

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 22

TORONTO, ONTARIO

November 22nd, 1950

PLANS LAID FOR TV CLINIC DEC. 7-9

Toronto. — Plans for an extremely elaborate and comprehensive three-day Television Clinic, to be held at the Royal York here December 7 to 9, under the auspices of Lorne Greene's Academy of Radio Arts, approach completion as this issue goes to press.

To function under the slogan "Television—Progress and Promotion," the clinic has been arranged to interest broadcasters, advertisers, agencies, producers and performers.

The clinic project was conceived by Lorne Greene during a six weeks' intensive study of the New York production centres last summer, as a means of confronting those interested in the new medium with the problems they will have to face in the very near future. "Before we get the answers," Greene points out, "we will certainly have to know what questions to ask."

To this end, he and his aide in the undertaking, Andrew McLellan, have built their agenda around a large number of prominent American TV authorities, who have expressed themselves willing and even eager to hand on the benefit of their experience to interested Canadians.

The roster of speakers is not yet complete, but they already include Albert Seldes, former program chief of CBS-TV, who is now devoting his time to lecturing and writing on TV, films and radio. He is the author of two books on the TV subject, "Seven Lively Acts" and the new "The Great Audience" which rated a seven-page review in *The New Yorker*.

An acceptance has also been received from the man who is said to be angling to buy the CBC network, Paul Raibourn, president of Paramount Television Productions and vice-president and economist for Paramount Pictures.

C. E. Hooper, the U.S. researcher who is now devoting his entire work to television research, will talk on TV's effectiveness as an advertising medium. Lynn Poole, public relations director of the Johns Hopkins University, Baltimore, Md., who is currently producing scientific telecasts on the Paramount network, is expected. Others include Rudy Bretz, TV consultant, with experience dating back to 1939; Don Henshaw, Macaren Advertising Co. Ltd.; Ken Hisholm, RCA Victor Co. Ltd.; Jack Chisholm, Associated Screen News; representatives from the New York offices of J. Walter Thompson Co., B. B. D. & O. and the Dumont network.

(For Agenda, see page 4)

INTERNATIONAL AWARD FOR ACA



FOR DISTINGUISHED SERVICE to Canadian business and to the Canadian public the Association of Canadian Advertisers recently received a top award at the annual meeting of American Trade Association Executives at Boston, Mass. Judged to have achieved more than any other trade association of comparable size on the continent, the ACA is the second Canadian organization in 15 years to win international recognition in this annual competition. Pictured above is ACA General Manager Athol McQuarrie (right), accepting the award on behalf of his association from William C. Babbitt, chairman of the A.T.A.E. Awards Committee, managing director of the National Association of Photographic Manufacturers Inc.

ACA MEETINGS SWING TO SPRING

Toronto.—The ACA Fall Conference, being held at the Royal York Hotel here Monday, November 27, marks a change in ACA operations. In future, and starting in 1951, the ACA's full dress three-day conventions will be held in May, the 1951 event being scheduled for May 2, 3 and 4, also at the Royal York.

Only open meeting at the Fall Conference this year will be a joint luncheon of the ACA and the Advertising & Sales Club of Toronto. Guest speaker at this function will be Clarence B. Gorshorn.

Chairman of the board of directors of the New York advertising

agency, Benton & Bowles, Inc., and a former chairman of the AAAA, Mr. Gorshorn will speak on the highly topical subject of planning advertising under present emergency conditions.

ENGINEERS RARING TO GO

Winnipeg.—Twenty-four western stations out of a total of 35 heard from to date will be sending at least one—some of them more—representatives to the Engineers' Conference at the Palliser Hotel, Calgary, November 27 to 30, according to W. F. "Doc" Souch who is chairing the project for the WAB.

RED DEER ACTUALITY-MEN COVER LEDUC EXPLOSION

Red Deer, Alta.—Listeners to station CKRD here were given on-the-spot coverage of the tragic Leduc explosion and fire which razed a hotel 80 miles from here November 11.

The station's production manager, Ned Corrigan, news editor Cliff Bowers and chief engineer Bill Frost raced to the scene and arrived two hours after the Leduc hotel had blown up. The death toll was 10 and on the injured list there appeared 16 names.

The three station men found a scene of utter destruction. Where once had stood a modern, two-storey brick hotel, there now remained only a gaping, smoking hole, partially filled with broken bricks and charred, twisted timbers.

A tape recorder was set up in the bakery shop situated directly across the street from the destroyed building. Rescue workers and firemen worked tirelessly all afternoon and well into Sunday to extricate the victims. Pulverized glass covered the streets surrounding the death scene, and steam from the burned building, combined with the water from the fire hoses, glazed the streets with a coating of ice.

Corrigan and Bowers interviewed eye-witnesses and one interviewee told of being thrown across his employer's office by the force of the blast. He rushed across the street and helped other passers-by to drag trapped men and women from the collapsed building.

The recorded interviews were featured on two special newscasts that evening after the tapes had been rushed to the station by car.

ANYTHING GOES

New Westminster. — When the CKNW staff recently checked with Bill Rea about ways and means of raising the \$8,000 needed this year to clothe and buy Christmas presents for the orphans in British Columbia, he said: "Anything goes — but we must have the money for our little boys and girls."

Imagine his surprise when he discovered a contest was in progress for listeners to guess his weight, on December 1, at 3 p.m. Each guess sent into the CKNW studios will be accompanied by 25c, and the one who comes nearest to correct will receive a Lullaby Bedlamp Radio. Rea's weight is to be taken in his shorts.

CHAIRMAN'S MOTHER PASSES

The sympathy of the industry goes out to A. Davidson Dunton, chairman of the Board of Governors of the CBC, whose mother passed away in Montreal last week.



"The Hallmark of Effective Radio"

NOT JUST RADIO, BUT COMMUNITY RADIO

The radio that really sells your goods is not an out-of-town salesman who travels across the country, shoving his foot in every door, delivering the same pitch from the Atlantic to the Pacific.

Rather it is a friendly neighbor, who drops in for a cosy chat about the price of coal, a different recipe, the new cars, or what the Joneses are wearing this year.

That's radio, on the community level, speaking to its neighbors in their own language, through the well-known voice of Bill Smith — old Steve's kid who used to deliver for the corner store and sing in the choir, and is now working as an announcer at Sam Green's radio station.

The service offered to business by Canada's Community Radio Stations is as simple as that.

But there is something more.

One hundred of Canada's privately-owned community stations are bonded together in the Canadian Association of Broadcasters for the general betterment of broadcasting.

While studiously maintaining their individuality and independence, these stations pool their collective strength to give advertisers all the advantages of a nation-wide organization, in terms of co-ordinated effort, with none of the unwieldiness and lack of flexibility of centralized programming.

When you buy time on one, some or all of the 100 CAB stations, you get better merchandising, better programming, better production, better research, better results, because you get a neighborly presentation of your message, besides all the benefits of a national organization devoting its time to these "multiple-pluses" which no individual station could possibly offer.

For Full Information

on your specific merchandising
problems, consult

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. Allard,
General Manager,
108 Sparks St.,
Ottawa.

Pat Freeman,
Sales Research Director,
37 Bloor St. W.,
Toronto.

FRENCH GROUP THRIVES AS SECOND NET

Given the green light by the CBC to group themselves into the second French network, under the name of French Radio Associates Ltd., six Quebec stations have reached the point where they are now broadcasting commercials for a dozen national sponsors.

The stations involved are CKVL, Verdun; CKCV, Quebec; CHLT, Sherbrooke; CHEF, Granby; JSO, Sorel; CHLN, Three Rivers. The two supplementary stations are CHRL, Roberval and CHGB, Anne de la Pocietiere.

Sponsors include: Dow Breweries, H. J. Heinz Co., Ogilvie Flour Mills, Success Wax, Wm. Wrigley Company, B. A. Oil Co., Moran Hants, Lambert Pharmacal, Kraft Foods, Imperial Tobacco and Pepsi-Cola.

Growth of this project is indicated by the fact that the French Radio Associates started operation in September, 1948, on a sustaining basis, having been given the go-ahead by the CBC the previous July, when the Corporation had decided to delay formation of its own second French network because of lack of funds. Hours of operation were 8 to 10 p.m. Monday through Saturday.

In October, 1948, they signed their first commercial contracts. In 1949 the group broadcast 44 hours of commercial programs and 2½ hours of sustaining. This year, up till November, they had secured 130 hours of sponsored programs and 133 hours sustaining.

REVIEW

"Scandinavia is Different"

New Westminster.—Scandinavians on the west coast, who like to remember the old sod now and again, tune in to CKNW at five past one on Sunday, for 25 minutes of the rhythmic, thumping music from that part of the world.

The piece is called "Scandinavia," accurately enough, and it's emceed by Bill Duncan of the station, who introduces the waltzes and polkas of Sweden, Norway, Denmark and Iceland.

The sponsor is Hagen's, a meat and grocery place in New Westminster, which, intentional or not, is a better idea than it may seem. In a country where tolerable restaurants are mostly a day's march apart, an enterprise dealing in Scandinavian delicacies such as fish and cheeses has an automatic appeal to people who like something better than turns up on the schedule at Ed's Eats.

To sell these attractive imported items, the Hagen's program specializes in Scandinavian records also imported from over there. Staff man Bjorn Bjornson of CKNW has arranged to get a number of recent hit tunes from the Scandinavian countries, and they make a pleasant change from the same old pieces which the other record shows use.

The vocals are in the language of these countries, but you don't have to be a linguist to get a lift out of such pieces as the 1948 Swedish hit "Farsan Och Morsan Bor Pa Vischan." In case there isn't an interpreter in the six-penny seats, that means "Feudin' and Fight." But that's just an example. Many of the tunes are Scandinavian in origin, while others are translations of hit tunes from this continent.

"Scandinavia" is the kind of program which bids fair to pull a lot of listeners who want to give half an hour to hearing something a little different from the same old routine.

—Francis.



CJAD montreal

covers QUEBEC'S ENGLISH MARKET

... providing the perfect combination of coverage and listenership.

5,000 watts 800 kc.

AFFILIATED WITH CBS



THIS YEAR MANITOBA IS A BETTER MARKET THAN EVER BEFORE

**\$19,060,000 dwelling unit contracts
awarded to end of July, 1950
A 51% increase over 1949**

CKRC WINNIPEG

5000 WATTS

630 KILOCYCLES

Representatives: All-Canada Radio Facilities — In U.S.A.: Weed & Co.

Call



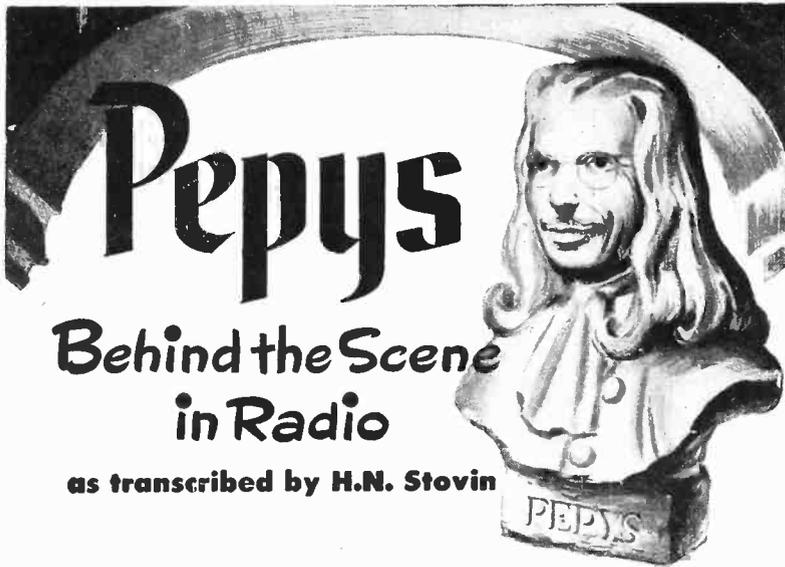
FOR THESE ARTISTS

- ARLOW, Herb
- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service

at

Radio Artists Telephone Exchange



“Did, on consulting my almanack this day, find the Association of Canadian Advertisers, more usually known as the A.C.A., soon in Fall Convention. To them my respectful salutations for the thoughtful and constructive group of business men we know them to be, as they endeavor to look forward into 1951 and decide what is ahead for business in a year which must, it seems, be influenced by a Defense Economy ● ● ● Do myself believe that the old-fashioned virtues of thrift and hard work may well be considered in style again, and that in all our business and personal planning the welfare of our country will, for the time being, have to come ahead of individual luxury and possessions — the which we have emphasized overmuch in these past few years ● ● ● Believing fully in the power of advertising to mould public opinion, when well and wisely used, I call to mind the comment I have often heard from Lou Phenner, A.C.A.’s active Past-President, that Advertising should come out of the back office into the front! It heartens me to note that good progress is being made to this end. Twenty-five years ago there were many fewer well-organized advertising departments than there are today. I do note, from a close reading of The National List, published by Canadian Advertising, and listing some 2,100 National Advertisers, that some 400 of these now have advertising departments ● ● ● I do leave with the A.C.A. the thought that one objective in business for 1951 might be to increase this proportion, and also to see to it that their Advertising man, whatever his title, be taken closely into business planning and confidence, to their mutual advantage ● ● ● No word of Radio in this message, though it is much in my mind, and I trust will also be in the minds of the A.C.A. No doubt the birthday cakes, distributed lately by CKVL, Verdun, came as a pleasant reminder.”

