

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 13.

TORONTO, ONTARIO

July 2nd, 1952

MONTREAL RADIO GETS MILLION FOR KIDS' HOSPITAL



—Photo by Richard Arless Associates.

Montreal. — All Montreal stations adopted the Children's Memorial Hospital during a two-week radio campaign which started June 3, for \$1,070,000 to cover deficits of the past two and a half years.

Every day, each of the city's seven stations carried as many as 25 spots, news announcements, interviews or feature programs for the hospital. Radio's contribution in air time alone has been conservatively estimated at \$20,000.

To kick off the campaigning, three stations—CFCF, CJAD and CBM—carried an hour-long variety show, the *Musical Wishing Well*. CKVL rebroadcast it in full the following day, and CKAC condensed it to a half hour for

June 5.

The program featured a 26-piece orchestra conducted by Jean Deslauriers, a 16-voice choir, the Borrah Minevitch Harmonica Rascals, the *Laurentienaires* quartet, *Singing Stars of Tomorrow* winner Robert Savoie, and night club comedienne Patricia Bright.

Bill Hannah, of Cockfield Brown, who produced the show and directed the entire radio campaign, earned considerable kudos for his work, from the trade as well as the listening public. Jack Brooks and Phil Lauzon, of the same agency, rendered able assistance. Walter A. Dales did a first-rate job of adapting the "Wishing Well" theme throughout, including the use of echo mikes to pick

up the wishes of the announcers. Jean Deslauriers and Alan McIver provided special orchestral and choral arrangements.

Besides broadcasting the show, each of the five stations supplied an announcer to work a part of the script. They were Hal Stubbs, CKVL; Gordon Sinclair, CFCF; Geoff Hogwood, CBM; Yvon Blais, CKAC; and Paul Allan, CJAD.

Speakers, each limited to less than two minutes, were: Mayor Camillien Houde; John H. Molson, president of the hospital; Hon. Wilfrid Gagnon; and Leslie W. Haslett, general chairman of the campaign.

Musical Wishing Well was staged before an enthusiastic crowd of close to 800 campaign

workers in L'Ermitage where CBC provided master feed facilities and technicians.

Although a relatively small hospital—around 175 beds—the Children's Memorial strictly adheres to the principle that every sick child deserves the same quality of treatment. Because of this policy, its losses on the care of children from needy families have been sizeable. Hence the need for a million-dollar campaign.

Seen in the pictures are, top row, left to right: Robert Savoie, Jean Deslauriers, John H. Molson, Mayor Camillien Houde, Leslie W. Haslett, W. D. Hannah, Patricia Bright; lower row: the four Laurentienaires and Borrah Minevitch's Harmonica Rascals.

Serving Advertising and Selling for over 11 Years

CAB MEMBER STATIONS

MARITIMES (12)

CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKCW	Moncton
CKMR	Newcastle
CJRW	Summerside
CHSJ	Saint John
CKCL	Truro
CFAB	Windsor

QUEBEC (20)

CHAD	Amos
CKCH	Hull
CKRS	Jonquiere
CKLS	LaSarre
CKBL	Matape
CHLP	Montreal
CJAD	Montreal
CKAC	Montreal
CFCF	Montreal
CHNC	New Carlisle
CHRC	Quebec
CJNT	Quebec
CKCV	Quebec
CJBR	Rimouski
CHRL	Roberval
CKRN	Rouyn
CJSO	Sorel
CHGB	St. Anne de la Pocatiere
CKVD	Val D'Or
CKVM	Ville Marie

ONTARIO (36)

CKBB	Barrie
CJBQ	Belleville
CKPC	Brantford
CFJR	Brockville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CJSH-FM	Hamilton
CHML	Hamilton
CJRL	Kenora
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CFCH	North Bay
CFOR	Orillia
CKLB	Oshawa
CFRA	Ottawa
CFOS	Owen Sound
CHOV	Pembroke
CFPA	Port Arthur
CKTB	St. Catharines



111 Specialists

The 111 CAB member stations, listed on the outer columns of this advertisement, are specialists.

Each CAB station is a separate entity with complete control over its own rates, destiny and service. Each is geared to the specific needs, wants and tastes of the community it serves.

But CAB stations also give Specialist Service. They pool their ideas on public relations, promotion, merchandising, sales impact and how to get best results for advertisers. This pooling of ideas means that all stations benefit from the best ideas of each; and each benefits from the collective experience of all.

A constant stream of ideas and suggestions on sales, promotion, merchandising, service and efficient operation, flows to each member station of the CAB from its Ottawa and Toronto offices. Each member station receives benefit of the best thinking of broadcasters in other countries; trade press suggestions; the ideas, suggestions and observations of specialists in many fields.

Thus member stations of the CAB are constantly helped to give better service to their listeners to increase listening audience; to better serve advertisers and increase sales.

Your advertising dollar gets better results on a CAB station.

The CANADIAN ASSOCIATION of BROADCASTERS

Representing 111 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

CAB MEMBER STATIONS

CHLO	St. Thomas
CJIC	Sault Ste. Marie
CJCS	Stratford
CKSO	Sudbury
CKGB	Timmins
CFCL	Timmins
CFRB	Toronto
CHUM	Toronto
CKFH	Toronto
CKLW	Windsor
CKNX	Wingham

MANITOBA (6)

CKX	Brandon
CKDM	Dauphin
CFAR	Flin Flon
CKRC	Winnipeg
CJOB	Winnipeg
CKY	Winnipeg

SASKATCHEWAN (8)

CHAB	Moose Jaw
CJNB	North Battleford
CKBI	Prince Albert
CKCK	Regina
CKRM	Regina
CFQC	Saskatoon
CKOM	Saskatoon
CJGX	Yorkton

ALBERTA (10)

CFAC	Calgary
CFCN	Calgary
CKXL	Calgary
CHFA	Edmonton
CFRN	Edmonton
CJCA	Edmonton
CFGP	Grande Prairie
CJOC	Lethbridge
CHAT	Medicine Hat
CKRD	Red Deer

BRITISH COLUMBIA (17)

CHWK	Chilliwack
CJDC	Dawson Creek
CFJC	Kamloops
CKOV	Kelowna
CHUB	Nanaimo
CKLN	Nelson
CKNW	New Westminster
CKOK	Penticton
CKPG	Prince George
CJAV	Port Alberni
CJAT	Trail
CJOR	Vancouver
CKWX	Vancouver
CKMO	Vancouver
CJIB	Vernon
CKDA	Victoria
CJVI	Victoria

NEWFOUNDLAND (2)

CJON	St. John's
VOCM	St. John's

INTERNATIONAL

Radio Rallies In Protest Of Newspaper Suppression

Havana, Cuba.—Radio stations from many parts of the Western Hemisphere have rallied, through the Inter-American Association of Broadcasters, to the support of the newspaper, *La Razon*, of La Paz, Bolivia, a recent victim of dictatorial suppression.

From several points in the West Indies and Central America, stations have gone on the air recently with strong condemnations of the action of Bolivian President Paz Estensoro in having the newspaper closed down. Canadian and U.S. stations, through their national associations, voiced their approval of the campaign being waged and recommended the applying of the recently-signed Panama Doctrine.

The Doctrine is a joint declaration of the IAAB and the Inter-American Press Association which considers "that any aggression against liberty or dignity of any individual, or any act which curtails freedom of expression of any person or organization defending or practicing the freedom of expression by press or radio, constitutes aggression against all (of its) members . . ." This is the first occasion on which the three-month-old Doctrine, which was designed for such emergencies, has been brought to bear.

Publication of *La Razon* was discontinued by government "intimidation and coercion" last April 14, it was found by the Freedom of Press Committee of IAPA. Also, it was concluded by the committee that the Estensoro government "has indicated no intention of permitting the newspaper to publish" and has refused either to grant it police protection or to restrain government partisans from attacking the newspaper plant.

