ADAM J. YOUNG, JR., INC., U.S.A.



UNDER THE GUNS

YES, CKLB is under the Guns of the Big City stations BUT Elliott-Haynes proves time after time that Greater Oshawa and surrounding counties are penetrated by the Small Arms Fire of CKLB. Oshawa Retail Sales figures alone total 62 million dollars.

Look at the current E-H ratings!

"IN THE HEART OF CANADA'S RICHEST MARKET"

CANADA WINS 11 OF 53 OHIO AWARDS

Columbus, Ohio.—Eleven of the 53 radio awards presented by the American Exhibition of Educational Radio & Television Programs were captured by Canadian organizations, it was announced here last month. The exhibition was staged as part of the 22nd annual meeting of the Institute for Education by Radio-Television and sponsored by Ohio State University.

The Canadian Broadcasting Corporation took six of the 12 awards made in the "programs heard nationally by network or transcription" class. One award went jointly to the Departments of Education in Manitoba, Alberta and British Columbia, and another to the B.C. Department of Education, both in the regional

classification. In the local division, two awards went to the Saskatchewan Government's Bureau of Publications, and one to station CKEY, Toronto.

The exhibition was the sixteenth held so far. This year it was open to television programs for the first time.

The CBC swept the cultural section with a first award for *Stage 52* and an honorable mention for *CBC Wednesday Night*. It also took the only award in the "presenting public issues" section with a first for *Cross Section*.

For "special one-time broadcasts" the CBC gained an honorable mention with its *No Escape*, while the U.S. National Society for Crippled Children and Adults took a first for its *Arise and Go Thy Way* over NBC.

In the "children's out-of-school listening" section, two honorable mentions went to the CBC productions, *The Children's Theatre* and *A Carol For Canada*. The first award was won by the Federal Civil Defense Administration's *Bert, The Turtle*.

The first award for "in-school listening by intermediate grade pupils" was captured jointly by the three provincial education departments for *Let's Sing Together*, broadcast by many stations in the area. In a similar section for high school pupils' programs, an honorable mention went to the B.C. Department of Education for *Ecoutez!* aired over Pacific division of Trans-Canada network. The first award here was for *Fun From The Dictionary* of the Cleveland Board of Education.

The only award for local agricultural programs—an honorable mention—went to *Farmer, What's Your Problem?* one of the Saskatchewan Government productions.