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

ACADEMY OF RADIO ARTS
FIRST ANNUAL
TELEVISION CLINIC

December 7, 8 & 9

ROYAL YORK HOTEL, TORONTO

THURSDAY, DECEMBER 7

Morning: Demonstration of Theatre TV System at the Imperial Theatre, in co-operation with Famous Players Canadian Corporation.

Luncheon: Paul Raibourn will speak on the Clinic slogan—“Television—Progress and Promise.”

Afternoon: “What the Sponsor Expects from Television”; “Television’s Effectiveness as an Advertising Medium” (speaker, C. E. Hooper); “Station Operations and Engineering”; “Programming and Production Panel.”

FRIDAY, DECEMBER 8

Morning: “Comparison of Media — Television vs. Radio, Films, Press and Graphic Arts” (chairman, Don Henshaw).

Luncheon: “What the Public Expects from Television.”

Afternoon: “Setting Up a TV Department in an Advertising Agency.” “Industrial Television” (chairman, Ken Chisholm, RCA Victor). “Planning a Television Commercial” (Thos. A. Wright, Jr., of B. B. D. & O.). “Station Operations and Engineering.” “Programming and Production Panel.”

SATURDAY, DECEMBER 9

Morning: “Symposium on the Future of Television in Canada”

Luncheon: “The Great Audience” (Gilbert Seldes).

Afternoon: “Programming Television”; “Television in Education” (Lynn Poole); “Commercial Production Costs” (Blair Television Inc.); “Techniques of Television Production” (Rudy Brett); “How About TV Networks in Canada?”; “What About Color?”

Banquet: Details to be announced.

NOTE: Morning sessions commence at 10 a.m., with the exception of the first day, when registrations are at 9 a.m. Luncheons are at 12.30 p.m. Afternoon meetings take place at from 2.00 to 3.30 and 4.00 to 5.30 The Saturday banquet is tentatively set for 7.00 p.m.

On Thursday and Friday evening, 5.30 to 9.30, there will be practical demonstration sessions and film showings in the Theatre Room of the Royal York where all sessions will be held.

CKY 580 ON YOUR DIAL

BREAKFAST AT PORKY'S EVERY MORNING 6.00-9.30 A.M.

PORKY'S

WELCOME

WISE TIME BUYERS WILL SEE STOVIN... BUT QUICKI

Manitoba's most popular morning man now on CKY.

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

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

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

Editor: RICHARD G. LEWIS
Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Sales Promotion: ROBERT H. GRASLEY
Research Consultant: G. E. RUTTER

Correspondents
Toronto - Elda Hope
Montreal - Walter Dales
Winnipeg - Dave Adams
Vancouver - Bob Francis



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

Vol. 9, No. 22

50c a Copy — \$3.00 a Year — \$5.00 for Two Years

November 22nd, 1950

Cum Laude

Symbolic of the success story of the advertising industry in Canada was the presentation made on September 27 to Athol McQuarrie, general manager of the Association of Canadian Advertisers, by the Association of American Trade Association Executives.

McQuarrie has impressed upon us that this award was made not to him but to the association he heads. It is our opinion, however—and an opinion shared by Canadian advertising in general—that no individual could have been found to accept the award who had made a greater contribution to the industry.

Perhaps the best evidence of ACA progress over the years is the fact that when Mr. McQuarrie took over management of the association in 1941, it had a membership of 62 and a staff of himself and a secretary. Now the list of member companies has grown to 160; its staff numbers 12; and the ACA budget has increased more than 640% since he took over nine years ago.

* * *

If one of his contributions to advertising could be singled out over all the rest, it would be his tireless efforts to bring about co-operation between advertisers, advertising agencies and media; to have these three components of the advertising world iron out their differences and plan their futures around the conference table. Through his monumental patience and tact, the radio industry has developed its Bureau of Broadcast Measurement with the assistance and co-operation of its sponsors and their agencies. The business paper publishers have the ACA in general and McQuarrie in particular to thank for the smooth operation of their Canadian Circulations Audit Board. And advertising in general is reaping the benefits of the most recent development—the Canadian Advertising Research Foundation.

* * *

At this season, it is our wont to propose a toast, in these columns, to the individuals who represent the member companies of the ACA at their Conference. As we rise this year to wish them continued health and prosperity, we couple with the Association the name of a man who steers the ship—the name of Athol McQuarrie.



"Of course we use branded soap, don't we, Grigsby?"

Can We Afford The CBC?

(Adapted from an address by your editor to the Leaside Gyro Club)

By its very nature, the CBC cannot conceivably perform the function of speaking to the people of Canada in their own language. It cannot, at one and the same time, address the Barons of Bay Street and the Fundy Bay Fishermen; the matrons of Montreal and the Manitoba farmers. Its effort to do this has been a noble one, but it has failed. It has not only failed because this great country of ours is still, regrettably, divided into five regions, which are as distinct from a personality standpoint as they are occupation-wise. It has also failed because such a mammoth government body is inevitably unwieldy at the top administrative level, centralized to the extinction of personality, and restricted by all the restraints and thongs that are part and parcel of any department of government or civil service.

If you see, as I see, that it is an utterly impossible task for the government radio system to talk to people in their own language, then you must ask, as I ask, whether the luxury of not one but two national networks is a thing that we can afford.

* * *

Today, Canada is faced with a defence program running into billions of dollars. Because of high and still rising taxation, it costs you and me at least a dollar and a half to buy a dollar's worth of merchandise.

The CBC costs us, in license fees

alone, around four million dollars a year. In addition to this, there is a frequent need for further help from the public purse in the form of government loans and statutory grants. Television, the new communications miracle, has so far entailed a public contribution of four and a half million dollars, which is only a drop in the bucket.

The CBC is working feverishly to get television on the air by next September. Yet it is more than a possibility that color television will have been introduced before it gets going, which could easily outmode present equipment and fit it only for the discard.

Business interests are willing to gamble their own money to develop television on the basis of giving the people what they want to see and hear. But Ottawa says no, because this might not be good for the people.

* * *

The CBC is staffed by extremely capable people. My criticism is not levelled at them. In fact, I believe that if radio and television were ever to be completely restored to private enterprise, the services of these people would be eagerly sought after by an independent broadcasting industry. I do believe, though, that their skills and talents are completely wasted in the government service, because no government is capable of talking to people as though they were people.

That is why I ask my question, to which I know and you know the answer: "Can we afford the CBC?"

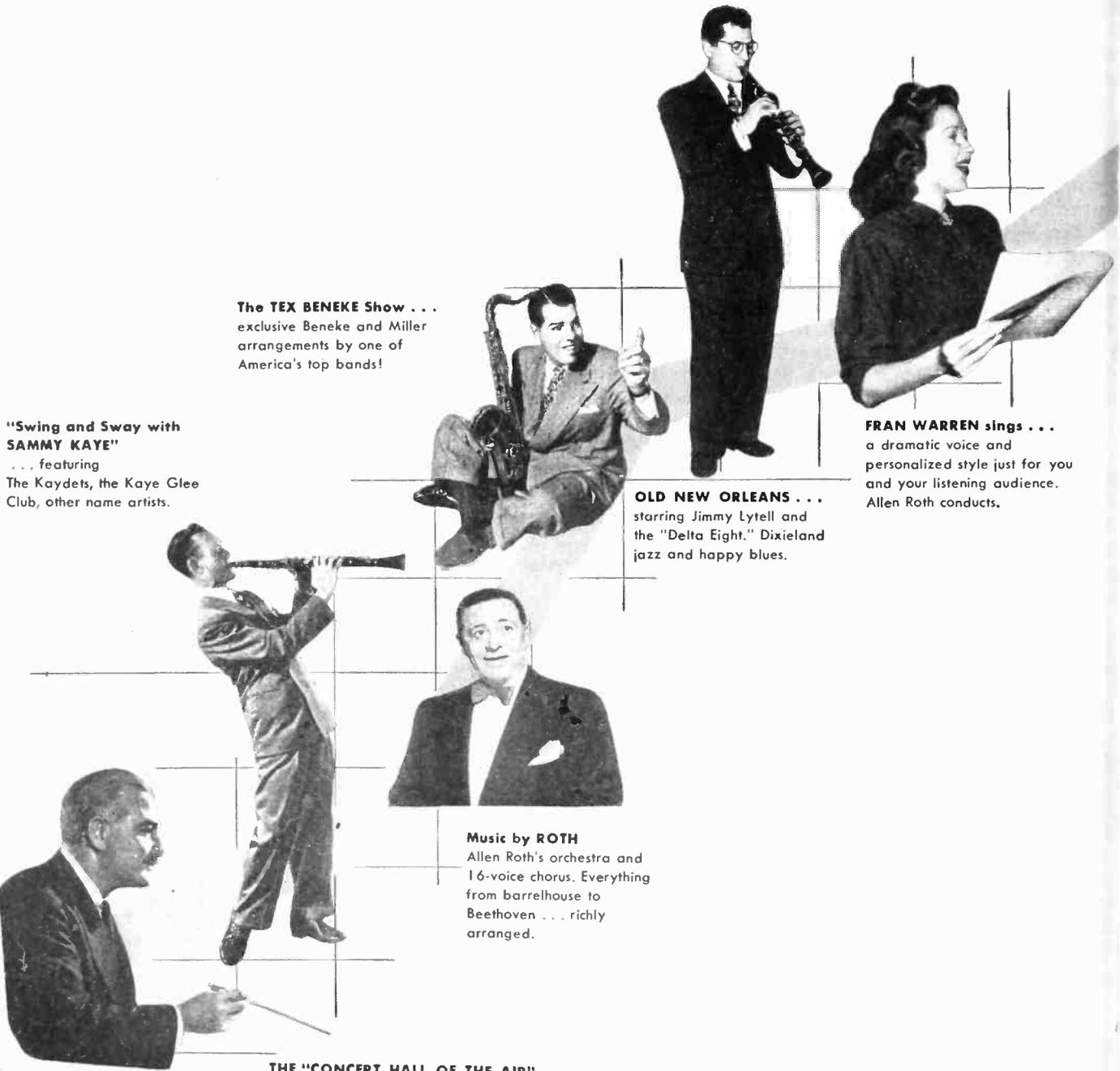
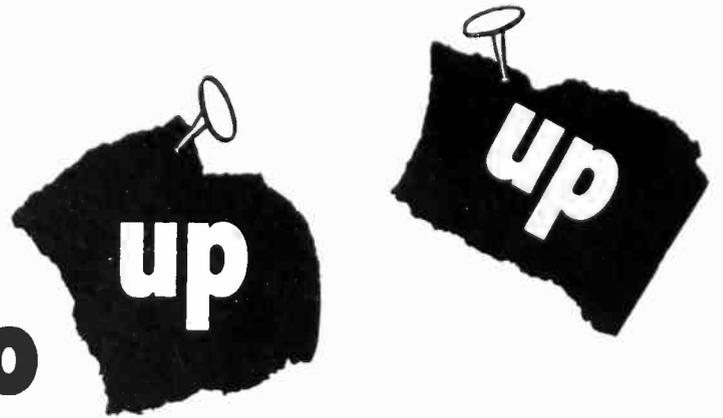
A Bold Undertaking

The courageous endeavor of Lorne Greene and his Academy of Radio Arts in undertaking the prodigious task of organizing his three-day television clinic, which is announced for December 7 to 9 elsewhere in this issue, merits the encouragement and co-operation of every Canadian who deprecates this country's delay in developing the new medium which has advanced with such phenomenal strides south of the border.

Greene—and his aides—have studded the three-day agenda with the names of top-flight and experienced television experts, each amply qualified to demonstrate one facet of the exciting new industry.

This paper joins with the broadcasting industry and its friends in wishing Greene the success his initiative and energy should produce in the most forward move it has been our privilege to report for a long time.

Your sales go



The TEX BENEKE Show . . .
 exclusive Beneke and Miller
 arrangements by one of
 America's top bands!

**"Swing and Sway with
 SAMMY KAYE"**
 . . . featuring
 The Kaydets, the Kaye Glee
 Club, other name artists.

FRAN WARREN sings . . .
 a dramatic voice and
 personalized style just for you
 and your listening audience.
 Allen Roth conducts.