It was this committee's view that the "same pattern of intimidation, coercion and persecution that befell the newspaper *La Prensa* of Buenos Aires last year is being meted out by the Government of Bolivia to *La Razon*, and for the same reason: because it is the newspaper of largest cir-

ulation and greatest prestige in Bolivia." No other Bolivian newspaper has dared issue a protest against the government in this matter, the committee said, and both President Estensoro and Foreign Minister Walter Guevara have rejected a direct appeal by IAPA to furnish legal guarantees of police protection to *La Razon*.

T. J. Allard, general manager of the Canadian Association of Broadcasters, has assured IAAB president Goar Mestre in a letter that the CAB is giving its "complete and unqualified support" to the use of the Panama Doctrine in this case. Said Allard: "Although it is a newspaper which is under attack in this instance, and not a broadcasting station, we still agree that this is a battle for all the branches of mass communication. I think it is high time that all the mass communication media—newspapers, weeklies, periodicals, broadcasting and motion pictures—realized that theirs is a common battle and that an infringement on the fundamental rights of one is an infringement on the rights of all."

The president of the National Association of Radio & Television Broadcasters, Harold Fellows, told Mestre that NARTB had lodged with the U.S. State Department a protest of the *La Razon* incident.

The immediate joint action of the IAAB and IAPA in denouncing the closing of *La Razon* came after Andrew Heiskell, of *Life Magazine*, executive committee chairman of IAPA, drew the matter to the attention of both associations.

In addition to the serious threat to freedom of speech and communication which this case represents, Mestre considers it an important test of the ability of the two associations to defend their principles. The campaign will not cease until the Bolivian Government authorizes the renewed publication of this newspaper, he declared.

PYE IN THE SKY

Cambridge, Eng. — To meet North American requirements, Pye Limited, a television equipment firm, is airshipping TV consignments every week to New York.

a promotion gal, in love...

... with ADVERTISERS.

For CFQC clients are writing her advertising.

Without prompting, they say:

"It might be of interest for you to know that this was our first attempt at Radio Advertising, and that we have been extremely pleased with the results."—(Manager, a Saskatoon Fashion Shop.)

"When such excellent reports are received consistently from a station it becomes difficult to think up new ways of saying thank you . . . a supporting campaign that is unexcelled . . ."—(Leading Toronto Ad Man.)

"I am taking this opportunity of expressing my appreciation for the new memberships and to testify to the value of Radio Station CFQC as an advertising medium."—(Manager, Saskatchewan Motor Club, Saskatoon Branch.)

Full story from:
—Radio Reps
—Adam Young



THE RADIO HUB OF SASKATCHEWAN

CFQC

600 KC
5000 WATTS



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.

FOR MORE EFFICIENT COVERAGE



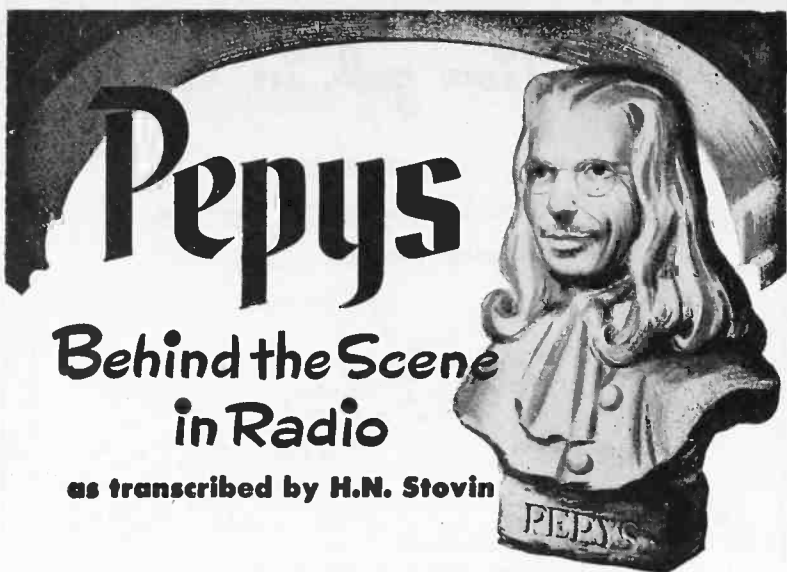
always rely on the most progressive station in Quebec city...

1000 WATTS 1280 KC

CKCW

REPRESENTATIVES
OMER RENAUD & CO. IN U. S. A.
TORONTO-MONTREAL WEED & CO.

The best buy for your advertising \$ in Quebec



"Do pen in my journal this day my sincere regrets on the sudden passing of Jos. Hardy, representative of Quebec radio stations—a good man in the best sense of the phrase, and a credit to the station representation business ● ● ● A doff of my best plumed beaver to Wilf. Collier, station CKY, Winnipeg, who has been in the East on a business trip these several days back. His purpose, of course, is to tell to Agencies and Clients the story of CKY, and the way in which it is attracting and holding the biggest listening audience in Manitoba, with parts of both Ontario and Saskatchewan. With a well-planned chart-talk, aided by a recording done by leading CKY artists, Wilf. Collier's story is excellently well done, and those who have seen and heard it now have not only a new understanding of this market, but also of CKY's ability to reach and hold it ● ● ● Am myself much impressed by Canada's decision to proceed with the St. Lawrence Seaway project by itself. This new country is reaching maturity of thought and independence, and it is good to see Canada taking on the stature of leadership rather than being a follower. Do believe that, among other benefits that will accrue, there will be a radical change in markets along the St. Lawrence seaboard, which alert advertisers will do well to keep foremost in their market studies. One of these will undoubtedly be Cornwall, now well-served by Station CKSF. Already prosperous, it looks for an increase in the business done by present industries, and the attraction of new ones ● ● ● Being all to record for today, but more in our next."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

PROGRAMS

Big House Program Aired By Private Station

Kingston. — From inside the walls of Kingston Penitentiary last month came the first of a series of half-hour variety programs entirely written, produced, directed and performed by the inmates. It is being aired by CKWS, and the station supplies tape-recording equipment and technical assistance for the series.

Scheduled as a 13-week feature, *KP On The Air* originated as an idea with the prisoners. Recreational shows staged by and for the men are part of life in almost every prison, but here the inmates wanted to produce something which would reach the outside, if only permission could be granted.

Sensing that such a program would help combat some of the stigma and delusion which the public holds for prisons, Warden R. M. Allan approved the venture and sought the co-operation of the station. After hearing some of the talent within the prison, CKWS program director Bill Luxton and announcer Bert Cullen reported that the performers would undoubtedly make a good show. When final authorization came from Penitentiaries Commissioner R. B. Gibson, the inmates went to work with enthusiasm.

The first program carried the introduction: "You are listening to *KP On The Air*, coming to you from the steel-studded ballroom of Kingston Penitentiary," and was staged in the prison before a live audience of people from this city, thereby increasing the public relations value of the show.

Heard during the program's premiere were an eight-piece band, two vocalists, two comedians, a Western trio, and an original composition by band-leader Danny (all surnames are withheld). Announcer Cullen said that some of these men are former professional entertainers, while others are amateurs of long and not-so-long standing.

Quipped one of the comics in introducing a number on this show: "And now here's a boy who is so popular with us we are holding him over for a long engagement." This is typical of the program's tenor and the attitude of the men working on it, said Cullen. The scripts are not censored, he pointed out, since the writers have been thoroughly coached on radio procedure.

With a mail response that has been "amazing," according to CKWS manager Roy Hofstetter, the program now stands a good chance of having contributions from other penal institutions added. First step in this phase will be the inclusion in the series of one—possibly two—productions by inmates from the Collins Bay Penitentiary here, a corrective institution largely for first offenders. Also, a portion of each future program may be given over to the choir of the women's division of the Kingston Penitentiary.