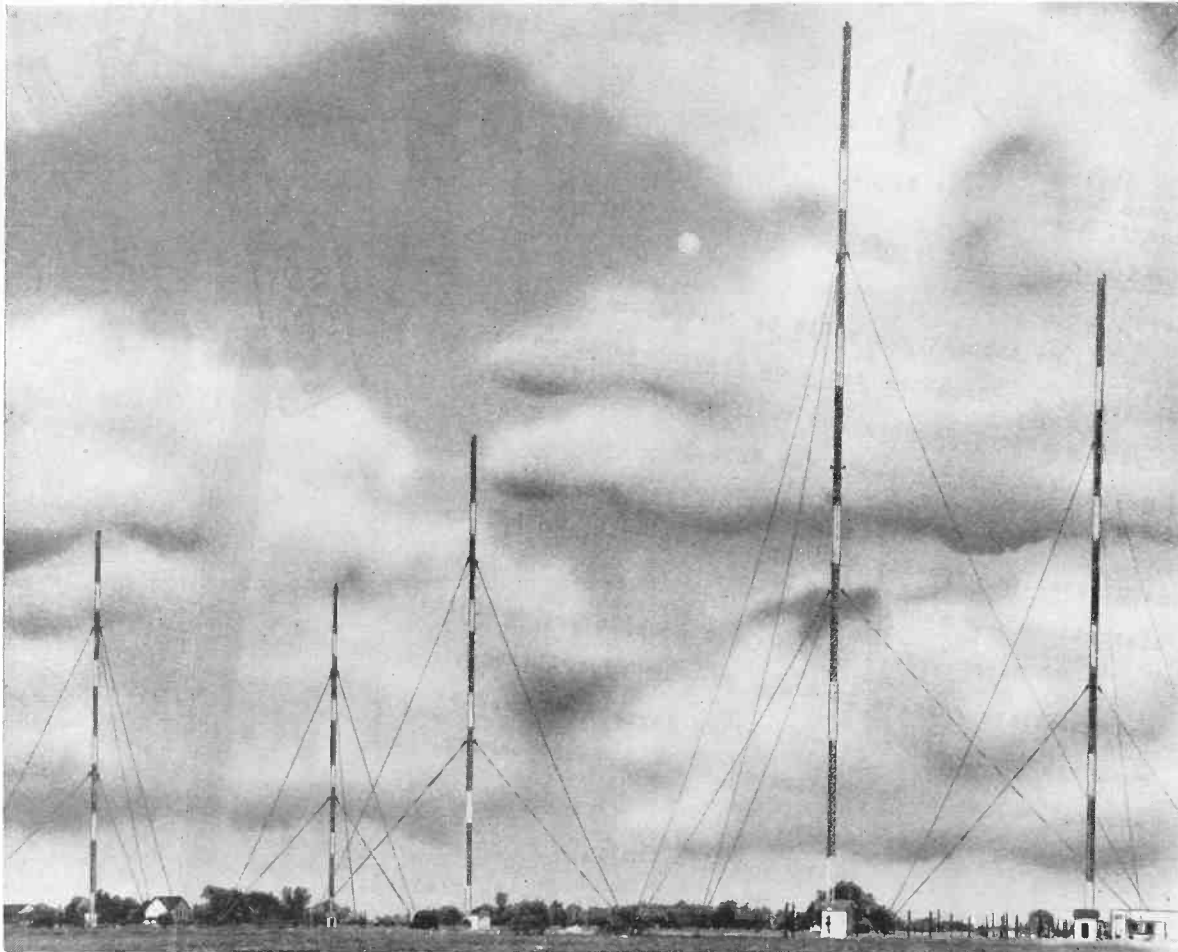
CKEY gained an honorable mention for its *Sir Ernest Plays Favorites* in the local cultural section, which was topped by *Angell Hall Playhouse* of the University of Michigan's speech department.

The other Saskatchewan Government honorable mention was for *Notes On Labor*, broadcast over CKRM, Regina, in the "local public issues" section. The first award was taken by *Alabama Document* of the University of Alabama.

• • •

Uses All Stations

For the first time in the history of Canadian advertising, one sponsor is using every radio station in Canada as part of one campaign. The advertiser is the Canadian Bulova Watch Company Limited who are using Canada's 154 radio stations as part of the promotion to introduce their new 21-jewel "President" Watch which is being launched on May 22. The campaign consists of one minute spot announcements, commercials in the Red Skelton Show on which sponsorship is split between Bulova and local jewellers, and commercials which vary from 30 seconds to a minute tied to time signals.



EXPERIENCE means a lot in antenna construction

Canada's first Five Tower Welded Antenna Array of CKLW, at Windsor, one of many similar jobs by the men of Canadian Bridge.

Over the past half century the men of Canadian Bridge have acquired a reputation second to none in the steel construction field—not only in Canada but also in many foreign countries. Today, in addition to their traditional work of erecting bridges, buildings and other steel structures, they are also leaders in antenna work—as is attested by the many arrays they have put up from coast to coast.

The CANADIAN BRIDGE COMPANY Limited
 WALKERVILLE, ONTARIO
 Branches - TORONTO, MONTREAL, KIRKLAND LAKE
 Representatives - WINNIPEG, REGINA, EDMONTON, VANCOUVER

SINGING STARS OF 1952



Toronto. — The presentation of awards to young singers from all parts of Canada again provided the hour-long grand finale for a season of *Singing Stars of Tomorrow*, sponsored by Canadian Industries Ltd., here late last month. The winners, seen in the above photo from left to right, are: Marguerite Gignac of Windsor, winner of the \$1,000 grand award; Robert Savoie of Montreal, who topped the male division for the \$750 award; and Joan Hall of Winnipeg and John Dunbar of Victoria, both winners of \$500 awards.