OLD NEW ORLEANS . . .
 starring Jimmy Lytell and
 the "Delta Eight," Dixieland
 jazz and happy blues.

Music by ROTH
 Allen Roth's orchestra and
 16-voice chorus. Everything
 from barrelhouse to
 Beethoven . . . richly
 arranged.

THE "CONCERT HALL OF THE AIR"
 . . . outstanding symphonic musicians and soloists
 under the celebrated baton of Arthur Fiedler.



Here's **JUNE CHRISTY** with the Johnny Guarneri Quintet—a new approach in sophisticated rhythm.

The **RAY McKINLEY Show** . . . Ray McKinley, his vocals, his drums and the most versatile band in the land.



"**CLAUDE THORNHILL presents Win A Holiday**" . . . a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

"**THE SINGING AMERICANS!**" Dr. Frank Black's Male Chorus . . . top choral performers, a conductor of renown, plus varied instrumental support. Ray Porter, assistant conductor and arranger.

Johnny Desmond on "THE MUSIC OF MANHATTAN" . . . the melody and music that reflect the mood of fabulous New York City. Musical direction by Hugo Winterhalter.

with

the new era

in

Thesaurus

Complete shows with these big names and many more . . . for top sponsor-appeal, top sales power!

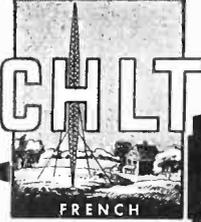
You get more practical help than ever before from the new Thesaurus. More big stars are being added to the Thesaurus family . . . drawn from the vast fund of recording artists at RCA Victor and other talent sources. You get comprehensive programming, promotion, publicity . . . a steady flow of hit tunes before they're hits . . . weekly continuity . . . special shows . . . voice tracks, tie-ins, cross-plugs, time and weather jingles, sound effects, mood music . . . lots of production "extras." Network-experienced writers do your scripting. New THESAURUS can help you to more sponsored programming!



recorded
program
services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
ORegon 7-8000

Regional Offices:
445 No. Lake Shore Drive
Chicago 11, Ill.
Whitehall 4-3215
1016 No. Sycamore Ave.
Hollywood 38, Cal.
Hillside 5171



CHLT
FRENCH
900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships
•
Quebec



CKTS
ENGLISH
1240 Kc. 250 Watts

Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U. S. A.

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL
AND 103 LOCAL ADVERTISERS TO
SELL THE 385,167 FRENCH -
SPEAKING CANADIANS IN
OTTAWA, HULL AND SUR-
ROUNDING COUNTIES.

CKCH

Studios—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1411 Stanley St. • Toronto—53 Yonge St.
U.S. Representative: Joseph Hershey McGillvra, Inc.
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

SELECTIVE RADIO

He Puts On His Hat And Finds Out

Toronto.—Gordon Ferres, ubiquitous advertising manager of Household Finance Corporation of Canada — he spends more than half his time on the road—buys radio, running the gamut “from spots to hockey games, musical shows, weather reports and time-checks,” on 77 stations from coast to coast. “While we use most other media as a continuation of effort,” he told us, “we are active, radio-wise, because it has done a job for us, dollar for dollar.”

Continuing along these lines during a recent interview, Ferres said that as time and space buyer for his firm, he works on the basis that “most station managers and their commercial managers know what appeals in their market, though they are at the mercy of many advertising managers who program their shows that are either too sophisticated or loaded with too much corn.”

Elaborating on his view that each market presents its own problems, centred around the likes and dislikes of the people in the community, he said that the way he determined his vehicle is by resorting to *the hat trick*, “in other words, we put on our hat and find out for ourselves.”

Household Finance operates on no set pattern. He was emphatic about this. “In some markets,” he said, “the vehicle may be of a public service nature, in others, doing a public relations job for the industry as a whole, while in the balance there is a reasonable degree of ‘sell’ in the commercials.”

Ferres commented on the highly personal and confidential nature of the business, which he described as “helping Canadian families to meet a sudden emergency or to take advantage of an opportunity for advancement by lending them money when the need is there.”

Pointing out that the appeal

is primarily directed to both husband and wife, he went on to say that whereas most advertisers of luxuries and tangibles can create demand for their products by extensive displays, the use of samples or by resorting to “give-aways,” no such demand can be created by loans, because “the need is either there or it isn’t. The broad policy they have formulated, therefore, is to “attempt to get the maximum coverage, without duplication of effort, directed to the family when we know they are together and will possibly be listening to the radio.”

This company is only interested in the immediate vicinity of a city where it has a branch office, he explained, so bonus coverage outside the primary area leaves cold. Far more important, in his thinking, is what he termed “the high degree of loyalty to a local station that is apparent in markets where stronger, more powerful stations than the local station would appear to submerge, power and programming, the tentativeness of the smaller one. A station with a high degree of public service as its policy will always retain the highest percentage of listeners, whatever the survey say.”

Only Chinese Disc Jockey



Vancouver.—The only Chinese girl disc jockey in Canada, Li Toy, does her weekly stint for a half hour entitled *The Golden Dragon*, on behalf of a new drive-in restaurant of the same name.

Miss Toy came to the west coast from Toronto, where she was engaged in modelling and selling.

The program is produced by Harvey Lowe, a young Chinese radio script writer who also produces the other Chinese program heard locally on CJOR, *The Children of China*.

This piece, also sponsored by a restaurant, The Bamboo Terrace, is designed to familiarize Canadians with Chinese life and culture.

There's NO 2 WAYS about it

- TOP Shows Programmed for
- TOP Audience promoting
- TOP Sales for your clients in the heart of Canada's market.
- TOP your sales records by using the station with more listeners than all others combined in the Greater Oshawa Area.*

CKLB

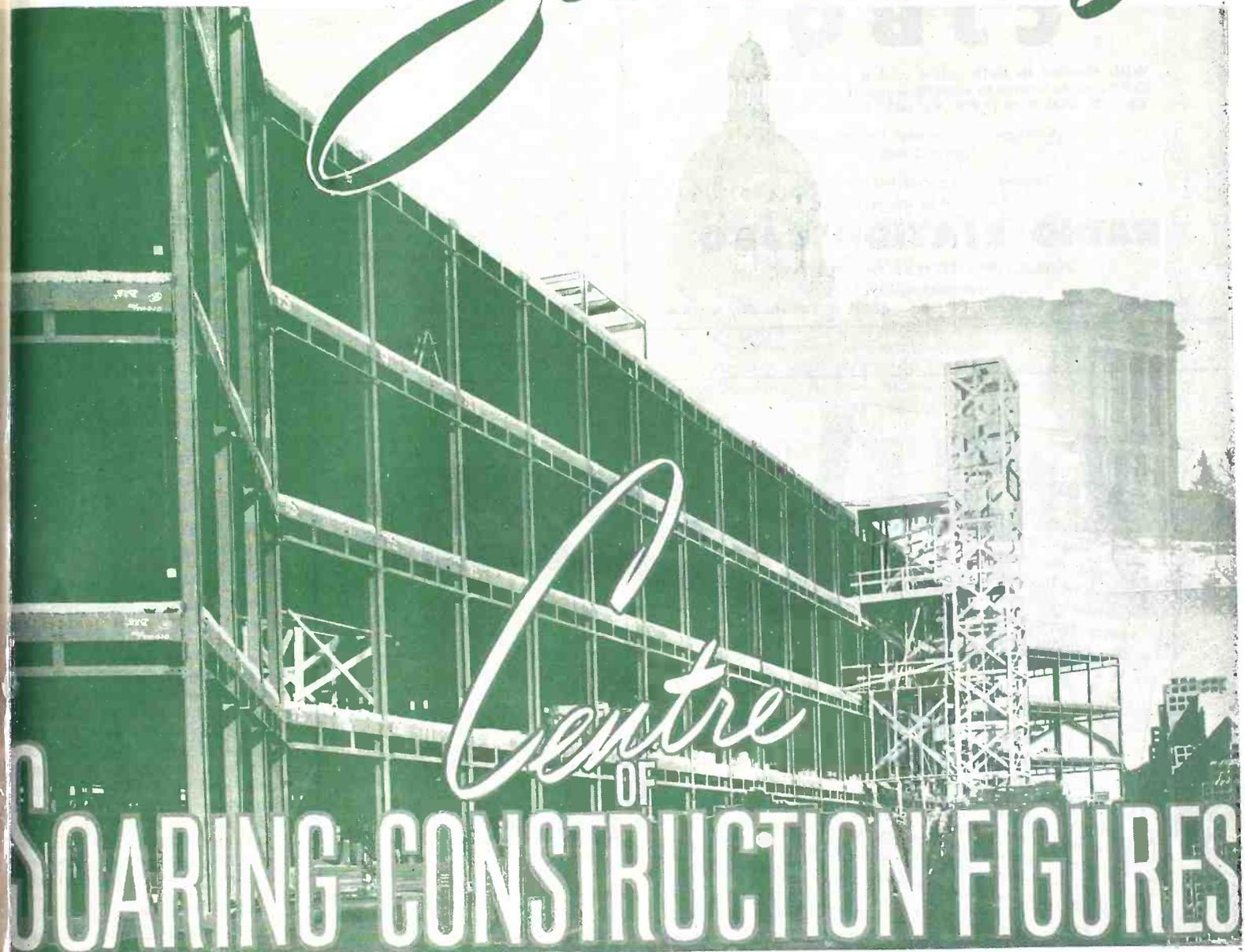
OSHAWA

*ELLIOTT-HAYNES

SEE JIM ALEXANDER

**CANADIAN BROADCASTER
& TELESCREEN**
Reaches 1,241 National
Advertisers and Advertising
Agencies in Canada and
the U.S.A.

Edmonton:



Centre OF

SOARING CONSTRUCTION FIGURES

1947 . . . 13 million

1948 . . . 27 million

1949 . . . 40 million

1950 . . . 43 million
(OCTOBER 24th)

and...

in this fast-growing market, the audience listens to



CJCA



AN ALL-CANADA BROADCASTING STATION

EDMONTON

74% OF ALL RETAIL BUYING IN HASTINGS COUNTY IS DONE IN BELLEVILLE OR TRENTON

CJBQ

With studios in both cities and a voice that reaches 33,030 radio homes in Hastings and three other counties TELLS YOUR SALES STORY BEST EVERY DAY

Field crops, cheese and butter annually \$32,717,892

Industrial payroll better than \$25,258,026 annually

RADIO STATION CJBQ

"VOICE OF THE BAY OF QUINTE"

REPRESENTED BY

HORACE N. STOVIN in CANADA ● ADAM J. YOUNG, JR., in U.S.A.

SELECTIVE RADIO

Promoting The Promotion

By Tom Briggs

Radio stations, no longer just in the business of selling radio time, have come to realize, possibly faster than any other medium, that their prime function is to promote the sale of merchandise. Their entire existence is dependent on their ability to sell the products of their advertisers, and to this end Canadian radio stations have become merchandising bureaus, concentrating on the art of selling by sound, with their forte — the spoken commercial — bolstered by any and all means of attracting, holding, impressing and selling the consuming public.

The Promotion Yardstick, in-

augurated by CKWX, Vancouver, in 1946, is a system whereby each program on the station is guaranteed planned promotion on an organized basis, the station's promotion manager, Ken Hughes, says. Through the Yardstick, a campaign is given points according to the total number of hours bought, and may later increase points, if it gains a higher program rating.

The station then "spends" the points on newspaper space, tra paper space, display cards, boards, bulletins or station announcements. The value of such promotion, in terms of points, pre-determined and part of the Yardstick formula. Hughes points out that a half-hour program, running for 26 weeks with an Elliot Haynes rating of 9 would qualify for 57 points, worth 11 showing on the station's billboards or inches of newspaper space, or combination of any of the station's promotion outlets.

The station is currently publicizing programs and products on 22 weekly newspapers, and prepares and issues a monthly publication, the CKWX-tra, on programs and events, which goes over 1,600 druggists and grocers in the area.

The Sales Service Division of the station's six-month-old project for helping druggists and grocers increase sales of radio-advertised goods. Division head John Boat is responsible for personally contacting all the druggists and grocers on Vancouver Island and the lower part of the province. Hughes explains that the Division's job is two-fold: to evaluate the effectiveness of any advertising campaign by means of personal interviews; and to acquaint merchants with what products are currently being advertised on the station in an effort to secure the merchants' fullest possible cooperation in pushing the sponsored goods.

CFPL, London, with a promotion set-up that includes newspaper space, window cards and air announcements, believes in helping those sponsors who help themselves. Doug Trowell, the promotion manager, reports that the amount of promotion allotted to various programs is based on four main factors: listener appeal, public service value; sponsor cooperation; and the amount of time used. "Our job is to promote the program that will build audience and retain it," he says.