NORTHERN ONTARIO'S Greatest ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

GREATER OTTAWA

IS
42%
FRENCH*
WITH AN
ANNUAL
INCOME
OF
\$90,177,825

CKCH

Studios—121 Notre Dame St., Hull, Que.

Representatives
OMER RENAUD in Canada
J. H. McGILLVRA in U.S.A.

*Over 100,000 French-speaking
Canadians.

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
 Empire 3-5075

Printed by Reg. Willson Printing Company, 3 Chester Ave., Toronto — Gladstone 4844

Editor: RICHARD G. LEWIS
 Business Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 News Editor: THOMAS C. BRIGGS
 Research Consultant: G. E. RUTTER
 Photography: ANTHONY TRIFOLI

Correspondents
 Montreal - Walter Dales
 Winnipeg - A. L. Garside
 Vancouver - Bob Francis



Vol. 11, No. 13.

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

July 2nd, 1952

There's Gold In Them Thar Resorts

The decision of the Toronto national sales reps, the Radio Station Representatives' Association, to delve into summer listening habits, is a commendable step, because this research project is much overdue. It has been booted around for years, when ever two or three statistically-minded broadcasters have been gathered together, but no steps have been taken.

Besides obvious facts such as the large number of automobiles which are equipped with radio, and the small number of summer cottages which aren't, there is another point which may be worth bringing to the attention of those who will be examining the question.

While distance from cities and other central points in no manner effects the immediacy of radio, you don't have to go very far out of town before you get your newspaper a day or more late. This, coupled with the fact that news comes out of a cottage radio without a long trek to the nearest store, gives radio an even greater advantage over the main competing medium at summer resorts than in every-day city life.

Other thoughts which occur to us are:

On holidays people have more time to listen.

They look to radio to keep them in touch with activities at home.

They are in relaxed mood and want entertainment.

■ ■ ■

Along with the rest of the industry we shall be looking forward to the fruits of this enterprising project which has been undertaken by the reps.

■ ■ ■

Keep 'Em Rolling

For a good many years this paper has been advocating a new kind of publicity for private radio. What it amounted to was an admonition to reverse the worn-out practice of blathering from the rooftops about nothing in particular. It always seemed to us that it was a better idea to do something worth blathering about first.

As has been pointed up in several recent editorials, the job that is being done right now is quite fantastic. In this issue we have a report of the premiere performance of the CJCH-sponsored Canadian musical comedy, "Bonanza," which was born in Halifax Monday of last week. Out on the other coast, a comparable project seems to have been carried through by a Vancouver group in the form of another stage show called "Timber." Publicity on the radio angle of this has been conspicuous by its



"I don't care if you are playing television. You put your clothes back on . . . and you stop saying: 'I'm the sponsor and what I say goes!'"

absence, but a trade paper should not expect to get everything!

■ ■ ■

Maybe they are lesser ones, but in every station across the country, there are comparable lights burning under local Bushnells. Station managers, and others on the business side with whom we are in contact, are backward in talking about these efforts. This article is therefore a plea, not to them, but to the program people, to keep piling in with stories of their program and talent-developing projects, so that radio's light may shine so among men that even Royal Commissions and Parliamentary Committees will want to glorify the good works of broadcasters instead of piling them high with calumny.

It is heartening to see the progress which is being made both in doing things and telling about them. This paper repeats its determination to do everything in its power to bring these stories out into the open, and hopes the stations will continue to co-operate by supplying information.

■ ■ ■

For Valor

With television about to spread its antennas across Canada—with the CBC's black and white equipment made almost obsolete before it goes on the air with the coming closer of color—radio had better look to its laurels, and we don't just mean management.

We are not among those who believe that as soon as TV comes in the door, AM will fly out of the window. We do subscribe to the view, however, that the only

stations, the only programs and the only performers—and that includes announcers, writers and everyone—who will continue to prosper in the radio field, will be the good ones.

Being good radio types means more than just efficiency. It means also a willingness to be a part of their stations' activities even when it means a little service beyond the performing fee or salary. It means an intelligent approach to jobs; a degree of stick-to-it-iveness and stability not as well known as it might be in our industry; a deep-rooted desire to earn a share in radio's future in return for all this kind of "services rendered."

Radio is not for people who want to go home at five every evening and grow petunias or stuff caterpillars. It is for people who find in it a satisfaction of all their expressive urges; for people who see in this crazy, thrilling business not just a means of making a living but an end as well.

For these people the coming of television or smellevison need token no dread. They are the mainstay of the industry which may shortly need more mainstays than ever before.

■ ■ ■

Another Tribute To Radio

A letter from the chairman of the national publicity committee of the Canadian Red Cross Society, Mr. H. H. Rimmer, has been received by Jim Allard, general manager of the Canadian Association of Broadcasters.

Typical of the expressions of appreciation received by stations across the country as well as their association for the fine work that is done month after month for a wide list of reputable charities and other public service causes, Mr. Rimmer's letter reads as follows:

"The society owes a continuing debt of gratitude to the Canadian Association of Broadcasters, which has always been more than generous in its co-operation and aid. Your assistance in this year's annual national appeal was of vital importance to its success and you may be glad to hear that, so far, more than ninety per cent of the objective has been subscribed.

"At the annual meeting of the central council, the society's highest governing body, held here in May, delegates from each province joined in a unanimous expression of thanks to your association for your 'valued support of the work of our society.'"

The purpose of this editorial is to read into the record one more public service, this time of the national level, rendered to its fellow citizens by private radio in Canada.

Not Booming — But Keeping Pace

Using Building Permits as a Measure of Progress,

The Financial Post Reports:

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

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

CKBI

PRINCE ALBERT, SASKATCHEWAN
5000 WATTS

Why MONTREAL

Turns to 600 For SALES!

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

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

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

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

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

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

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



WRITING

Practising the Preaching

Let's write a Spot Announcement together—applying some of our own rules—and see what happens.

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

Let's go entirely constructive this time, and try writing, and re-writing, a spot announcement together, to see whether our own rules really work.

We have to assume a product to work on, so we'll say it's a cough syrup, and give it the name Throatze. It will be pleasant-tasting, really effective, but so harmless that it can be taken by children as well as adults. We decide on the type of spot which has a dramatized opening, followed by a straight announcer-commercial. (See article 8.) Our market is to be Northern Saskatchewan, and it will be a recorded job. Now let's go to work.

Put down that pencil, we have to think first!

Article 1 suggested that before writing a word, we sit back and decide on exactly what we have to say. Obviously, we want listeners to buy our Cough Syrup, and we remember we should persuade, rather than issue orders. We'll use simple, understandable words and sentence structure. We want to say *one* thing, and say it *well* (that's Unity), and still have some interesting *contrast* to keep the audience listening (Article 4). We'll get our Unity by sticking close to our known sales points, and already we have planned some *contrast* by using dramatization.

What shall the dramatization be around? Our first thought is "somebody who coughs." Good! Well, little Willy has a cough. We hear him coughing all over the place. Then Mother says, "Here, Willy, time for your cough syrup." Willy doesn't cough any more, the neighbors say in unison, "See how quiet it is—that barking brat must have taken his Throatze," and the announcer says, "Yes, folks, you too should take Throatze for *your* cough! Buy a bottle at your drug-store NOW."

Well, that *does* represent thinking, but not very much, and how

corny can you get?

So we decide we can still write a dramatization around somebody who coughs, without having the cougher actually in the scene. We think further that the sequence of "cough-Throatze-no cough," is not particularly interesting. We need a different angle. How about somebody who coughed at the wrong time, and created an unfortunate situation thereby? A big game hunter, say, hunting tigers in Africa, sees something moving in the bush, gets his sights on it, and suddenly lets go an explosive cough. This frightens away the tiger! It's an idea, but not a very good one. Besides many other objections, there are no tigers in Africa.