In addition to the four leading awards, presented in Massey Hall by Dr. Edward Johnson, \$100 awards went to: Patricia Snell, Toronto; Barbara Franklin, Regina; James Lamond, Calgary; and Jonathon Vickers, Prince Albert.

The winners were chosen from among the 44 talented vocalists

who performed during the previous 25 weekly half-hour broadcasts over the Dominion network. Immediately following the final show, the two top winners left here for the west to begin a concert tour of 17 cities, chiefly in Western Canada.

To ensure consistent Canada-wide representation on the series, audition teams travel east and west from Toronto each summer to hear candidates in their home cities. For the past season, several hundred were auditioned. The program's producer, John Adaskin, usually heads one team while musical director Rex Battle guides the other. A panel of five prominent judges adjudicates contestants throughout the series.

It was announced that *Singing Stars of Tomorrow*, directed by Cockfield Brown & Co. Ltd., is scheduled to return to the air in October under CIL sponsorship.

Reservations
K1.5402

5.00 - 10.30 p.m.
or by special arrangement

CHEZ MOI TAVERN

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

30 Hayden Street
Toronto

First block south of
Bloor, east of Yonge

MAK-O-VEE SAYS:

CKOV IS THE

Community Service Station

in the

OKANAGAN VALLEY

SUPPORTING NATIONAL AND
LOCAL ORGANIZATIONS

630 ON YOUR DIAL

"VOICE OF THE OKANAGAN"



Fred Shaw
General Manager
CKXL

Bruce Alloway
National Sales Mgr.
CKXL

PEPYS

WELCOMES

into the friendly family of
proven Stovin Stations

EKXL Calgary

(1000 Watts 1140 Kilocycles)

HORACE N. STOVIN

& COMPANY

MONTREAL — TORONTO — WINNIPEG — VANCOUVER

ARE THEIR EXCLUSIVE REPRESENTATIVES

"A Stovin Station is a Proven Station"

REPRESENTING THESE
LIVE RADIO STATIONS

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

Why MONTREAL

Turns to 600 For NEWS!

ON MARCH 1st, Dave Rogers took charge of CFCF's new and exclusive Radio Press news-room and CFCF's coverage of Montreal.

Dave is a graduate of the University of Maine, has had nine years of newspaper and radio experience, starting with the St. Croix Courier and ending with CFBC, Saint John.

It was always his ambition to cover big-city news, and since his arrival one month ago, he's had plenty. He and his trusted lieutenants have coped ably with the police shooting and arrest of Toronto's two badmen, given CFCF scoops on two bank robberies and a bludgeon-murder—Big City news with a vengeance!

But Rogers doesn't confine CFCF's news to violence. His coverage extends to such activities as the 3,500-entry N.D.G. Art Festival, and homey news that people like to hear. In short, a good newsman. And a good reason why Montrealers turn to CFCF for news.

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



Grrr!



ALTHOUGH BILLED AS TRAINED at the recent Sportsmen's Show, CKLB woman's editor Mary Vollmer wasn't sure of what the lion's training included when she stepped inside the cage with its master, Ken Hill, to do a 10-minute broadcast. Neither was Hill, for that matter, so they waited for a time when the crowd had thinned, although spectators had returned to make it noisier than ever when the above shot was taken. However, Mary was able to air everything from the creaking of the cage door to the star performer's roar. The "interview" was a feature of the daily 105 minutes of programming the station carried from the Show during its two-week run in Toronto. Sponsored by four General Motors dealers and Taylor's Sport Shop in Oshawa, other broadcasts ranged from interviews with government officials to the airing of the voice of Snow White, owned by the Disney film's unseen star, Adrianna Caselotti.