The station uses window cards in many of the sponsors' outlets and counter display cards, with changeable messages, appear in London showcases. In the London Free Press, a quarter-page is devoted daily to listener promotion.

MARKET

The Wingham market is an agricultural market. Within a 75-mile distributing radius of the town lives 16% of Ontario's population; and within the same ten-county area 65% of the province's farm production is grown or raised.

COMMUNICATION

The Ontario Farm Station CKNX, Wingham, serves the entire ten-county market offering an excellent advertising outlet for nearly every type of product or service. A recent survey shows that CKNX has more listeners in the area than all other stations combined.

SHOPPING

Wingham has 73 Retail Stores more stores than all but one of 18 towns of comparable size in Ontario. Retail trade volume exceeds 14 of the 18 towns, according to the Business Year Book 1950. These figures speak for the quality and diversity of the products offered.

(Excerpts from a Wingham Chamber of Commerce booklet)

To Serve!

For
**FACTS AND
FIGURES**
on the
**Ontario
Farm
Station**

See

JAMES L. ALEXANDER

Toronto

Montreal



The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL

VACANCY

For announcer on small city 1000 watt Ontario station. Minimum of one year general commercial experience.

Box A-66
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

Air announcements for programs are used on a rotating basis of eight per day, and any sustaining programs not devoted to public service have the usual commercial slots given over to boosting shows.

Pepsodent Dentifrice has a program aired over CKNW, New Westminster, called *Stump Jimmy Morris*. To promote the show, merchandising displays have been arranged in many dealers' windows throughout the station's coverage area, planned and supplied by CKNW's sales promotion staff. The window displays emphasize Jimmy Morris, Pepsodent and CKNW. This, the station points out, is one audience "plus." In addition, the program is broadcast before the public in various places, and at one time 4,000 people jammed the Exhibition Gardens in Vancouver and saw the show, drawn there partly by prizes of four mink coats, one valued at \$4,000. In future, still attention will be drawn to Pepsodent when Morris makes personal appearances at some of the larger local drug stores.

By the same station another product, Solsuds, a Vancouver-made soap, was packaged specially in sample envelopes and mailed to the wives of thousands of grocers in a wide area for testing. After that they were urged to help CKNW in every way to sell the soap.

Flakes is another of many products that is given special treatment by CKNW's merchandising division. The program

agers of B & K Economy Stores arranged point-of-sale displays, supplied by the station, and featured price cards, dominated by a CKNW microphone, throughout their stores. This was followed up by station advertising in weekly newspapers.

Everything, from chewing gum to parades, figures in the promotion of products by CKCW, Moncton, during a year.

Station staff members, loaded with sticks of gum on which were pasted special labels announcing the return to the air of Wrigley's *Cisco Kid* program, handed it out to youngsters all over town. Another part of the promotion scheme was a *Cisco Kid* party, given by the station, to which the children came dressed in something like the costume of the idol they were honoring. Prizes were given for the best regalia, and facsimiles of the *Cisco Kid* were seen in many parts of Moncton that night.

To publicize *Ford Theatre*, CKCW staged a parade of Ford vehicles through the city's business section during the height of the Friday night shopping period. With the co-operation of Ford dealer Alex E. Ross, 15 cars, trucks and tractors, complete with banners and placards, announced coming plays to be heard on the program.

Alf Parkes, the station's publicity director, says that the ideal organization for the supplementary promotion of general goods is the Maritime Merchants' Alliance, a group with 36 member stores that co-operated with the station in arranging for displays and highlighting "pushed" goods in its advertising. This group helped boost the sale of Carnation Milk and the listenership of the *Contented Hour* by featuring station-prepared displays of Carnation near their cashiers' desks, so that cans could be picked up easily. The Carnation representative keeps an eye on the displays to see that they are continually built up to size. "A truly co-operative effort," Parkes says.

OHAB, Moose Jaw, does much of its promotion through street broadcasts, where passers-by are interviewed and presented with a complimentary package of the product. This was the method used to increase interest in shows for two tobacco products, Ogden's and Player's.

The station maintains permanent window displays, which various sponsors share in rotation and usually contain a picture of the featured artist and program information. Then letters to dealers are sent out by the thousand at the beginning of every program series suggesting to these final salesmen that particular attention be paid to the advertising campaign and that every effort be made to push the products.

This, then, is how a representative cross-section of Canadian radio stations promotes and merchandises the thousands of programs that are broadcast every year. The everlasting jingle of retailers' cash registers bears witness, in part, to their effectiveness.

Practically EXCLUSIVE COVERAGE

IN KENORA-KEEWATIN

To cover the Lake of the Woods District, and Northern Ontario with its rich, active mining areas, you need CJRL—the station listened to in over 90% of the radio homes in Kenora-Keewatin and used by most of the local merchants.

For Rates and Availabilities consult our nearest National Representative—Horace N. Stovin & Co., Toronto and Montreal; Inland Broadcasting and Recording Service, Winnipeg; Donald Cooke, Inc., U.S.A.

CJRL

KENORA ONT.

DOMINION NETWORK

The People of Cornwall Go Along When "CKSF Goes Calling"



One of the several new features of Radio Station CKSF and CKSF-FM is the early Monday evening program "CKSF GOES CALLING." Program Director Freddie Pemberton takes the CKSF microphone and tape-recorder to local and district industries for on-the-spot interviews. In the picture above, Mr. Pemberton is looking over the giant "woodpile" at Howard Smith Paper Mills, accompanied by a plant guide.

Many favorable comments prove this program has a large and faithful listening audience. A survey conducted by the office staff of one of Cornwall's leading industries during a broadcast from its plant disclosed that 52 per cent of the Cornwall homes contacted had their radios turned on and were listening to its program. This is only one of many "local" features that make CKSF a real community station in Cornwall and the United Counties of Stormont, Dundas and Glengarry. It assures you of a large listening audience when your advertising message is broadcast on

CKSF

CORNWALL - ONTARIO

All programs synchronized on CKSF-FM.

Write Us Direct, or Contact Horace N. Stovin Company (Canada) or Joseph Hershey McGillivra (U.S.A.)

SINCERE APPRECIATION

of my association as announcer

LEVER Brothers Ltd.

CITIES SERVICE

Oil Co. Ltd.

LAMBERT PHARMACAL

Co. (Canada) Ltd.

Jack Dawson



JOS. HARDY

talks

ON QUEBEC MARKET No 2

"Good morning to you again from Jos. Hardy. This time I have a word for you about Sherbrooke—a market for your goods and services which is steadily growing bigger and better! Take Building Permits. In 1949 they were \$4,266,670. In only 8 months of 1950 they reached \$4,194,765—and we have 4 months still to go! Retail Sales are 11% up—to \$39,797,000. Over-all Market Index is 104%, as compared with 100% for all of Canada. Average Family Income is \$3,365. Tell your sales story in this growing market—by radio—over CHLT (French) and CKTS (English). For more information—Ask Jos. Hardy."

For any information on
QUEBEC MARKET No. 2
and

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

REPRESENTING

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

SELECTIVE RADIO

Check & Double Check

By Dave Adams

Winnipeg.—A Hallow'e'en night prankster had a bit of fun with one city radio station but struck out on a second when a newscaster showed a bit more savvy.

We won't mention any names as the poor guy who was spoofed likely wants to forget the episode, but here's what happened.

On the night in question a joker phoned one of the stations, and, after representing himself as a professor, passed out the information the University of Manitoba wouldn't be functioning the next day because of a power failure. In other words, students could have a holiday.

The chap who took the news didn't bother to put any further check on his source and aired the information. Naturally the station was flooded with calls and it wasn't until well on in the night that it was learned the "professor" was a fake and the juice situation was O.K. at the U.

Then the station corrected the item but not without considerable embarrassment and hollow laughter about being "taken in."

Later it was learned the same "professor" had called a second station and tried to pass on the same yarn. The staffer took the info down, but was wise enough to check the powerhouse at the university.

The old newspaper adage "check

and double check" should also be kept in mind by radio newsmen, it seems.

CJOB has launched the annual program that means so much to needy folk around Christmastime. Actually it's just part of the daily afternoon request show that is earmarked to aid the needy.

For an hour every day, listeners who request special tunes, are also asked to enclose a donation in their letter. Later the cash is turned over to welfare officials, who distribute it as they please in food and clothing form.

Last year more than \$800 was raised in this way, and now welfare officials make a point of contacting CJOB to make sure that they contemplate the same action. They really depend on the station's aid.

A touch of the Korean war scene is being introduced into city homes in tape-recorded shows prepared by R.C.A.F. public relations officials and aired over CKRC.

Featured on the shows are Manitoba personnel serving with the R.C.A.F. "Thunderbird Squadron" which is participating in the Korean airlift.

Two of the boys recently heard were FO. Bob Edwards of Winnipeg and FO. Gus Feilman of Rosenfeld.

Wendy Warren, CKY's popular female broadcaster, puts in a busy 60 minutes every weekday morning between 9.30 and 10.30 o'clock. In that space of time she handles four shows.

They are: *Over the Back Fence* and *Music Means Money*, both sponsored by Cashmere Bouquet; *Let's Waltz*, sponsored by Dayton's Department Store, and *Fun and A Miss*, sustaining.

Back Fence is what Wendy originally started out with—a program that features events interesting to women listeners. The remaining three are musical shows—with listeners having a chance to win prizes on two of them.

Music Means Money features a pyramiding quiz with the listener who writes in the correct answer to a musical question taking away the cash. Recently Wendy gave away \$130. The Dayton's show affords folks on the other side of the mike a chance to pick up a daily \$10 merchandise order.

Lovers of the spoken word drama form, should be able to fill their fill every Sunday over CKRC. The station is presently featuring five straight hours of drama, running between 4 and 9 p.m. Thrillers, western shennanigans and comedy get equal play.

All the shows are transcribed.

A new announcer has been earmarked for CJOB's *Night Owl* show which runs through to dawn each day, except Sunday. He's Erv Steen, formerly with CJLE, Kenora. He will take over the show's reins around December.

At the same time, Roy Partridge, announcer - librarian, leaving. He intends to go to work for a city radio dealer.

To Cover Korea

Vancouver.— Bert Cannin, news director of CKWX, Vancouver, has been appointed to go to Korea to represent the CBC covering the clean-up of the war. It is his second assignment for the CAB, having covered exercise "Sweetbriar" in northern Canada earlier this year.

Bert will fly to Tokyo and then to Seoul on his way to the fighting front. His principal sources of news will be the Canadian air crews, the Canadian destroyers and the Canadian Korean force.

Press News, which supplies news wire to many stations in the country, will also carry Cannin's reports.

He is the first private station man to leave for the Korean war, preceded only by Bill Herbert of the CBC, who recently left Vancouver for the Orient.



To Broadcast is to Sow...!

REAP TOP RESULTS FROM YOUR ADVERTISING SEED ON BRITISH COLUMBIA'S PIONEER STATION.

at 1410 on your dial...

"YOUR TWIN CITY STATION"

The Wright STATIONS

Serving... STATIONS, AGENCIES & ADVERTISERS and representing

CKAC, Montreal **CKOX, Woodstock**
CKCR, Kitchener **CHNO, Sudbury**
CKCL, Truro **CKMR, Newcastle**

GREETINGS TO A.C.A. CONFERENCE

William Wright
York Bldg. MONTREAL

81 Queen St. West TORONTO

I WANT A RADIO STATION

A working partnership in one—away from metropolitan areas. Have substantial sum available for immediate investment. Radio experience includes production and sales. Write in confidence to:

Box A-65
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

KOREA AUREVOIRS



New Westminster.—Vic Fergie of CKNW, New Westminster, was one of the last reporters to talk to Canadian troops as they embarked for Korea at Seattle, Wash. In a series of tape-recorder interviews, Fergie talked to the sol-

diers at the Fort Lewis, Wash., training grounds and again aboard ship in Seattle.

Here he is talking to Sgt. Bill Mallory of Vancouver, who gets a slight ribbing from his friends as he sends a message home.

"We are not trying to teach them art."

...

The weekly lectures, divided between instruction and questions from students, cover every field of radio. Some CKWX staff members have also been sitting in on the classes.

The course is free, and Thompson said he believed there was no other course like it in Canada.

Thompson himself handles the introduction, review sessions and exams, with these staffers and outside experts giving the lectures:

Laurie Irving, microphone technique and musical programming; Vern Groves, operating; Dick Diespecker of the Daily Province, writing for radio; Jack Sayers, radio salesmanship; F. H. Elphicke, manager of CKWX, the purpose of radio; Sam Ross, news and special events; Don Tyerman of O'Brien Advertising Limited, advertising agency work; Dick Diespecker, drama and variety production; Ken Hughes, radio promotion; F. H. Elphicke, station management; Sam Ross, station regulations; Vern Groves, Cal George and Johnny Ansell, announcing and operating; Nina Anthony, Leah Campbell and Jackie Phillips, radio writing; Charlie Smith and Dave Pomeroy, engineering.