We decide to stay in Canada for our dramatization, and to keep it *probable*. Suddenly we have a flash of inspiration, roll a blank sheet into the typewriter, and this is what comes out.

Our first draft is usually capable of improvement.

WIFE (brightly)—I've invited the Stubbins over for the evening, dear, there's a good fight on television, and they'll enjoy seeing it.

MAN (not brightly)—You mean that Ed. Stubbins? He's a nuisance. He coughs all the time, and so loudly you can't hear what's going on. Cough, cough, cough—that's all you *do* hear.

WIFE (too brightly)—Oh, well, dear, never mind Ed's cough. You can put up with it once more, because I've already invited them. Better go and wash your hands and face now, goodness knows they need it.

ANNOUNCER — Yes, folks, that's *right* . . . probably you know somebody just *like* that . . . you may even be a "TV Tease" yourself! Here's what to do about it. Go down to your nearest drug-store NOW and buy a bottle of Throatze. That's T-H-R-O-A-T-E-Z-E. It's pleasant-tasting, really effective, and harmless enough that it can be used by children as well as adults. Remember the name, Throatze, spelled T-H-R-O-A-T-E-Z-E . . . buy a bottle NOW.

Out of the typewriter comes the masterpiece, it looks about the right length; it gets in all the sales points; it certainly plugs the name and goes after fast action. Yes, sir, that looks good, and it's dramatized and all! Let's have it miked right away. But

MAC-K-O-VEE SAYS:



SUMMER SPECIAL EVENTS PROGRAM

is well under way as
INDUSTRY, MUSIC & DRAMA
are recorded in a

BIG "BOOST YOUR COMMUNITY"
SERIES on CKOV, Kelowna

"THE OKANAGAN'S COMMUNITY STATION"

wait a minute. Maybe we've forgotten something.

We certainly have! In the first place, we've clean forgotten that our market was to be Northern Saskatchewan. Just what television are people able to look at in Northern Saskatchewan? Who is the couple who are talking? They are intended to be husband and wife, but there is absolutely no clue, and they sound more like mother and son. How's it going to sound over the air, opening up abruptly like that Can your listeners see the scene, or are they puzzled? What does the dramatization do for the spot? It certainly doesn't lead up to the selling, because the ever-so-bright female voice breaks all the unity by sending the husband right out of the scene with a dirty face. Does the announcer do a job? Anybody who says "Yes, folks" in any spot announcement deserves to be sent back to the pickle factory. He deliberately tries to divert the audience's thinking by asking them if they have a coughing friend, and then insults them by coyly suggesting that each one of them is a "TV Tease." What is a "teavitease"? Sounds like that "Mairzydoats" thing we heard years ago! And he never, not even once, told us that Throatze was a Cough Syrup!

Three re-writings later produce better results.

So let's try again. We'll probably need several tries, in fact. We think back on a number of suggestions that have appeared in previous articles, make a point of avoiding the palpable stupidities in our first, hurried draft, and come up with the same situation, but more sense. The italicized phrases in brackets are not part of the spot. They are our mental comments as we go along.

SOUND EFFECT—Slamming of front door. Man's voice, calling, "Hello, hon, where are you?" (Got that idea from Article 8, of opening with an attention-getting, recognizable and unexpected sound.)

WOMAN (off)—In the kitchen, dear—come on out. (I've placed him in the front hall, and her in the kitchen. Gee, I'm getting contrast already! Made 'em sound ordinary, homey people, too.)

SOUND EFFECT—Man's footsteps coming nearer. Voice on slight fade-up.

MAN (surprised)—Well, well! What's all the sandwiches and cake for. Party on tonight, or something?

WOMAN (brightly)—Why, Ed, and Muriel are coming over after supper—they want to tell us about their trip, and Ed. has some good snapshots to show us. (That sounds probable, and anybody in the audience could fit themselves into the scene.)

MAN (pleased) — That'll be good! (Change of voice.) Gee, I wish Ed. didn't have that awful cough. He spoils any party with that terrible bark of his all the time.

WOMAN—Don't worry, dear. Muriel and I had a little private chat about Ed's cough, and . . . well, you just wait and see! (That's good. Bit of mystery hinted at. Listeners will wait for the rest of the spot to find out what Muriel did. Now to make the announcer really "follow-through.")

ANNOUNCER—What was the suggestion made in that little "private chat"? Just this! (I like the pause here, brings listeners up on the edge of their chairs.) Before leaving home that night, Muriel was to give her husband a spoonful of Throatze Cough Syrup — a really effective and soothing remedy for any cough, no matter how bad. Ed. liked the taste of it so well that he put the bottle in his pocket in case he needed another dose later on. (Should I say Ed. didn't cough even once, all evening? Better not. Keep it believable, and leave something to audience imagination, the man said.) Remember that little story, will you, in case anybody in your home has a troublesome cough. It really is good, for results, and children too. The name again? Sure! Throatze—that's T-H-R-O-A-T-E-Z-E—only 65 cents in any drug-store. (That touch about the "little story" is good, bet they hardly knew it was a commercial! And I got the name, the price, and where to buy it, right at the end, where they belong.)

And there you are! Perfect? No, there probably never will be such a thing as a perfect piece of radio writing. Ask any sincere word-craftsman. But definitely good enough to put on wax or tape. And only one of hundreds that could be written by following the suggestions in this series, plus our own horse-sense.

Dalescripts are broadcast in every Province of Canada and almost every State in the U.S.A.

For Information Write:

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

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



DON WRIGHT

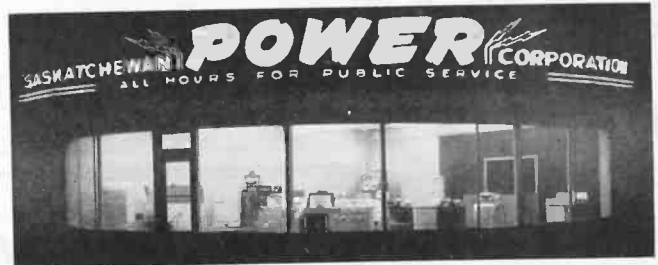
Productions

Let Us Help You

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

An Independent
Producing
Company

Regina has..



HEAD OFFICE of the publicly-owned Saskatchewan Power Corporation is at Regina. Serving more than 540 cities, towns and villages in the wheatland province, the Corporation last year grossed almost \$7,160,000. Johnny Esaw, "night sports editor," is featured six times a week by the Power Corporation, a consistent radio advertiser.

and . . .

HARRY DANE—long-time staff member of CKRM, and an old hand in all phases of broadcasting. He's a sales representative, and an active community worker. Member of Regina Lions Club and father of two boys and a girl, Harry knows the district well.

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

CKRM Regina

Miss Beautiful Barrie Says—



Tests will prove! That is an adage that has always been true. It is also true that a test campaign on CKBB will prove that for results plus—you can't afford to overlook the "Friendly Voice of Simcoe County." Act Now! Our Reps. are listed below.

CKBB

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

STATIONS

Halifax Acclaims Bonanza

Halifax's live-wire CJCH has taken a \$10,000 plunge into the musical comedy field and come up with a smash hit, a balanced budget and oceans of good-will for private radio generally. Perhaps most important, the station struck a blow for the development of radio music. Already BMI Canada Ltd. has published a folio of seven of the brightest songs from *Bonanza*.

Bonanza, billed as the first all-Canadian musical comedy, bounced onto the stage of Halifax's Capital Theatre June 23 to be greeted with critical acclaim and wild applause by a sell-out opening night audience of nearly 2,000. Throughout the four-day run, theatre-goers left the show humming and whistling snatches of *Bonanza's* singable tunes.

Critic Marion Moore of the *Halifax Chronicle-Herald* said: "Here is a truly Canadian effort with fresh vitality, charm and clever unity of the three lively arts—music, drama and the dance. *Bonanza* is a blithe and spectacular show with a future."