We don't sell Time —



We SELL
RESULTS

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

DID YOU KNOW?

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

CKCL
TRURO, NOVA SCOTIA

J. A. MANNING
Managing Director

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

CKCV

REPRESENTATIVES
OMER RENAUD & CO. TORONTO-MONTREAL

IN U.S.A.
WEED & CO.

The best buy for your advertising \$ in Quebec

1,260 of the readers of this paper are national advertisers or agency men.



PROFESSIONAL AND SERVICE
Directory

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

ACTING

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

ANNOUNCING

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

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

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

EDUCATION

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

EDUCATION

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

ENGINEERING

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

PERSONAL

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

PHOTOGRAPHY

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

PROGRAMS

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

PROGRAMS

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

PRESS CLIPPING

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

RECORD'G SUPPLIES

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

RESTAURANTS

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

WHY RIMOUSKI?

- • Cultural and shopping centre of Eastern Quebec.
- • Centre of Quebec's richest Pulp and Paper industries.
- • New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- • Gross income of the area is \$267,000,000.00.

82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 71,380

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

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

ANNOUNCER

Maritime metropolitan 5 k.w. station needs a good, versatile announcer with small station background. The right man will be a fluent ad-lib air man with a flair for personality shows. Operation experience will be an asset but not essential. This is a good opportunity for a hard worker. Correspondence will be treated in strict confidence.

Write Box A-121, Canadian Broadcaster.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

Local activity in Sherbrooke indicates increasing prosperity; with National Thread Co.'s new \$200,000 plant, a new hospital with 164 beds, Bruck Silk Mills spending \$1 million for modern annex, new wing to St. Charles Borromeo Seminary, and an appropriation of \$600,000 for new sidewalks. Use these 2 live stations, and get results.

Representatives

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

{ RECIPE }

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

CJOB

See our reps...
Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver

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

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

STILL GROWING!

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

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

SEE YOUR ALL-CANADA MAN

CKBI

PRINCE ALBERT, SASKATCHEWAN
5000 WATTS



Congratulations



ON RECEIVING ONE OF THE 1952 ACA AWARDS FOR OUTSTANDING CONTRIBUTION TO CANADIAN ADVERTISING

— One of the Family —

CJBQ

BELLEVILLE — TRENTON



SIGN OF THE TIMES

Business is so good the reps now have reps to rep them.
—Mencie Shulman, VOCCM.

■ ■ ■

OUCH DEPT.

Then there's the sweet young thing who told the station manager she was sure she could write, but she just couldn't think of a thing to say.

■ ■ ■

DELAYED ACTION

We've just had a visit from an announcer, who worked for a station for five years, when they gave him a test and then fired him because they didn't like his aptitude.

■ ■ ■

QUESTION BOX

What would happen if one day the guy they called upon to thank the speaker just didn't feel grateful?

■ ■ ■

DE PROFUNDIS

Joan Fairfax, featured entertainer at the first ACA luncheon, has been dubbed "Miss TV of Canada." But she isn't the only one who misses it.

—Tom Briggs in ACA News Letter.

■ ■ ■

UNSOLICITED TESTIMONIAL

Sir: Keep up the Daily News Letter idea you started at the CAB Convention and resumed at the ACA. I have now been able to convince the boss I have attended all the sessions of not just one but two Conventions.

—Delegate.

■ ■ ■

GOOD QUESTION

What is there to do weekends that isn't either illegal, immoral or fattening?

—E.W.E.

■ ■ ■

PHARE THEE WELL

Sir: In my dealings with the proprietor of "Canadian Broadcaster," I have frequently derived comfort from that old Latin tag "Illegitimus non Carborundum," which may felicitously be translated "Don't let the so-and-so wear you down."

—Alec Phare.

■ ■ ■

MEETINGS ADJOURNED

Isn't it going to be nice and relaxing with nothing to do except just work until the next Convention—WAB—Jasper—September 10.