EDUCATION

Private Station Organizes Free Radio Course

Vancouver.—With the idea of establishing a pool of partly trained radio talent, a commercial radio course has been established by station CKWX and the University B.C. Radio Society.

The 20-week course is divided into two parts. At the end of the basic eight-week course, exams will weed out those who have shown they have little talent for the radio business, while the rest go on to the advanced course.

Begun in mid-October, the course runs until the end of March, when a half-hour program, originated, prepared and presented by members of the class, will go on the air.

...

Reo Thompson of CKWX gave the introductory lecture to the 40 students, and, working with Don Cunliffe, president of the U.B.C. Radio Society, has lined up a group of experts to lecture on their specialties.

"We are trying to teach the students how to hold staff jobs on radio stations," Thompson said.

VOICE OF THE
CHWK
 CHILLIWACK
 REPRESENTATIVES
 ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

"FRASER VALLEY"

Reaching

More Radio Homes

Per Dollar Than

Any Non-Metropolitan

Station in B.C. ★

*Vancouver, New Westminster, Victoria excluded.

Have You A WEAK LINK between Toronto and Montreal? Strengthen it with CKWS Kingston

Between Toronto and Montreal — and not covered by their stations — is the rich, well-balanced Eastern Ontario market, including Kingston, Belleville, Brockville, Picton, Perth and Smiths Falls.

Practically all major advertisers use CKWS Kingston, to successfully reach this market. Sound programming plus Trans-Canada net earns CKWS an exceptionally high audience* and promotional follow-through gets results for advertisers.

Use

CKWS - Kingston

5000 WATTS

960 KCS.

CKWS - FM

Get ALL the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FI. 2498

*See any Elliott-Haynes report on Kingston.

Let Lionel
 THE LOBSTER—

open doors for you and your products in the Maritimes. CKCW's 5000 watt salesman sends out his voice from the Heart of the Maritimes, and makes sales sparkle with his individual promotion.

LIONEL EXTENDS BEST WISHES FOR A SUCCESSFUL ACA CONVENTION

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



BETTER CALL SWC
FOR DISCS, TAPE & T.V.

Serving National Advertisers With

**DON WRIGHT CHORUS
JOHN FISHER**
Canadian Westinghouse

LONESOME GAL
Imperial Tobacco
(State Express Cigarettes)

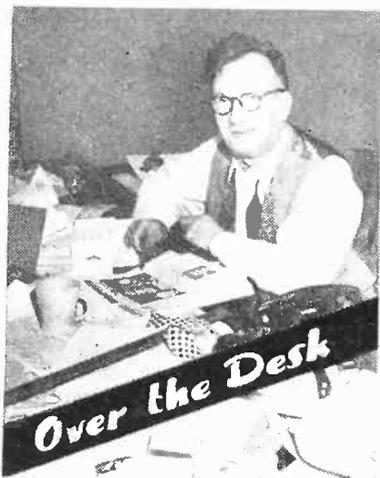
**ADVENTURES OF
FRANK RACE**
International Milling
Newfoundland Network
(Cinderella Flour)

WHO'S TALKING
Best Foods (Canada)
(Nucoa Margarine)

And many other shows from
Canada's Only Complete
Program Service

Better Call

S.W. Caldwell
LIMITED
2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.



Over the Desk
The other day I set out to buy a—well—a utilitarian product for my home. I just wanted an ordinary one, under the light, facing a frosted glass window, where I could sit of a morning and read my newspaper.

I heard of a place where I ought to be able to get one, and went to see them.

They must have figured they were going to charge me twice what it was worth anyhow, so they might as well make it sound difficult.

The salesman went into the question of the quality of the—if you will pardon the expression—

seat. He delved into the iron—or was it clay—content of the—excuse it, please—bowl. He discussed its convexity—or is it concavity?—translated into terms of restfulness and relaxation. Then he went off on a tangent about foot candles of reflected light. Any time now, I thought, he is going to take down my—particulars — and measure me for the damn thing.

You can bet your life I got out of there the first time he stopped for breath.

I hied me across the street to a war salvage store, selected the article of my choice—they assured me it had never been sat upon by anything humbler than a brigadier—paid my \$2.98, lugged it home, and spent half of one Saturday afternoon hitching it up with the help of a neighbor and a twenty-six ounce of cooking whiskey.

I am absolutely positive that the above seemingly senseless anecdote is only a hair-line exaggeration from a description of a great deal of the selling (?) copy which is all too often broadcast over the air in the mistaken idea that it will sell goods.

It is hard to determine where the blame for un-human copy should be attached, because so many people have their finger in

the copy pie besides the individual who writes and the one who should direct the writing of it.

An example of what I am driving at jolts these eardrums regularly on my favorite program *Ronson's Twenty Questions*. A couple of actors deliver the commercials in dialogue, with a guy raving ecstatically, naturally and convincingly about the beauty etc., of these super-lighters. The couple could be used, thus far, as an example of good dramatized spots. But comes the blow-line, and you're jolted back onto your haunches when the same naturally feminine voice coos—"and besides, my dear, they're precision built."

This is only one example. But a few hours' listening will produce plenty more.

Last week CBC's Director-General of Programs, Ernie Bushnell, who pioneered in private radio almost from its beginnings, before he joined the old Radio Commission, addressed the Ottawa Advertising & Sales Club.

This speaker must have been thinking along the same line when he told the admen that "they have a very low conception of the appreciation and intelligence" of the average radio listener . . . that some advertise "believe in repetition to the point of redundancy." He urged the audience not to pattern the commercials on those heard south of the border, because "the intelligence of the average listener is higher in Canada than in the United States (where) he has been subjected to so many commercials he has become impervious to them."

Whether or not we agree with Ernie Bushnell's opinions (and personally I am inclined to agree along with them) here is a man who has lived radio most of his

Serving

the **LARGEST FRENCH MARKET**
in Ontario, north of Ottawa delivering
an average listening audience of **72.8%**

CHNO

SUDBURY

See William Wright (Canada) — Adam J. Young, Jr., Inc.
(U.S.A.) for Elliott-Haynes Ratings & BBM Figures.



MIGHTY MIKE
presents
INTERESTING FIGURES

we have weight, too
— 37,082 tons of it!

Average weight, 150 lbs. per person;
3.7 listeners per radio home;
169,670 radio homes (BBM 1950)



CKCK • **Regina, Sask.**

**CAN YOU SELL
RADIO ADVERTISING
TO THE
RETAIL TRADE?**

Are you interested in:

- A GOOD SALARY
- A BONUS PLAN
- A GROUP HEALTH PLAN
- A PENSION PLAN
- PROGRESS PLUS SECURITY?

There is a good job here for the right man between the ages of 25 and 40.

Write the Sales Manager
BROADCASTING STATION

CKOC
Hamilton, Ontario

adult life. He has suffered gladly the slings and arrows of all manner of carping critics (this journal included), because he has firm and deep-rooted convictions and the courage to express them. Once he was asked at a meeting at which he was presiding what I thought of the thought of me for all the unkind things I said about the CBC. He replied that I knew what he thought. He thought I was a O. B. I knew this, I told them, because every time I passed him in the street, he said—"Hello, you O. B."

Have you been reading Tom Briggs' article in this paper, under the "Selective Radio" heading, dealing with case histories of Canadian private stations' activities in such fields as news, cultural programs, agriculture, and in this issue, program promotion. Tom writes each station before each issue asking them to supply him with material about whatever phase of broadcasting his is going to "do". Some stations answer. Others don't. The ones that do—and they all get letters—have their activities reported in the articles. The ones that don't—don't. The other day we had a letter from one station manager asking issue with us because his station was not mentioned in the story. The reason was, of course, that his PR man (or reasonable facsimile) had been too busy (?) to answer the letter, or any of the six letters he has to date received in the current series.

We do not make a practice of selling editorial space, and there is no fee connected with mention

in these articles. We do feel, however, that those stations which are on their toes leave no stone unturned to gain themselves publicity, and that national advertisers and their agencies, who represent the largest part of our circulation, are able to judge from the stations which are mentioned in these articles which of them are on their toes.

Just a thought in passing.

A long-distance record is being piled up as this column is being written by Bill Guild, manager of station CJOC (among other activities). Bill is in town with his farm service director, Omar Broughton, covering, believe it or not, Toronto's Royal Winter Fair. Rather than spoil the story at this writing, we are saving it for next issue, when full details and pictures will be available.

Two invitations come out from under the heap, viz and to wit, Gord Smith's official opening of CFOR, Orillia's new studios and thousand watt transmitter on No-

vember 24, and another from CHML, Hamilton, to attend Jane Grey's 25th Radio Anniversary on November 28. Both of which seem to indicate an early beginning of the party season.

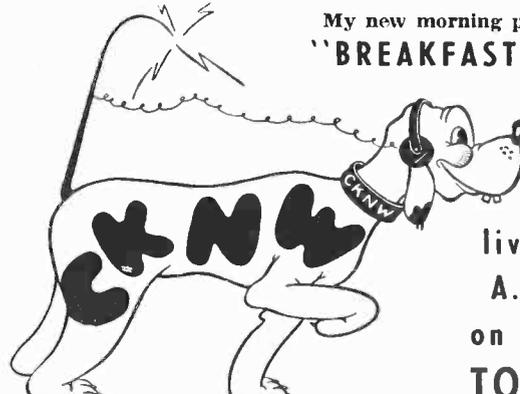
And that takes the top layer off the oak top for this issue.

\$3.00 a Year

(**\$5.00 for 2 years**)

Insures Regular Delivery of the

Canadian Broadcaster & Telescreen



My new morning program
"BREAKFASTIME"
is
the
ONLY
live-talent
A.M. Show
on the coast
TOP DOG!

Take a letter ... Miss Mc.Dougall!

November 7th, 1950.

Mr. Walter Winchell,
New York City,
New York.

Dear Walter:

Wanta know a secret?

This is supposed to be Federal Top Secret X1109 . . . the code word is Ralston.

Well, Walter, once upon a time when Chief Sitting Pretty was the boss Indian around these parts, there was a wide expanse of prairie known as Buffalo Broadway, sprawling about thirty-five miles North West of Medicine Hat. Upon this site, many moons ago, Squaw Rasslin' and Scalp Collectin' were the chief activities. Then came John Cabot and Wolfe and a couple of partners named Radisson and Groselliers, and in no time at all, the Indians were saying goodbye to Buffalo Broadway and taking up residence on a reserve near Lethbridge, about 125 miles from Medicine Hat.

Today, Buffalo Broadway is owned collectively by the Atlee-St. Laurent Civilization Co. Unlimited. The name has been changed to Ralston, a defensive measure. Now, instead of Squaw Rasslin' etc., other activities are taking place. There's a huge Military Experimental station, jointly financed by Canada and Britain. The joint is very hush hush. It is not generally known that extensive testings of ————— are a common occurrence. And ————— are often seen zooming into the sky. There's even gossip that points to ————— and the very latest —————! And goodness knows what else takes place up there!! The superintendent knows, but he's as tight-lipped as Molotov . . . the guards . . . the scientists, the military personnel know, but they don't like conversation. Matter of fact, there are five hundred people up there engaged in Federal Top Secret X1109, and none of them are talking . . . just working . . . settling there and in Medicine Hat with their families . . . earning over \$1,500,000.00 annually and spending most of it in Medicine Hat's stores. They're an important part of Medicine Hat's market. They're in the primary coverage of Medicine Hat's CHAT. Get the point, Walter?

In a spot on the map that used to be noted for Scalp Collectin', your friends, Richard Hudnut and Associates, can do a bit of Scalp Protectin' . . . if . . . and there's only one way to talk to this and the other parts of the Medicine Hat market . . . if . . . they advertise their products on CHAT.

Please pass this letter along to Louella Parsons.

Sincerely yours,

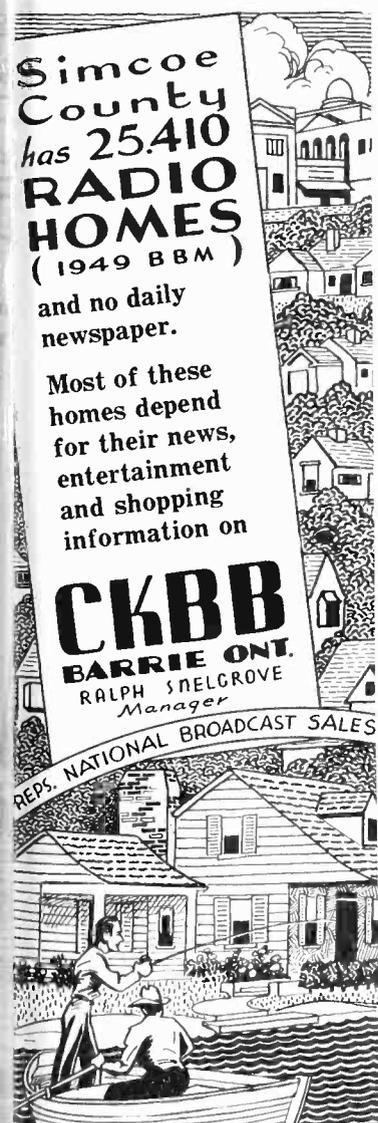
BROADCASTING STATION CHAT

R. J. Buss

Manager.

rjb/em

ONE THOUSAND PERSUASIVE WATTS COVERING THIS MARKET LIKE A WIGWAM!