The original story was written by Jim Richardson of Vancouver and the music and lyrics are by Chet Lambertson, an English professor at King's College in Halifax.

The story behind *Bonanza* is one of Canadian musical talent,



BONANZA PREMIERE—Pictured at a post-premiere reception for those associated with the CJCH-sponsored musical comedy, *Bonanza*, are, left to right: composer-lyricist Chet Lambertson; singer Donna Miller; CJCH managing director H. Pearson McCurdy; star Audrey Farnell; CJCH manager Finlay MacDonald; singer Lhota Miller; and musical director Lucio Agostini.

long begging a backer and finally finding one in a private radio station. Lambertson and his enthusiastic band of supporters had just about given up hope of seeing the production on stage when CJCH decided to play the "angel" and underwrite the cost of the show as a community enterprise on a non-profit basis.

Behind the station's venture into musical comedy was manager Finlay MacDonald, affable

director of both the CAB and BMI Canada Ltd. Said MacDonald: "We feel this is the sort of thing private radio should do. *Bonanza* is really just a more spectacular example of the sort of thing stations across Canada are doing all the time. It's another phase of the part radio plays in community activities."

The show went into rehearsal early in May, with producer Len Chapple, a CBC staffer in Halifax, driving the cast of 60 hard and fast to make the opening night deadline. A week before the premiere, Lucio Agostini, eminent Canadian composer-conductor-arranger, arrived to take charge of the musical direction. He did the arranging of Lambertson's score.

In all the show contains 17 songs, three overtures and four ballets. Colorful folk humor, catchy tunes and brilliant dance sequences are woven around the thread of a rags-to-riches tale of

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

All This And Tourists Too!

CFNB IS HEAD AND SHOULDERS above any other station with the New Brunswick audience any way you want to look at it. CFNB has greater coverage, a larger audience and higher program ratings.

YOUR ADVERTISING DOLLARS will go farther for you at CFNB. Your message will reach more New Brunswickers than you can contact in any other way. And don't forget the big tourist audience you'll get as a plus to CFNB's regular audience during the summer months.

CFNB IS BY FAR your best advertising buy in New Brunswick.

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



New Brunswick's
Most Listened-To
Station

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

OPENS OWN AGENCY

Toronto. — William A. (Bill) Willis, for the past five years an account representative with the J. Walter Thompson office here, has resigned to open his own "W. A. Willis Advertising Agency." Bill starts off from his office at 220 Richmond Street West (EM. 6-4335) with a small list of accounts, including Wm. Wrigley, Jr., Co. Ltd., Toronto; De Laval Co. Ltd. (dairy equipment), Peterborough; Cardinal Homes Ltd., Toronto; Dolphin Craft Ltd. (boats), Georgetown.

this is VANCOUVER



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

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

CKWX Coverage in B.C. Day and Night exceeds

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

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

in BRITISH COLUMBIA it's **CKWX**

MOST PEOPLE DIAL 980

the Alberta oil fields.

It was truly a community effort, bringing together Halifax's active opera, drama, ballet and symphony groups.

The premiere drew top radio executives from the Maritimes and Central Canada. Among them were: the chairman of the CAB, D. Malcolm Neill; CAB general manager T. J. Allard; John Hirtle, manager of CKBW, Bridgewater, N.S.; Fred Lynds of CKCW, Moncton, N.B.; Jack Lewis of CKEN, Kentville, N.S.; Art Manning of CKCL, Truro, N.S.; and Clyde Nunn of CJFX, Antigonish, N.S.

A special guest was Michael R. Hanna, general manager of Cornell University's dynamic WCHU and a director of the NARTB. Hanna has long been an advocate of increased participation by radio in community activities.

Eye Summer Listening

Toronto. — A fact-finding committee to seek out a plan whereby information on Canadian car- and summer-radio listening can be gathered and evaluated, was set up by the Radio Station Representatives' Association following their regular meeting here last month.

Appointment of a three-man committee was sparked by the address of Walsh Advertising radio-TV director Ev Palmer. Palmer complained of the lack of summer-listening facts on radio in this country comparable to the ones available in the U.S. Committeemen are Ernie Towndrow of Stephens & Towndrow; Bill Mitchell of All-Canada Radio Facilities; and Ken Davis, Omer Renaud & Co.

In addition to examining the summer-listening situation, the committee has been asked to gather and co-relate all information available on car-radio listening.

Students Take Over Station

Nanaimo, B.C.—Students from the radio class at John Shaw High School took over CHUB for the day recently. The class has been held for some time under Hal Lindsay, and in recent months four students weekly have been getting special instruction at the station.

Bill Dobson, production manager of the station, is one of the class's more notable grads.

Students Dave Johnstone and Jim Cowling were in charge of student radio men, and women, for the day.



for entertainment

- NEWS
- LOCAL TALENT

HALIFAX DIALS CHNS

Yes siree, 960 is on the dial more often in more Halifax homes than any other station.

That's why it pays you to go CHNS if you want to reach the able-to-buy population of the Nova Scotia capital morning—noon—night.

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

CHNS THE VOICE OF HALIFAX
THE CHOICE OF HALIFAX



This issue I am torn between a diatribe on the evils of smoking—having been a member of N. N. (Nicotina Nonymous) since St. George's Day (April 23)—and a cameo in prose about modern medicine in general and weight reducing in particular.

I guess I'll settle for both.

This non-smoking is marvellous.

Jack McGill will hate me for this. Him of Tuckett's.

I now find that I can waken in the morning without the piece of soggy flannel in my mouth that I had grown to believe was built-in equipment.

As a matter of fact, a hang-over is now a pleasure, and I haven't had a decent cough for 10 weeks.

The only thing is it makes you hungrier 'n' hell.

And when you get this way, you develop an irresistible inclination to eat.

More than this, you eat.

Then you start piling on the poundage.

Next, you wonder whether giving up smoking was such a good idea after all.

So you hightail it back to the Doctor who started the whole beastly business, and try and talk him into letting you give up nylon socks—or drinking—or breathing.

You lose.

But you come away with pills—two sets of them.

First, there's the hieroglyphic kind—the ones the Doctor has given you a prescription for—and these do a swell job of curbing your appetite. They keep you down to the bare essentials in high protein foods like steaks and eggs.

Then you have to be pepped up. You must have pep. So you get another batch of pills to make up for vitamin deficiencies in your diet. These work fine too. The only thing is they don't just pep up your arms and legs. They restore the appetite you took the other pills to curb.

You wonder what you began it all for. Maybe you should just quit the whole damn routine. Go back where you started. No. The Doctor would never go for that. You'd ruin his business.

So you think about the problem a bit and decide on a repugnant remedy—exercise. You think of such masochistic gyrations as golf. Then you think of Horace Stovin, and turn your thoughts to swimming. Then Alec Phare comes into the office and you settle for three hard games of cribbage, while he blows cigarette smoke in your face.

Then you set out for the cottage . . . mow lawns . . . dig flower beds . . . build fences. Ah! This is the answer! Healthy fresh air! Exercise!

Gosh! I could eat a steak . . . and french fries . . . and a slab of pie . . . with whipped cream on it . . . and a second slab.

Let's have a bottle of beer!

Somebody gimme a match!

No, thanks! Never use 'em!

Pass the goddam pills!

Quite a number of national sponsors are biting onto CKNW, New Westminster's, latest gimmick called *Telo-Chain*, including Lever Bros., Swift's, Salada and Rose Brand Products.

It goes like this. Seven to ten times a day phone calls are made to numbers drawn at random from letters sent in for the pur-

pose. Listeners are phoned and asked to supply the answers to questions given on the programs. If they can, they win the Jackpot which accumulates at the rate of \$10 a show. If they can't answer the question, but have enclosed proof of purchase in their letter, then they are allowed to give the name of a friend or relative who is then given a crack at the question and the loot. Each program runs about 10 minutes and consists of five phone calls—a total of around 35 calls a day.