Watch the ratings Of The Adjacencies!

When you use radio as an advertising medium you don't buy minutes or copies or lines. You buy listeners.

The program that precedes your show, the program in which your announcement is scheduled, all programs on the station affect the number of listeners to your sales story.

That's why Bill Fulton, Program Director of CJCH, is so important to you. Bill has convincingly demonstrated at Owen Sound and more recently at CJCH, an unusual ability to sense the public appetite for radio fare. Bill Fulton's common sense, sales sense and sixth sense make him a key man on the CJCH team that delivers more Halifax listeners for a dollar.

Toronto Representative:
Paul Mulvihill, 21 King St. E., Toronto

CJCH. HALIFAX. 5000 WATTS

cjcs SELLS

in
Stratford

5KW MARITIME STATION

has opening for SENIOR ANNOUNCER with at least 3 years' experience. \$60 a week for the right man. Good opportunity for promotion.

Box A-122

C.B.&T. — 163½ Church St.

CANADIAN TELESCREEN

Vol. 5, No. 8.

TV and Screen Supplement

May 7th, 1952

SPOTS FOR SALE IF \$1600 TOO HIGH

By Dick Lewis

Toronto.—Radio is here to stay seems to be a reasonable inference from CBC chairman A. D. Dunton's address to the first open meeting of the 1952 ACA annual Conference. The CBC will be keeping the Canadian air Canadian for Canadians with Canadian TV programs from late August or early September, out of Toronto and Montreal studios. The schedule will not be over three hours a day at the outset. Emphasis will be on Canadian productions with the best U.S. commercials being allowed to cross the friendly border at a basic rate of only \$1,600 an hour for the Toronto station and \$500 for Montreal, with studio and production facilities thrown in for good measure.

The advertising men who had privately examined the rate structure in the closed morning meeting sat and listened without any particular display of emotion, while urbane Dunton disclosed all the CBC's plans and dreams, save and except just who is going to part with 1,600 fresh lettuce (that's 16,000 draft beers) for 3,600 seconds of the people's time.

Catchlines in the Dunton homily were these: "CBC-TV is coming late in August or early in September provided there is no war or other emergency."

"The Montreal and Toronto studios are more than TV stations. They are 'production centres' of a fair size."

According to the Bell Telephone Company, network facilities will be ready early in the summer of 1953. It is expected that the Buffalo link will be ready this September.

Dunton said there is a lot of potential ability available for TV in Canada. CBC is not sending people to other countries to learn, he said—not bringing in foreign experts. It is teaching itself.

He expressed a "fundamental faith in the ability of a number of young Canadians" to help build the TV structure.

TV, he said, must express Canadian ideas, draw on Canadian talent, help understanding inside and outside Canada. "It is our mandate," he said, "to develop a system which is basically Canadian, using what is useful from the outside but with a distinctly Canadian core."

CBC's commercial policies will stem from the general over-all CBC objectives, Dunton said. He said that the CBC is anxious to have the contributions of commercial interests in the development of TV. Their funds would help, he was frank to admit. He also expressed the view that advertisers should have a chance to play a part in the development of Canadian TV. U.S. produced shows, he said, would be considered on the basis of quality and also how they would fit in with schedules.

"We are extremely anxious to see advertisers associated with programs produced in Canada."

Prime thoughts were: that CBC commercials will be produced by CBC, and for advertisers who don't want programs, there will be an opportunity to buy spots.

Making TV Sell

Toronto. — Television does not automatically sell, Mrs. Harriett Moore reminded delegates during the ACA's afternoon TV session, although it is considered just about the answer to an advertiser's prayer. It all depends on how the commercial and entertainment is handled, the director of psychological services of Social Research Inc. explained.

The greatest pitfall of all, she said, is the tendency for advertisers to mistake their wives for the audience. This is serious because most advertisers live and breathe in the lower-upper and middle-upper income atmosphere, while the average TV audience is 65% lower-middle.