Simcoe County has 25,410 RADIO HOMES (1949 BBM)
and no daily newspaper.

Most of these homes depend for their news, entertainment and shopping information on

CKBB
BARRIE ONT.
RALPH SNELGROVE
Manager

REPS. NATIONAL BROADCAST SALES

Best Wishes

for a

GOOD CONVENTION

and our personal greetings to the ever-growing number of

**CANADIAN
ADVERTISERS**

USING

CKOC

To reach the rich HAMILTON market

—AN ALL-CANADA STATION



MUSIC

The Copyright Chips Are Down

Ottawa. — A new performing rights association seems likely to appear before the Copyright Appeal Board to seek authority to collect performing right fees from radio stations in 1951. This is a French group, calling itself La Fédération des Auteurs au Canada (The Federation of Authors in Canada), and is comprised, according to the grapevine, of a small group in Quebec, which may have the repertoire of the Paris-quartered SACEM (Société des Auteurs, Compositeurs et Éditeurs de Musique) (Society of Authors, Composers and Music Publishers) whose fees have, in the past, been collected by CAPAC. SACEM is now said to be planning to withdraw from CAPAC and will, if successful before the Board, establish its own collection operation.

In the past, two performing right associations, the Composers', Authors' and Publishers' Association of Canada (CAPAC) and the broadcaster-owned BMI Canada Ltd., have enjoyed the sole privilege of licensing performing rights. Now the new association threatens to complicate the issue by setting up independently. The CAB expresses itself as being concerned over the "possibility of splinter groups arising and throwing confusion into the established copyright field."

An unnamed "official in close touch with Copyright Appeal Board matters" is quoted by The Canadian Press as expressing the belief that the new organization was "an offshoot of some associations dissatisfied with the amount they were receiving annually from CAPAC. He said," the story continues, "that CAPAC's contract with the dissatisfied association is due to expire December 31 (and that) it was possible that the application to the Copyright Appeal Board was to be used as a lever to obtain a better contract from CAPAC."

The same source presages that if contract difficulties cannot be settled, stations and places of entertainment would have to pay more than they have been paying for the rights to use copyright material.

The CAB feels that the advent of a new association would not work in the best interests of any of the parties involved—composers, publishers or users of dramatic works. "Full comment is impossible," the Broadcasters' Association explains, "because the matter is more or less sub judice, and will shortly be heard by the Copyright Appeal Board." It pointed out that if this situation brings about "a full-scale war between copyright groups," it may no longer be able to continue its past practice of protecting the interests of all private stations, whether they are CAB members or not, in copyright matters, and may have to "concentrate its efforts solely on the interests of member stations, leaving non-

member stations to make the own deals with the various copyright factions.

No date has been set for the next hearing of the Copyright Appeal Board, but it is generally believed that applications will be heard some time in mid-December by Mr. Justice J. T. Thorson, president of the Exchequer Court. Objections must be in the hands of the Secretary of State by December 6.

When the Board does meet, CAPAC will ask for \$500 a month per TV station in addition to other fees. Neither CAPAC nor BMI are seeking an increase in radio fees, except in ratio to the increased number of radio sets.

BMI points out, however, that "music is heard and not seen whether on radio or television, and that its agreements with broadcasters have, since 1940, included the right to telecast as well as broadcast BMI music."

Include Program In School Curriculum

Moncton, N.B.—For the third successive year, station CKCW Music Appreciation Course has been incorporated into the curriculum for grade 8 students in all Moncton schools by the Moncton School Board.

Conceived jointly by Robert Bayley, supervisor of school music for Moncton and the station, the program provides the basis on which all Moncton grade 8 students pass or fail on music subjects at the end of the term.

MORE STRONGLY ENTRENCHED THAN EVER

as

Western Canada's Farm Station

BBM	—	1948
DAY		NIGHT
53,400		42,400

B.B.M. 1950	
DAY	71,730
NIGHT	59,600
INCREASE:	
DAY 34.3%	NIGHT 40%



Consult our nearest National Representative.

CJGW
YORKTON

DOMINION NETWORK

Representatives:

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

C J R W

**250 WATTS
1240 KC.**

We do not claim all the audience, but we have our share (and that is a lot).

Summerside is Canada's richest town and it is also a very rich market.

FOR LATEST DETAILS ON OUR RICH MARKET

Contact
RADIO REPRESENTATIVES Limited
MONTREAL
TORONTO
WINNIPEG

"The Voice of Canada's Garden Province"

MUSIC

Radios are located in classrooms and are tuned to CKCW each Tuesday afternoon at 1.45 when Bayley broadcasts the lecture for the week. Periodic reviews are given by him, and all students are required to answer the questions, at the time they are posed by him over the radio. Papers are corrected by class teachers immediately following the program. Mid-term and final examinations are given in the same manner. Printed outlines of the courses are given to each student by the station.

The Moncton School Board has endorsed CKCW's *Music Appreciation Course* as part of the school curriculum each year since 1948.

While school programs have been broadcast elsewhere for some time, they have consisted largely of lecture type programs that are listened to mainly at the discretion of teachers and principals. None, as far as is known, is a definite part of a curriculum, nor do they appear to give actual examinations over the air, provide a basis for grading students, as is the case with this CKCW venture.

PEOPLE

RCA Engineer Honored



Montreal.—A. B. Oxley, chief engineer of the home instruments division of RCA Victor Company Ltd., has been elected Canadian regional director of the Institute of Radio Engineers, it was announced in New York last week, by the Institute's board of directors.

Oxley's election to the IRE board is said to be in recognition of Canadian contributions to the development of radio and electronic science and of his own activity in electronic-sound engineering in the field of home enter-

tainment.

The newly-elected president of the Institute is Ivan S. Coggeshall, general traffic manager of Western Union Telegraph's overseas communications, and the vice-pre-

sident is Jorgen C. F. Rybner, professor of telecommunications at the Royal Technical University of Denmark. Membership in the society numbers about 30,000 scientists and engineers.

IN EDMONTON
it's

CFERN

RADIO REPRESENTATIVES LIMITED
MONTREAL — TORONTO — WINNIPEG — VANCOUVER

We're Millionaires in the Ottawa Valley

Now, don't misunderstand. We at CHOV don't have a million dollars, but the retail sales in our primary area were about \$30,000,000.00 last year (check Renfrew and Pontiac Counties).

Contributing to this market, is the Chalk River Atomic Research centre; three new Hydro plants; the permanent establishment at Petawawa Military Camp, as well as the Ottawa Valley industries, and 5,000 farms that are prosperous and solvent. As a matter of fact, in Renfrew County, there are more tractors per capita than in any other county in Canada!

Glance at our coverage map and you'll notice that it covers the best area of the entire Ottawa Valley! And when you consult our rate sheet and chat with the lads at Horace Stovin's, you will realize that your clients are missing a bet if CHOV is not on the list for the next campaign.



Whatever your yardstick, more than 200,000 listeners with \$30,000,000.00 in retail sales is a market. If this interests your clients, talk to Horace Stovin in Canada and Adam Young in the United States.

The Ottawa Valley Broadcasting Company Limited
RADIO STATION CHOV, PEMBROKE

1000 WATTS

1350 KC.

DON'T WAIT TILL THE COWS COME HOME!

They're Here Now!

**LIVESTOCK
SALES**

at

**PRINCE
ALBERT
STOCK-
YARDS**

IN 1949

AMOUNTED

TO

\$7,637,198.00

Learn More about
this 4-in-1 market
from the All-Canada
Man.

CKBI

PRINCE ALBERT, SASK.
5000 WATTS

AGENCIES

By Art Benson

HARRY E. FOSTER

Toronto.—Imperial Tobacco is again sponsoring the Grey Cup Football Final from Varsity Stadium, Toronto, November 25, over 54 stations coast to coast, advertising Sweet Caporal cigarettes. The broadcast of this Canadian sporting highlight of the year will climax "Sweet Caporal Football Week in Canada" and will feature sportscasters Ken Foss from Calgary, Jack Wells from Winnipeg, Tommy Shields of Ottawa, as well as regular play-by-play man Wes McKnight, with Jack Dennett handling the commercials.

JOIN GRANT ADVERTISING

Toronto.—C. W. Scarlett, former radio director at Russell T. Kelley's Toronto office, has joined the local office of Grant Advertising of Canada Ltd. as senior account executive.

R. C. Yeates, former copywriter at Russell T. Kelley, also moves over to Grant as an account executive.

ALBERT JARVIS

Toronto.—The Abitibi Power & Paper Co. Ltd. has started the 15-minute transcribed *The People's Forest* over 23 Ontario stations featuring John Fisher in a series of factual stories on the development of Ontario's forests.

CAAA ELECTS NEW OFFICERS



Howard F. Baker
President



Russell C. Ronalds
Vice-President



Harry M. Tedman
Sec.-Treasurer

Toronto.—Howard Baker, vice-president of Baker Advertising Agency Ltd., was elected president of the Canadian Association of Advertising Agencies at its recent annual meeting here. Other officers elected were Russell Ronalds of Ronalds Advertising Agency Ltd. as vice-president and Harry Tedman of J. J. Gibbons Ltd. as secretary-treasurer.

New directors of the CAAA are: R. H. Vickers, Vickers & Benson Ltd.; H. E. Smith, Stevenson &

Scott Ltd.; G. C. Hammond, Cockfield Brown & Co. Ltd.; Palmer Hayhurst, F. H. Hayhurst & Co. Ltd.; G. Alec Phare, R. C. Smith & Son Ltd.; Mark Napier, J. Walter Thompson Co. Ltd.; E. V. Rechnitzer, MacLaren Advertising Co. Ltd.

Alex Miller is manager of the association which embraces 3 member firms and handles an estimated 80% of all agency-placed advertising in Canada.

SPITZER & MILLS

Toronto.—RCA Victor Co. Ltd., in co-operation with its radio dealers, have scheduled the 15-minute three-a-week segment of *Midnight Merry-go-round* until February 3 over CFRB, Toronto, advertising 45 r.p.m. records. In addition the 15-minute recorded *Promenade* is going to CFRB every Sunday. Equipment has been installed at the station to play 45 r.p.m. discs for both programs.

F. H. HAYHURST

Toronto.—The Best Foods (Canada) Ltd. started the five-minute five-a-week transcribed *Who Talking* (S. W. Caldwell) October 30 over CFPL, London; CHMI Hamilton; CFRB, Toronto; CKWS, Kingston; CHEX, Peterborough; and CKOY, Ottawa, advertising Nucoa Margarine.

Spanner Products Ltd. (Furniture Manufacturers) has a six week spot announcement series going to CFRB and CKEY, Toronto, along with a 15-minute three-a-week segment of *CKEY Make Believe Ballroom* advertising Ruspan Originals.

Meccano Ltd. started an extensive spot announcement series November 15 through Christmas over 45 stations coast to coast advertising its Meccano sets, Hobby trains and Dinky toys.

Addison's Ltd. has started a 10 week spot announcement campaign over 15 Maritime stations advertising radios and appliances.

MacLAREN ADVERTISING

Toronto.—Tuckett Ltd. has started the half hour transcribed *The Story of Dr. Kildare* featuring Lionel Barrymore and Lev Ayres over CFRB, Toronto, advertising Buckingham cigarettes.

McKIM ADVERTISING

Winnipeg.—The Manitoba Power Commission has started the hour long transcribed *MGM Theatre on the Air* (All-Canada) over CKX Brandon, running until next spring.

STEVENSON & SCOTT

Toronto.—Dr. Ballard's Animal Food Products Ltd. has scheduled a series of spot announcements in two flights over 56 stations coast to coast through February, 1951.

**COVERED BY
CFCY
CHARLOTTETOWN**

SERVING 5 OF CANADA'S TEN PROVINCES

Latest BBM survey shows CFCY has consolidated its lead over Maritime commercial stations—now having a BBM circulation of 134,310 radio homes.

NOW 5000 WATTS DAY AND NIGHT

CFCY

CHARLOTTETOWN PRINCE EDWARD ISLAND

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the H rating; the second is the change from the previous month.