Phil Baldwin, CKNW's assistant manager, currently invading the east, points out to people like me who are prone to sneer at the most awkward moments, that this program attracts the most likely product prospects, because followers of the *Telo-Chain* fad are most likely to become followers of the "Sparko" fad. To which I reflect—"Culture for the Masseys."

We've been waiting breathlessly for a photograph of J. Lee Raeburn, but it has failed to materialize in time for this issue. Lee is the latest addition to the Stovin (Toronto) stable. He started his career as a radio sales ambassador the first of this month.

And here is a story about another Lee.



When a station sends in news about its staff and their activities, it is the kind of information we are after. But when the organizer of a local Council of Women sends in an appreciation of an announcer, that's news with a capital N.

This is exactly what happened when we received a letter from Mrs. G. R. Rowe, organizer, the Brandon Council of Women. Writing about CKX announcer Doug Lee, Mrs. Rowe refers to him as the local character who won't be local very long. "All my women's

Oshawa Is EXPANDING

LOOK AT THESE FACTS:
FOR 1952

- New Fire Department Headquarters.
- New Police Department Headquarters.
- G.M. \$5 Million Parts Depot.
- New City Hall.
- New Sewage Disposal.
- New Collegiate.
- Four New Schools to Be Built in 1952.
- Three School Buildings Enlarged.
- G.M. \$10 Million Truck Plant Project.

Expansion like this points to a growing prosperous market—a market that is completely penetrated* ONLY by:

"In The Heart of Canada's Richest Market"

*E-H Surveys.

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

CKCR

KITCHENER — WATERLOO

GET THE FACTS — ASK OMER RENAUD

clubs bless his shiny dome," she says, "for the publicity services he has made available."

Winnipeg born Doug Lee was recently made CKX assistant production manager after three years in the business. The 26-year-old ex-Navy man and Art School cartoonist runs the early morning show which (writes Mrs. Rowe), seconds only to hockey broadcasts in popular appeal.

Self-named "Skin-Head," he is compared, in looks, to a "30-year junior Rudolf Bing of New York's Met," rattles off his chatter in a dozen accents and is quoted throughout Western Manitoba as a personal acquaintance. Merchants and schoolgirls, it says here, Chamber of Commerce executives and housewives, from Pipestone to Neepawa, open conversations with "Doug said this morning . . ."

Doug Lee, besides his morning stint, has a weekly half-hour interview show, *On the Lee Side*, on which he makes verbal passes at celebrities who come to Brandon. These have included Gracie Fields, George Formby, Alec Templeton, Donna Grescoe, Kate Aitken and, in the picture, John Fisher. Mainly, though, *On the Lee Side* concentrates on publicity for public services. One drive last fall resulted in a spectacular civil defence program. It won citizen co-operation to the extent of a complete city and rural blackout with air force jets from nearby Rivers Training Centre in screaming echelons overhead. Special appeals for Red Feather and Education Week have boosted the Lee-CKX stock high. His original arrangement of Dr. Lotta Hitschmanova's appeal for Greece brought an avalanche of cheques, postal orders and grubby dollar bills adding to \$1,000.00 and six tons of clothing and blankets.

To all of which we would add that here is a man who adds cubits to radio's stature, and "Thank her for the plug, Doug."

It is some weeks now since Mike Giraud of the CKWX news department went on a month-long training cruise, as an assignment, with *HMCS Ontario*, which took him from San Francisco as far



distant as Waikiki Beach. He is seen here with Yeoman First Class Bill Prosser, of the U.S. naval Public Information Office, at Pearl Harbor.

During the jaunt, Mike radioed back daily stories on naval life and training activities and also broadcast from KPOA, Honolulu and KLX, Oakland.

Radio is well represented on the board of the Toronto Maple Leaf



Baseball Club. Pictured above in the pre-season training period at the Leafs' spring training camp at Fort Lauderdale, Fla., are, from the left: Jack Cooke (CKEY), president; Joe Becker, team manager and a new member of the board, Guy Herbert of All-Canada Radio Facilities.

And that cleans it off down to the oak top for this issue. Buzz me if you hear anything, won't you?

BCAB SUMMER MEET
Penticton. — The B.C. Association of Broadcasters meets here July 9 and 10 for its summer conference.

WANTED

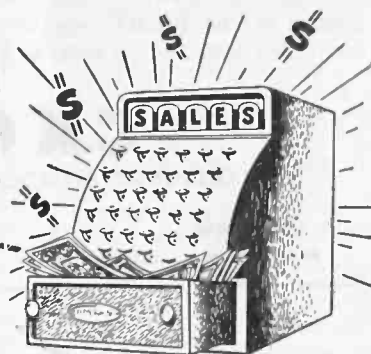
An open future for present manager of successful radio station who has eight years' production and selling background along with TWO years managerial duties.

Can your organization offer a larger scope to an aggressive man looking for a bigger future?

Box A-127

Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto

SELLING POWER!



PROVEN

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

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS

Toronto, Montreal, Winnipeg, Vancouver

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

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

THE MARITIME MARKET AND

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

WIDEST COVERAGE
PLUS

GREATEST LISTENER CIRCULATION

Makes CFCY THE Economical Buy to Cover NOVA SCOTIA, NEW BRUNSWICK, PRINCE EDWARD ISLAND and SOUTH and WEST NEWFOUNDLAND
NEARLY 50% OF MARITIME RADIO, HOMES, POPULATION AND
RETAIL SALES ARE IN CFCY 50% BBM AREA

BBM — Day 146,190 • Night 140,920

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

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

5000 WATTS DAY & NIGHT 630 KILOCYCLES

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

TALENT TRAIL

By Tom Briggs

You really don't have to be a fisherman, hunter or birdwatcher to get a thrill out of the increasingly popular out-of-doors programs which are most numerous on the air when the vacation season arrives. At least I believe this is especially true of the show aired by Pete McGillen, outdoors editor of *The Telegram*, over over CFRB, Toronto, once a week.

But McGillen isn't just a one-season commentator; he is at it all year round. As the calendar pages are flipped, so change McGillen's subjects—from fishing to duck-shooting to deer-hunting, or

maybe practice-casting in a large hall on a blustery winter evening.

I suppose McGillen would have to be a bit of an expert on most of these sporting topics, but the important thing is that he sound like one. This fellow gives the impression that he is talking from practical experience; has lived through just about every interesting wildlife situation there is. And probably he has.

No word-artist, McGillen addresses his audience for 15 minutes each week in an easy, informal way which suggests you are hearing his side of a typical friendly discussion during one of his outdoor excursions with the boys. The whole thing has a rugged romance about it, partly due to the ability of its author

to sit down and just chat about his business, and mostly because it is such a fascinating subject that a great majority of people couldn't help but be interested in some phase of it. This country has so few people and so much out-of-doors, it is a wonder there are not thousands of McGillens leading the crusade.

Two things about the show grate against these ears. First it is better to tune in late so that you miss the phoney, shivering screech of something or other that is supposed to be a wolf. This fades out into a recording of twittering birds and fluttery music, none of which inspires the sort of image I think it should. Then McGillen on this show is assisted by capable announcer Frank Grant. For some unfathomable reason, Frank feels he must confirm almost every McGillen statement, be it ever so inconsequential. The show could do without the recording which says: "Boy, that's right, Pete," 20 times in an episode.

All in all, Pete supplies me with as pleasant a sortie into the great out-of-doors without my budging from an arm chair, as could be expected.

It is good to know that Ronson Art Metal Works (Canada) Limited is entirely satisfied with its program, *It Happened Here* — enough so, in fact, that it is scheduled to return to the air next September.