That 65%, she said, are the main supporters of TV in the same way they support all other mass communication media.

Some of the ways to capture sales and audience via TV underlined by Mrs. Moore included: make commercials interesting by making appeal concrete — every product must be good for something; change the commercials the way a show is changed from week to week; get contrast between commercial format and that of the show; and, trickiest of all, attempt to insert the commercial where it is least expected.

MOST TV WILL BE ON FILM

Toronto.—Television in about a year will be coming to viewers about 60% of the time through film, Larry Cromien of Peterson Productions told the final panel of the TV session at last week's ACA conference.

Besides in news shows, where the use of film is essential, Cromien pointed out many of the advantages of television's method of recording. Filming a program enables the sponsor to pre-judge the impact of the show, he said, as well as doing away with boners.

While slightly more costly than an original live show produced once, filming becomes far cheaper in repeat performances, he pointed out, and the film can be used for other promotional purposes.

However, Cromien said that the CBC has yet to announce if it will allow the importation of low-cost syndicated programs on film for TV. But he claimed that if all films on Canadian television have to be produced here, there are not going to be many who can pay the cost.

U.S. TV IN THE BLACK

Washington. — It is considered that television generally is moving into an era of profits, following the release here last month of the broadcasting industry's year-end financial report by the Federal Communications Commission.

The 107 U.S. TV stations last year grossed \$239,500,000, with profits before taxes amounting to \$39,200,000.



FOR THESE ARTISTS

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

Day and Night Service

at

Radio Artists Telephone Exchange

THE MARITIME MARKET AND

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CFCY SUCCESS FOR ROBIN HOOD OATS!

On Robin Hood's "Lone Ranger" show Canadian National Ex. Trip contest, CFCY not only drew the most entries, BUT even more significant received over ONE QUARTER (28%) of the total mail sent in to the 10 Maritime stations used in the campaign.

BBM — Day 146,190 • Night 140,920

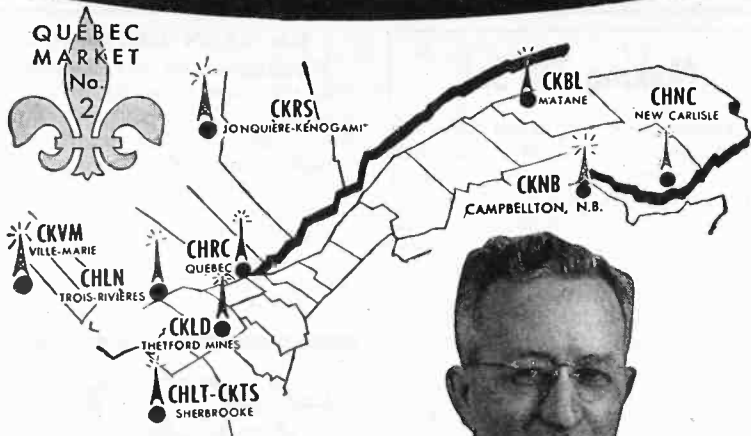
An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting.

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL CANADA RADIO FACILITIES IN U S A — WEED & COMPANY

CFCY OFFERS THE TOP CIRCULATION OF ANY PRIVATE STATION EAST OF MONTREAL

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



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

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

REPRESENTING
 These leading
 Regional Stations

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

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

"If you have explored the country above North Bay — fishing, perhaps, in Timagami, or goose-shooting in James Bay — you will know how clearly and strongly the signal of CKVM, Ville Marie, comes rolling in. It is, truly, the most powerful station in north-western Quebec. By day, it can be heard as far afield as Sault Ste. Marie, Orillia, and nearly down to Montreal. It provides the welcome and familiar voice, speaking in French, that makes it the favorite station of the tremendous French audience in north-western Quebec and north-eastern Ontario. Mining, manufacture, trapping and tourists all contribute to the spending power of this large market — a market for your goods, as Jos. Hardy will be glad to prove to you."