DAYTIME

English		
Ma Perkins	15.3	+1.4
Big Sister	13.8	+1.0
Pepper Young	13.4	+ .8
Right To Happiness	13.2	+ .6
Road of Life	12.3	+2.1
Life Can Be Beautiful	11.0	+ .5
Laura Limited	10.9	+1.5
Monarch Money Man	10.6	new
Kate Altken	10.4	+ .5
Aunt Lucy	10.3	+1.3
French		
Rue Principale	26.5	+2.5
Jeunesse Doree	24.9	+ .5
Francine Louvain	20.3	+3.3
Tante Lucie	19.7	+3.6
Joyeux Troubadours	19.6	+1.3
Maman Jeanne	19.6	+1.5
Quelles Nouvelles	18.8	+ .4
Grande Soeur	18.7	+2.0
Metairie Rancourt	18.5	resuming
L'Ardent Voyage	16.9	+ .8

EVENING

English		
Charlie McCarthy	28.0	resuming
Amos 'n' Andy	24.9	resuming
Our Miss Brooks	24.4	+3.7
Lux Radio Theatre	23.6	-1.1
Twenty Questions	19.3	+3.3
Mystery Theatre	18.3	+3.7
Leslie Bell Singers	16.7	resuming
Treasure Trail	16.5	+4.6
Boston Blackie	16.2	resuming
Jack Smith Show	16.1	+3.5
Suspense	15.9	+3.2
Club 15	15.6	+2.5
Beulah	15.4	+1.1
Aldrich Family	15.0	+1.4
Fan Parade	14.7	+ .6
French		
Un Homme et Son Peche	30.8	-4.5
Ceux qu'on aime	27.2	+7.6
Radio Carabin	25.1	-2.9
Metropole	24.7	-5.0
Course au Tresor	22.9	-3.6
Ralliement du Rire	21.8	resuming
Mosaïque Canadienne	21.5	resuming
Les Amateurs	21.2	new
Prenez Votre Chance	21.0	+ .8
Où suis-je?	20.9	+3.5
Talents de Chez Nous	19.7	resuming
Theatre Ford	19.7	resuming
Jouez Double	19.4	- .2
Peintres de la Chanson	17.2	resuming
La Chanson 57	16.2	new

KITCHENER-WATERLOO'S FIRST STATIONS

CKCR 1490 KCS.

CKCR-FM 96.7 MEG.

YOU CAN BUY BIGGER STATIONS -
BUT YOU CAN'T BUY A BIGGER MARKET

For CKCR & CKCR-FM FACTS

See "Bill" Wright, Toronto & Montreal
or Adam J. Young, New York

The Elliott-Haynes Organization is at your service in the assembling and interpreting of facts and figures as related to your particular problem.

ELLIOTT-HAYNES

can supply you with the facts - - -

<i>about your</i>	ADVERTISING Copy Testing Readership Studies Media Evaluation Sales Effectiveness	<i>about your</i>	DISTRIBUTION Distribution Costs Sales Quotas Sales Methods Trade Coverage
<i>about your</i>	COMPETITORS Public Awareness Public Acceptance Distribution Advertising & Selling	<i>about your</i>	MARKET Present Status Market Potentials Where Are They Why They Buy
<i>about your</i>	COMPANY Public Attitude Employee Attitude Labor Relations Customer Relations	<i>about your</i>	SALES Sales Coverage Dealer Acceptance Territory Allocation Sales Presentations
<i>about your</i>	DEALERS Brand Attitudes Display Material Commissions, Discounts Sales Policies	<i>about your</i>	PRODUCTS Public Awareness Public Acceptance Consumer Uses Packaging & Pricing

ELLIOTT-HAYNES LIMITED

Marketing Research

INTERNATIONAL
AVIATION BLDG.
MONTREAL
UN. 1519

515 BROADVIEW AVE.
TORONTO
GE. 1144

CJNB

DAILY
REACHES

more
than

30,000

RADIO
HOMES

in

NORTH
WESTERN

SASKATCHEWAN

Broadcasting Station

CJNB

North Battleford, Sask.

Representatives

HORACE N. STOVIN
& COMPANY

PLAN NOW TO ATTEND THE FIRST CANADIAN TELEVISION CLINIC

December 7th, 8th & 9th, 1950

ROYAL YORK HOTEL
TORONTO

- Authoritative coverage of:
STATION OPERATIONS — ENGINEERING — PROGRAMMING — PRODUCTION — COMMERCIALS — FILMS — COSTS — EQUIPMENT — PERFORMING
- HEAR top men in television and its allied fields discuss the latest developments in the industry and point to the limitless possibilities for extending the scope and activity of this progressive new art in Canada.
- MEET a number of North America's recognized experts — men and women who are currently guiding the destiny of television.
- ENJOY 15 informative panel sessions, 3 luncheons, banquet, prominent speakers and entertainment.

Sponsored by the

ACADEMY of RADIO ARTS

LORNE GREENE, DIRECTOR

Write TO-DAY for registration form and full particulars.
Address: 447 Jarvis Street, Toronto.



Check that line-up of daily
network shows on CFCN
WHAT A SPOT FOR SPOT RADIO

Ask Radio Reps. — Toronto — Montreal



"THE VOICE
OF THE
PRAIRIES"

★
Calgary

Wise time-buyers have used CFCN to sell the
Southern Alberta Market for over 28 years.



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 8 1/2c 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.

PROGRAMS

TELLO-TEST—Grand-daddy telephone give-aways — no specially built for Canada Ask S. W. CALDWELL LTD. 80 Richmond West, Toronto (C)

METROPOLITAN BROADCAST SALES — Radio Program Specialists — Producers "Mother Parker's Music Mysteries" and "Did I Say That"—AD. 0181.

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU — Press Clipping Lineage Research, Check Service, 310 Spadina — Toronto; 1434 St. Catherine W.—Montreal.

RECORD'G SUPPLIE

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock Cappel's resharpening needles. Mail us your used Sapphires and we will immediately return to you sharps 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. — ALPHA ARACON LTD. — 29 Adelaide St. W. Toronto.

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.

SINGING

FREDA ANTROBUS — Ly Soprano—available for radio calls. Kl. 3840.

BRUCE WEBB—Versatile bass singing pops, folk songs, commercials. Present show "Bruce Webb Show." "Dance forth Radio Folks"—GE. 831.

HELEN BRUCE—International lyric soprano, 15 years stage concert, radio. Popular classics, opera, etc. Audition available—Zone 8449.

HOWARD MANNING — Baritone: "Howard Manning Show." CKEY 9.30 p.m. Available for commercial guest appearances. Phone HY. 7782.

FROSIA GREGORY — Singer on the "Army Show"—available for guest spots, commercials, etc. Accompanist on Auto-Harp—RE. 7718.

SHIRLEY PACK — Soprano New York, San Francisco—available for radio calls—RA. 2601 or Kl. 2103.

"TEX" BLOYE — Original western entertainment, songs, gags, etc. Just finished "Who Am I?" Available on Radio, Stage, Recordings—LL. 5535.

PHYLLISS MARSHALL—Experienced personality singer Shows: "Moon Mist", "Starlight Moods", heard on Dominion-Mutual outlets. Available for bookings—LL. 4862.

ACTING

BETH LOCKERBIE — Experience tells... MA. 2338 or WA. 1191. (B)

TOBY ROBINS — Engueue — ME. 4144. (D)

RUTH SPRINGFORD — Ford, Wednesday Nights, Stages, Commercial Spots; 8 years' experience — Scotch dialects a specialty—LY. 6740. (I)

JANE MALLET — Heard on most national programs since radio began, is available for some spots and commercials. HU. 4132. (P)

No globe-trotting for **LADIE DENNIS** this fall, staying on the job. Available for acting, commercials and commentating. WA. 1191. (L)

LIONEL ROSS — Juvenile—10 years' Professional Radio and stage experience. Available for radio—stage—films. 29 Northcliffe Blvd.—LA. 8612. (O)

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or HU. 0114. (P)

For warm, sympathetic voice type, call **IRIS COOPER** — RA. 0440. Also European dialects. Fully experienced. (X)

RENA MACRAE—Commercial — acting, mother-housewife type, testimonials, etc., substantial experience — Rinso, etc. Phone MO. 1593. (R)

BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, 'teen parts a specialty — English, French, Scotch dialects. HY. 3603.

MARCIA DIAMOND — Engueue, leads, 7 years radio, acting. Chicago, Vancouver, Toronto. Commercials, many CBC shows. RE. 0319. (E)

LUCILLE BIRCHALL—Tops in child acting—has played all leading shows — Commands five dialects — Commercials — Acting—Phone 533W Richmond Hill. (E)

JOAN FOWLER—Enthusiastic young actress. Specialist in boy and girl parts, several years' experience at CBC—Phone PR. 4481. (L)

MARLENE DANIELS—Now in Toronto, available for calls. 'Teen parts and dialects, considerable CBC experience. RE. 3236 or RE. 9470. (X)

ALENE KAMINS—Now available for commercial calls—9 years' radio and film experience—specializing in 'Teen parts—KE. 7518. (A)

ROXANA BOND — WA. 1191. (L)

PETER LEGG—Characters and dialects, several years' experience overseas TV; CBC, etc. British dialects a specialty. Commercial, drama — EL. 7181—Loc. 287. (A)

ACTING

JOSEPHINE BARRINGTON — A character actress and leading woman of experience in Canadian radio and theatre. Available for calls — MA. 3904. (L)

ANNOUNCING

JAFF FORD—At your service. CFRB—Princess 5711. (L)

LOY OWENS—A record of consistent sales through Ontario's long established and most powerful independent outlet—CFRB, Toronto. (X)

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

WALLY CROUTER—"Top O' the Mornin'" "Treasure Trail," CFRB Special Events — Call CFRB. (X)

BETH LOCKERBIE — Experience tells... MA. 2338 or WA. 1191. (B)

EDUCATION

ACADEMY OF RADIO ARTS — Lorne Greene, Director. Canada's first and foremost radio school. 447 Jarvis Street, Mt. 8057. (G)

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

ENGINEERING

MCCURDY RADIO INDUSTRIES—Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service—33 Melinda St., Toronto—AD. 9701. (P)

TRANS - CANADA STEEPLE-JACKS—Painting and inspection of Transmitter Towers. Fast, dependable work. 530 King St. E. — WA. 0766 — Toronto. (L)

PHOTOGRAPHY

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

WHATEVER THE SERVICE you have to offer Broadcaster readers, there is a category for it in our Professional and Service Directory.

**GREETINGS, SPONSORS!**

For what we are about to receive, may the Lord make us truly thankful.

■ ■ ■

COMME IL FAUT

It is quite all right to look at your watch during the delivery of a speech, but it is not considered good manners to shake it.

■ ■ ■

FOR BETTER OR WORSE

Then there's the receptionist who was so dumb she thought a high fidelity record was a girl who went around with the same guy for more than three months.

■ ■ ■

FIGURATIVELY SPEAKING

If you want your husband to look his very best, send all his clothes to Parker's Cleaners.

—Heard on CFRB.

■ ■ ■

DIAGNOSIS

No commercial can rise above the announcer's delivery of it, when it is well written. No announcer can get more out of the commercial than is written into it when the writing is poor.

■ ■ ■

READER SERVICE

Sir: I can't find out what station carries my favorite soap opera. It's about a woman who brings up her family in the face of tremendous problems, with which she struggles manfully. Her husband does not understand her. Can you help me?

—Anxious.

■ ■ ■

NAUGHTY WORD

Myrtle Cherryman says she keeps her loose dollars in a copy of Dante's Inferno, thereby always being in a position to answer her own querulous: "Now where in hell did I put that money?"

—Bennett Cerf.

■ ■ ■

CRYSTAL BALL DEPT.

One thing about the Grey Cup final, if Winnipeg doesn't carry the day, they'll be right up there in second place.

■ ■ ■

PRE-CHRISTMAS FILLER
Snow use!**TALENT TRAIL**

By Tom Briggs

"Musical Kitchen," a three-a-week program for Robin Hood Flour Mills, heard on Trans-Canada at 1.45 p.m., is, despite a corny monicker, a very pleasant and lively quarter-hour of nothing in particular.

Howard Cable and the Merry Men, one of them (Gordon Day) blowing an egotistical and thrilling flute that predominates, put the show together November 13 in grand style, and while 15 minutes isn't long, it is long enough for a let-down. There wasn't any though; the blonde, bouncing producer with the broad back, Jack Rea, saw to that. This skeleton of an orchestra went to work on one number, called something like "Up The Pond" — a type of hunting song—and I'm still humming it. Cable steals nothing but the best, and this tune he picked up on a recent trip to Newfie.

Terry Dale is the one who sets the program's pace. She lilted through an opening ditty dedicated to Robin Hood Flour and then Elwood Glover delivered a commercial that tried hard to be part of the show.

Baritone Bernard Johnson, a great performer, brought the show around to his way of thinking with a solo on the moody side. This made good contrast.