The show is fine true-drama series which started out as a filler for the five-minute spot left open at the end of the program sponsored by the Ronson firm in the U.S. Produced in Toronto with top actors and some good writing by a host of Canadian penmen, it soon developed into a 15-minute production — a vast improvement.

Quoth the Canadian Ronson: "These (ratings), as well as other evidence of the show's popularity in fan mail and phone calls, have ensured continuation . . ."

DID YOU KNOW?

Summertime is playtime in Nova Scotia. Yes, Tourists are big business here in the playground of the Maritimes. Why not take advantage of this BIG BONUS audience via the station at the RIGHT side of Central Nova Scotia's radio dial 1400 CKCL in Truro.

CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Gen. Manager

OMER RENAUD & CO.
Toronto — Montreal



Ode to a Private Secretary!

Your private secretary is quite conceivably the most versatile person on the payroll. When not buying Christmas presents, ministering to conventional maladjustments, and diplomatically parrying pressure from the nether regions, she plays an important role as an expeditor, dispatcher, recorder and reporter of business routine.

Cecile Emberley, secretary to CJCH manager Finlay MacDonald, is a major reason for the prompt, complete and accurate reports that all CJCH sponsors receive on all matters pertaining to their CJCH advertising.

Cecile also directs the unceasing flow of inter-office correspondence that keeps all departments, all members of the CJCH team informed of station policy, of plans, objectives and successes. As a result the right hand knows what the left hand is doing, and both hands are more efficient in the task of assuring more CJCH listeners for a dollar.

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

CJCH. HALIFAX. 5000 WATTS



TORONTO WELCOME

After several years' membership in the Toronto Board of Trade, I was informed that if I wanted to serve actively as a member, I must invite them to invite me to sit on a committee. Which gives rise to the question—"What are we fighting for?"

LOCAL JOKE

For the much-booted grandstand performance at this year's Canadian National Exhibition, Ed Phillips suggests a dramatization of the Massey Report.

HOT ZIGGETY!

Sir: In view of the heat wave and having passed you sauntering up Bay St. yesterday noon without a hat, I feel I should trot out the truism that "mad dogs and Englishmen go out in the midday sun."

—J. Canuck.

DEPT. OF DEFINITIONS

Pop concert—classical music with a crew cut.

—Chuck Tierney.

POINT OF NO RETURN

I shot an arrow into the air.

It fell to earth I know not where.

In fact it was just like sending a prize to the Ontario Radio Men's Golf Tournament.

SO THERE!

And speaking of golf tournaments, we wouldn't have gone to the CBC one last week, even if they had invited us.

TIT FOR TAT

Maybe it is a little early for this sort of thing, but won't it be funny when some junior radio announcer gets a license for a TV station and hires his AM boss as a salesman, just for the pleasure of making him squirm?

IFS AND ANDS DEPT. (1)

If it wasn't for the CBC, where would private radio have to send its graduates?

IFS AND ANDS DEPT. (2)

If it wasn't for private radio, where would the CBC have to send its graduates?

cics
SELLS
in
Stratford

CANADIAN TELESCREEN

Vol. 5, No. 12.

TV and Screen Supplement

July 2nd, 1952

Predicts Better TV At Writers' Courses

Toronto.—A man who is "a great admirer of the Canadian system," noted television authority Gilbert Seldes, arrived here last month to direct two courses on writing for the television medium. A three-day script-writing seminar of the Canadian Broadcasting Corporation, followed by a two-week course at University of Toronto, gave many writers from across the country their first intimate look at the medium.

Both courses, presided over by Seldes—the original of the "five old men of television"—were designed to familiarize the radio and film writers, agency scripters and some freelancers prominent in printed media, with the demands and techniques of sight-and-sound.

A severe critic of American television, the original director of CBS-TV and author of three highly-regarded books on the subject, says he prefers the Canadian system where both commercial and non-commercial programs are presented. "What I want to see is good television," he declares, "and a little competition from up here will be wonderful for American television. I'm looking for-

ward to it."

Seldes feels that if TV is to be considered similar to any other mass-communication medium, that medium must be film, with the characteristic continuity of the legitimate theatre added. But he prefers to stay clear of comparisons and to consider TV unique. Seldes emphasized that in television the picture must always be the important consideration, with the sound occupying an assistant role.

The problem for the TV writer, as Seldes sees it, is to create the picture or scene in his mind; write around it and pertinent to it, but not about it; then get his requirements for the scene across to the director. Anybody can see what a picture is, he contends, so the writer has to go beyond that with his words and give it meaning which otherwise would not be there.

The quality and habits of audiences are also stressed by Seldes as requiring study by the TV writer. The type of writing as well as the program itself has to be different for afternoon, early-evening and late-evening audiences, he says, because even the moods and entertainment needs of the housewife, who makes up part of all the audiences, change from hour to hour. Also, even though radio partially trained people for in-home entertainment, the writer cannot expect anything near the rapt attention accorded theatre films, so he must anticipate and counteract the interruptions by constantly increasing the audience's interest level.

Television as an educational medium must be handled with great care, Seldes believes. He points out that while there is a tendency on one hand to ignore the educational possibilities of TV and to program to some of the lowest elements of society, there are those who would try to use it to force culture on the people. He says commercial sponsorship tends to eliminate an overload of culture, while sustaining programs and the knowledge and integrity of program people is a curb on the other extreme.

Primarily a program man, with the creation of the TV show *Garroway At Large* to his credit, Seldes went into the subject of commercials with the tip that if a commercial on TV seems too long, it is too long, and the writer

READY, GET SET...

Montreal.—This city will probably get the first showing of Canadian television towards the end of the month, according to the CBC's Montreal TV chief, Aurele Seguin. It will be on a limited basis with temporary facilities, though.

Seguin announced that a temporary antenna installation would be put into service late this month and that in addition to test patterns, some experimental programs and remote pickups would likely be aired. The official opening, slated to coincide with that of TV in Toronto, is still scheduled for late August or early September.

■ ■ ■

Games of the Montreal Royal Baseball Club in the International League are seen as one possibility in the temporary programming, Seguin said, along with whatever news events may occur.

Temporary antennae have been made necessary here and in Toronto for the inaugural of television service because of the steel shortage and it is expected that permanent steel towers will not be available for a few months after the full-scale launching date. When they are up, CBC engineers estimate that the "good service" area of the Toronto transmitter will be approximately 38 miles while in Montreal it is increased to about 59 miles due to the favorable site atop Mount Royal.

is at fault. Good commercials require lots of showmanship and salesmanship, he says, and they are often at their best when a skillful demonstration of the product is included. The quality of animated and cartoon commercials is usually in ratio to the amount of money spent on them, he feels. And he was all in favor of singing commercials when it comes to attracting attention and leaving with the viewer a lasting impression.

Because it is a mass-communication medium, Seldes concludes, television has a definite responsibility in not only meeting the entertainment desires but stimulating the interest and imagination of the common man. When speaking to the First Canadian Television Clinic here in December, 1951, Seldes said: "There is still a chance that television will become a democratic form of entertainment, catering to the needs of everyone." Here again last month he repeated that hope.

UK Govt Split on TV

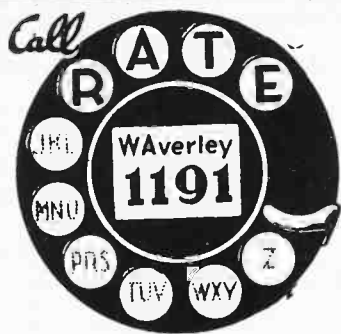
London.—Strong opposition to the Conservative Government's policy on broadcasting was felt here last month during a debate in the House of Lords. The policy calls for opening up television to commercial participation but does not seek a change in the radio setup. (see C.B. & T., June 18.)

From government as well as Opposition benches, criticism of the new plan was expressed. The BBC's first Director-General, Lord Reith, said it was a "betrayal and surrender" of the principle which has developed radio and television in this country, and he felt this was the thin edge of a wedge that could split both radio and TV wide open to unlimited commercialism.