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

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

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

"Newfoundland Scene" Cops Top Film Award

Toronto.—*Newfoundland Scene*, a production of Crawley Films Ltd., Ottawa, was chosen from among 50 entries as the film of the year in the annual Canadian Film Awards, presented here late last month. The film's production was sponsored by Imperial Oil Ltd.

Top award in the theatrical features section was taken by the National Film Board's *Royal Journey*. An honorable mention went to *La Petite Aurore*, produced by Alliance Cinematographique Canadienne, Montreal.

Opera School of the NFB topped the theatrical shorts class, with honorable mentions going to *The Fruitful Earth* by Associated Screen News, and *Struggle For Oil* and *The Man in the Peace Tower*, both NFB productions.

Besides capturing the all-class award, *Newfoundland Scene* took top honors in the non-government documentary division. Honorable

mentions here went to two NFB films, *The Longhouse People* and *Les Moins de St. Benoit du Lac*.

The government-sponsored documentary division was headed by NFB's *Milk Made*, with an honorable mention going to *Ski à Québec* by Maurice Proulx of Laval University.

Started in 1949, the Canadian Film Awards seek to recognize the outstanding films made by Canadians in Canada and released during the previous calendar year. The awards are jointly sponsored by the Association for Adult Education, the Canadian Film Institute and The Canada Foundation. A screening of the winning films in the packed Victoria Theatre here followed the presentation of awards.

Last year the top award went to *Loon's Necklace*, another Crawley production, also sponsored by Imperial Oil Limited.

NEW PLAN ENDS TV FREEZE

Washington.—The Federal Communications Commission issued its long-awaited television allocations report here last month providing for 2,053 TV stations in 1,291 communities.

In plotting the future expansion of the television industry in this country the report lifts the "freeze" which has held the number of TV stations in operation at 108 since May of 1948. Although the licensing stoppage is officially over, it is not expected the FCC will have processed any of the anticipated rush of applications before July 1, so that it will be close to a year from now before any new stations hit the air.

Of the total stations provided for by the FCC, 617 are in the very high frequency band and 1,436 will occupy the ultra-high frequency position. This new allocation adds almost a hundred stations to the total obtained in the FCC third report issued a year ago. Reservations for non-commercial, educational stations amount to 242 of which 80 are in the VHF.

As a result of the new allocation 30 existing stations will have to make changes in frequency, which is a reduction of one over the earlier report.

What is being considered as the greatest communications problem

in American history was not solved unanimously. Four of the seven FCC commissioners gave the report their unqualified endorsement, but varying degrees of dissonance were registered by the rest.

The effect of the report on allocations in Canada was not immediately apparent since no official comment from the Department of Transport was available. The FCC report said that American allocation in border areas had been worked out in consultation with Canadian representatives. It contained a long list of changes being sought by prospective telecasters in these areas which would have necessitated a major overhaul of Canadian allocations in cities as distant as Ottawa and Pembroke, but all were denied on the grounds that an international agreement could not be reached. In another list of changes on which agreement was forthcoming, although noted as "tentative," the only shift in Canada was at Chilliwack, B.C., where channel 3 was substituted for channel 12. Channel 12 is to be used in Bellingham, Wash.

The report stated that all allocations within 250 miles of the Canadian-U.S. border had to be arrived at through bi-lateral agreement.