Support for the policy statement came from the Postmaster-General, Lord De La Warr, who pointed out that the measure is a logical compromise. The BBC, he said, remains wholly intact under it, but it would no longer have a complete monopoly in television.

Conservative member Lord Halifax asked the government to reconsider its proposals.

A full debate on this issue in the House of Commons is expected after the current recess.



FOR THESE ARTISTS

- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Laddie
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- PACK, Rowland
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra

Day and Night Service

at

Radio Artists Telephone Exchange

by **EVERY** Survey
(ELLIOTT-HAYNES - PENN McLEOD)
Victoria's **MOST LISTENED TO** Station
CKDA DIAL **1340**

A GROWING MARKET

PULP MILL
ANNOUNCED
FOR
PRINCE GEORGE
AREA
TO COST
\$25,000,000

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.



PROFESSIONAL AND SERVICE Directory

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

ANNOUNCING

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)

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

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

PROGRAMS

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

PRESS CLIPPING

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

RECORD'S SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Capras' 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)

SOUND EFFECTS

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

TELESCREEN

(Continued from page 13)

Ease Color TV Ban

Washington.—The U.S. Government's relaxation of its ban on the production of color television receivers here last week was enough to enable some firms to consider turning out limited quantities of the sets.

The National Production Authority, which imposed the ban last November, felt that while defence demands on the electronics industry continue to be heavy, some firms may be caught up in their orders. These firms, anxious to return to consumer goods production on a limited scale, naturally have their eyes on color TV, since radio sets and black-and-white TV receivers are currently a drug on the market.

NPA administrator Henry Fowler said that probably only a few firms would be in a position to take advantage of the new condition. At least General Electric will not be one of them, because it is tied up with military production. This was clearly stated by Dr. W. R. G. Baker, General Electric's general manager.

Government officials and industry spokesmen believe the relaxation means very little at the moment. They predict that defence orders will tax most companies to capacity, ruling out all but a trickle of color TV sets.

The ban was put on last November, just as CBS, with its controversial system of color television, had won the approval of the FCC and was about to start set production to coincide with its color transmissions to the public.

Eating & Riding Feel TV

Vancouver.—TV in the United States has become a competitor to restaurants and city transit companies, according to experts in both fields who visited here recently.

Paul L. H. Heine, hotel and restaurant operator from Lancaster, Pa., speaking to the local branch of the Canadian Restaurant Association, said: "In the U.S. we not only have to compete with home-cooked meals. We have to compete with TV too."

He said there was no doubt it was cutting into cafe business by keeping families home in the evening. He has tried to offset part of the loss by putting up box dinners for TV addicts to eat on their laps.

Evening business for transit companies is also off in U.S. cities where TV is available, according to Guy Hecker, executive manager of the American Transit Association.

Canadians Spend \$50 Million On 100,000 Sets

Toronto. — Sales of 4,582 television receivers during April brought the total number of sets in operation in Canada to 96,481, according to a regular report of the Radio-Television Manufacturers' Association of Canada.

To date, Canadians have spent \$46,611,889 on TV sets, of which \$2,172,624 was April business, estimated on the basis of "suggested list prices."

The current area breakdown of set distribution is as follows: Toronto-Hamilton—38,133 or 39.4%; Windsor—35,732 or 36.9% Niagara Peninsula—16,931 or 17.5%; Montreal—547 or .5%; and other areas—5,528 or 5.7%.

A WEEKLY BBM of 71,380

(44,340 daily)

gives

CJBR

Rimouski

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

Quebec City

5000 WATTS ON 900 KCS.

Supplementary to the French Network

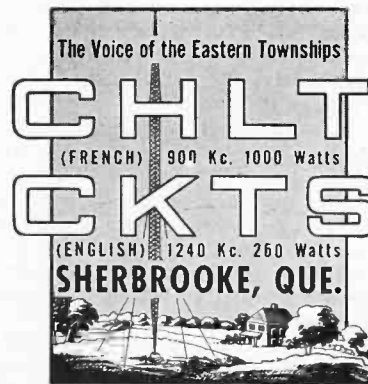
CJBR

RIMOUSKI

Ask

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

The Voice of the Eastern Townships



CHLT
 (FRENCH) 900 Kc. 1000 Watts

CKTS
 (ENGLISH) 1240 Kc. 260 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

55 of our principal industries have a weekly payroll of over \$180,000.00. Sherbrooke's 71 industries employ 9,076 people. People plus Money make Markets—reach this profitable market through Radio Station CHLT (French) and CKTS (English). Ask our representatives for full information, or write direct.

Representatives

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

Business is Booming in the Niagara Peninsula!

\$315,000,000

QUEENSTON HYDRO PROJECT

with its \$1,000,000 a month payroll means bumper business for St. Catharines and the Niagara District served by CKTB, St. Catharines. No matter how you look at it, it's a peach of a market.

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

THE NIAGARA DISTRICT STATION

Green Acres Turn to GOLD! in Southern Alberta

Note these Figures on the Growth and Economic Prosperity of this Major Market

Economic Factors

	Lethbridge	Alberta	Canada
Population Increased	198%	148%	155%
Building Increased	1850%	1167%	637%
Autos Per 100 Population	14.4	13.2	11.1
Retail Sales Per Capita	\$1730.00	\$667.00	\$568.00
Phones Per 100 Population	24.81	13.35	19.04
Radios Per 100 Population	27.77	16.75	15.94
Retail Sales Increased to	425%	329%	279%

★ 1951 Income Tax Collections in Lethbridge were Highest in Canada

The above figures were furnished by the Dominion and Alberta Governments' Statistical Bureaus for a period up to 1950. WHAT IS THE PICTURE TODAY?

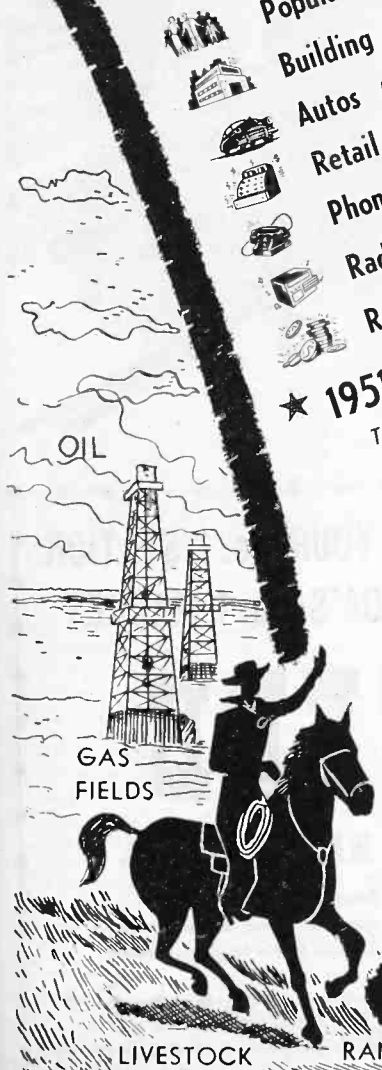
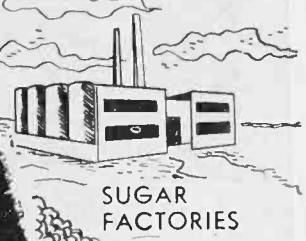
1952 PROMISES EVEN GREATER EXPANSION

Since 1950 the great St. Mary's-Milk River project has added the magic touch of irrigation to another 400,000 acres in Southern Alberta. With all over the market extremely favorable the harvest this year promises to be the most bountiful on record.

BOOK TIME NOW OVER CJOC — Be ready to SELL when "Green Acres Turn to Gold" in Southern Alberta

Ask Your Local All-Canada Man for Details

Sell this Major 136,000 Consumer Market via . . .



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

wherever you go there's radio!