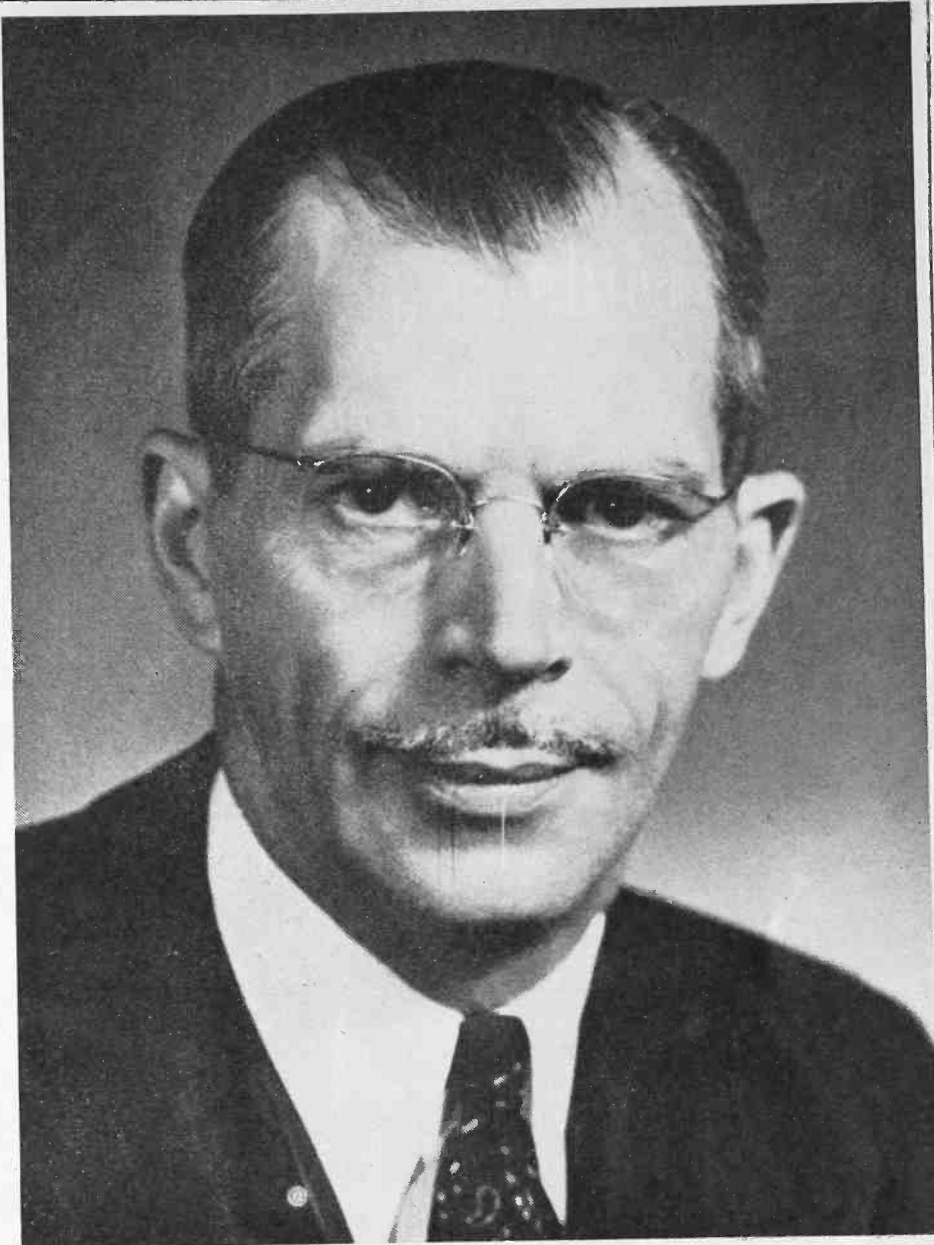
- ★ Live Programmes
- ★ Custom Transcription
- ★ Singing Commercials



An Independent
 Producing
 Company

DON WRIGHT
Productions

Let Us Help You
 Write — Wire — or Phone for Details
 1026 WATERLOO ST., LONDON, ONT.
 TELEPHONE 3-0886



**We're
Proud**

*of your A. C. A. Award,
Horace Stovin . . .*

proud to be associated with you in the broadcasting business as one of the **PROVEN STOVIN STATIONS** . . . proud that your years of service to the industry have now been recognized with one of advertising's highest honors.

STATION **CKOM** **SASKATOON**



Midsummer Knight's Dream . . .

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

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

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

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

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

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

CFRB

50,000 WATTS 1010 K.C.

Representatives:

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