All in all, this is a show with plenty of scope, brains and happiness, directed by Robin Hood's agency, Young & Rubicam Ltd.

■ ■ ■

"The George Murray Show," heard on CFRB every Wednesday at 10.30 p.m., was a very tired performance last week with just enough bright spots to keep it from going completely sour.

The star of the show, tenor George Murray, is one vocalist who probably has to look back many years to recall his last poor effort, but considering what he can do, his work on the show in question was only fair. At the same time he was the brightest light of the program and his warm approach to "All Through The Day" as the opening number and his well-controlled "When Shadows Fall" at the close, made the half hour more than just passable.

Between Murray's attempts to bolster the show, it sagged sadly. Prominent songstress Margaret Kerr had a bad night. She did a pleasing rendition of her first piece, "We're Just A Kiss Apart," but something happened to her "Black Magic." This was miscued and far too restrained, probably largely due to the wavering accompaniment of Fred Rous and his 10-piece orchestra.

The orchestra lacks depth in tone and strength of harmony, not only due to too few musicians. On "Pizzicato," which was deftly handled, there was no power. This may be the effect that Rous and producer-writer Wishart Campbell are striving for, but I think it sounds wishy-washy.

This is but one show in a long series that has been very well received. I hesitantly draw the conclusion, then, that (1) the show has started a down-hill run or (2) this was a rough night that won't be repeated for a long time.

CJCH
HALIFAX

**THE NUMBER ONE
STATION
IN THE MARITIMES'
NUMBER ONE
MARKET**

CJCH

HALIFAX

24 HOURS ON 5000 WATTS

**ANOTHER TOP-FLIGHT EXECUTIVE
JOINS CKXL**



BRUCE ALLOWAY joined CKXL October 23rd last. His position: NATIONAL SALES MANAGER.

PREVIOUSLY with All-Canada Radio Facilities (three years as National Sales Rep., Toronto) BRUCE ALLOWAY has totalled six years in radio, which includes three years in Edmonton (CJCA) and Calgary (CFAC) as account executive.

AT 27, and married, with a daughter (Susan, 2) BRUCE ALLOWAY has come a long way, fast. He studied at the University of Alberta with the single-minded purpose of entering the Sales-fields; Radio in particular . . . a field in which he has "majored, with honors."

Selling for
Crown Brand Corn Syrup

**"BOSTON
BLACKIE"**



Now back for 6th consecutive season for the same sponsor, Canada's most-listened-to mystery show returns to entertain—and sell!—big audiences in more than 30 markets.

Selling for
Wm. Wrigley Jr. Co., Limited

The
**CISCO
KID**



Fast becoming a byword to radio listeners from coast to coast, Cisco has everything: adventure—humor—drama—romance—heart appeal. Every member of the family loves Cisco, providing the sponsor with an all round appeal sales vehicle in 26 major markets.

Selling for
Ogden's Fine Cut

**SADDLE
ROCKIN'
RHYTHM**



Sponsored by Imperial Tobacco Sales Co. of Canada Ltd., over 33 selected stations, in selected markets, at selected times.

**The swing is to
ALL-CANADA'S
PACKAGED PROGRAMS**

More and more advertisers are s-t-r-e-t-c-h-i-n-g their radio dollars the *syndicated* way . . . with ALL-CANADA'S *packaged* programs and the transcription method of program distribution.

Why? BECAUSE ALL-CANADA PACKAGED PROGRAMS

provide the *tested* and *proven* route to brighter stars—better shows—bigger audiences—at less cost! Investigate!

Every program a standout success from the largest Program Library on the Continent

ALL-CANADA PROGRAM DIVISION

VANCOUVER . CALGARY . WINNIPEG . TORONTO . MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Selling for
Dominion Textile Co. Ltd.

**AUNT
MARY**



One of the most successful radio daytime serials—meeting the sponsor's requirements for a quality presentation to match quality product appeal.

Selling for
Canadian Cannery Ltd.,

**JANET WILLIAMS
CHATS
ABOUT CHILDREN**

A new approach in solving everyday problems faced by young parents forms the theme of a sparkling series of 5 minute chats to fit the sponsor's product—Aylmer Baby Foods.

Broadcast on a 3 and 5 per week basis in major markets across Canada.

Selling for
Player's Cigarettes

The
**GUY LOMBARDO
SHOW**



Now on 55 stations coast-to-coast—a sparkling showcase for the "Player's Please" sales message.

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
BRITISH COLUMBIA							
Abbotsford	CHWK	All-Canada	Weed & Co.	Jack Pilling	—	Cole	BUP
Alberni	CJDC	Radio Reprs.	Donald Cooke Inc.	Lew Roskin	—	Associated	PN
Amloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	UTS	PN
Clowna	CKOV	All-Canada	Weed & Co.	J. W. B. Browne	Dennis Reid	{Lang-Worth Thesaurus World	PN
Comox	CHUB	Nat'l. Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke Inc.	Mrs. Mary Sutherland	—	World	{BUP PN
Courtenay	CKLN	H. N. Stovin (John N. Hunt in Vancouver)	Adam Young	A. R. Ramsden	—	—	PN
Victoria Westminister	CKNW	Radio Reprs.	Forjoe & Co.	William Rea, Jr.	Phil Baldwin	{Associated Cole World	PN
Victoria	CKOK	Radio Reprs. (Inland in Winnipeg)	Donald Cooke Inc.	Harry O. Watts	Jean Griffiths	Standard	PN
Port Alberni	CJAV	Radio Reprs.	—	Chas. Rudd	—	Cole	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Ralph Spencer	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
Trail	CJAT	All-Canada	Weed & Co.	John Loader	Don Marshall	—	PN
Vancouver	CBR	CBC	CBC	Ken Caple	Harold Paulson	—	{CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	{Thesaurus UTS	{BUP PN
Vancouver	CKMO	Nat'l. Broadcast Sales (A. J. Messner in Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	Al Goodwin	{Sesac Standard Associated	{PN BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	{Lang-Worth World	{BUP PN
Princeton	CJIB	Radio Reprs.	Donald Cooke Inc.	Howard Thompson	—	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	{Thesaurus World	PN
Victoria	CKDA	Radio Reprs. (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Forjoe & Co.	D. A. Armstrong	Dave Hill	Standard	BUP
ALBERTA							
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	A. R. MacKenzie	{Associated Thesaurus World	{BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young	H. G. Love	E. H. McGuire	{Lang-Worth Standard	{BUP PN
Calgary	CKXL	Nat'l. Broadcast Sales (Inland in Winnipeg)	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	—	BUP
Edmonton	CBX	CBC	CBC	Dan Cameron	—	—	{CP BUP
Edmonton	CFRN	Radio Reprs.	Adam Young	G. R. A. Rice	A. J. Hopps	{Lang-Worth Standard UTS	{BUP PN
Edmonton	CHFA	Omar Renaud & Co. (Inland in Winnipeg)	—	A. M. Dechene	L. Hiller	—	{BUP PN
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Rolfe Barnes	{Thesaurus Standard World	{PN BUP
Edmonton	CKUA	Non-commercial	—	John Langdon	—	Associated	{BUP PN
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	{World Cole Sesac	PN
Highbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	{Associated Thesaurus	{PN BUP
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	—	Standard	BUP
Red Deer	CKRD	Radio Reprs.	Adam Young	G. S. Henry	—	Standard	BUP
SASKATCHEWAN							
Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	N. Skingle	—	BUP
North Battleford	CJNB	H. N. Stovin	—	Hume Lethbridge	Bill Brown	World	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	E. Rawlinson	G. Prest	Thesaurus	PN
Regina	CKCK	All-Canada	Weed & Co.	H. Crittenden	G. L. Seabrook	World	{PN BUP
Regina	CKRM	All-Canada	Weed & Co.	Norm Botterill	Don Oaks	Lang-Worth	{PN BUP

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3. There is only one **BEST** way to cover the most industrialized French Counties of Quebec...

...by the multi-station penetration of "THE GROUP"★

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Horace N. Stovin & Co., Toronto
Omer Renaud & Co., Montreal
Donald Cooke Inc., New York

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LES ASSOCIÉS DE LA RADIO FRANÇAISE[°] LTÉE
FRENCH RADIO ASSOCIATES LTD.

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VERDUN—MONTREAL QUEBEC SHERBROOKE TROIS-RIVIERES SOREL GRANBY

*This GROUP means six stations operating together under the subsidiary network rules of the CBC — sold as a GROUP.

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Waskatoon	CFQC	Radio Reprs.	Adam Young	A. A. Murphy	V. Dallin	{Lang-Worth Cole Standard	{BUP PN
Wetaskouin	CBK	CBC	CBC	J. N. Moggridge	W. G. Carpentier	—	{CP BUP
Winnipeg	CJGX	H. N. Stovin (Inland in Winnipeg)	Adam Young	J. M. Shortreed	—	World	PN

MANITOBA

Winnipeg	CKX	Radio Reprs. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	John Craig	E. Holland	{Thesaurus World	PN
Winnipeg	CFAR	H. N. Stovin	Adam Young	C. H. Witney	—	Lang-Worth	PN
Winnipeg	CKSB	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	Roland Couture	Armand Dussault	{Associated World	BUP
Winnipeg	CBW	CBC	CBC	J. N. Moggridge	W. G. Carpentier	—	{CP BUP
Winnipeg	CJOB	Radio Reprs. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	J. O. Blick	A. J. Messner	{Associated Thesaurus Standard World	{BUP PN
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	{Lang-Worth Standard	{BUP PN
Winnipeg	CKY	H. N. Stovin	Adam Young	Lloyd Moffat	Marsh Ellis	{Capital Sesac	{BUP PN

ONTARIO

Windsor	CKBB	Nat'l Broadcast Sales	—	Ralph Snelgrove	Art Harrison	—	PN
Windsor	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	{Thesaurus World	PN
Windsor	CKPC	J. L. Alexander	—	Mrs. F. M. Buchanan	—	{UTS World	BUP
Windsor	CFJR	H. N. Stovin	Adam Young	J. R. Radford	—	—	BUP
Windsor	CFCO	—	—	J. Beardall	P. A. Kirkey	Cole	BUP
Windsor	CKSF	H. N. Stovin	J. H. McGillvra	H. H. Flint	—	World	PN
Windsor	CKFI	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke, Inc.	J. G. McLaren	W. H. McLellan	—	PN
Windsor	CKPR	Radio Reprs. (H. N. Stovin in Winnipeg)	Adam Young	Hector Dougall	G. D. Jeffray	{Thesaurus UTS	PN
Windsor	CJOY	Radio Reprs.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalf	Lang-Worth	PN
Windsor	CHML	Nat'l Broadcast Sales in Montreal (John N. Hunt in Vancouver)	Adam Young	Tom Darling	Denny Whitaker	{Associated Standard	BUP
Windsor	CJSH-FM	—	—	D. I. Ker	—	Associated	PN
Windsor	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	{Thesaurus World	PN
Windsor	CJRL	H. N. Stovin (Inland in Winnipeg)	Donald Cooke, Inc.	Geo. McLean	Tom Lavers	Thesaurus	PN
Windsor	CKWS	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Roy Hofstetter	El. Jones	{Lang-Worth World	PN
Windsor	CJKL	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Harry Edgar	Don Lawrie	{Lang-Worth Thesaurus Standard	PN
Windsor	CFCA-FM	—	—	Carl Pollock	(Miss) Chris Fairley	World	PN
Windsor	CKCR	William Wright	Adam Young	W. C. Mitchell	G. Liddle	{Associated UTS	PN
Windsor	CFPL	All-Canada	Weed & Co.	Murray Brown	Keith Chase	{Lang-Worth Standard World	PN
Windsor	CHVC	J. L. Alexander (John N. Hunt in Vancouver)	Donald Cooke, Inc.	B. H. Bedford	—	World	BUP
Windsor	CFCH	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	C. Pickrem	K. Packer	{Lang-Worth Standard	PN
Windsor	CFOR	H. N. Stovin	Adam Young	G. E. Smith	Russ Waters	Cole	BUP
Windsor	CKLB	J. L. Alexander	J. H. McGillvra	Larry Solway	Doug Wilson	{UTS World	PN
Windsor	CBO	CBC	CBC	Chas. P. Wright	—	—	{CP BUP
Windsor	CKOY	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Edgar Guest	Dan Carr	{Associated Lang-Worth	{PN BUP
Windsor	CFRA	All-Canada	Weed & Co.	Frank Ryan	George Gowling	{Standard World Cole	BUP
Windsor	CFOS	H. N. Stovin	Adam Young	W. N. Hawkins	—	World	PN
Windsor	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	Ramsey Garrow	{Thesaurus Sesac	BUP

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**Canadian
broadcasters**



AM, FM and TV — it's Marconi for all three.
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Established 1903

VANCOUVER • WINNIPEG • TORONTO • MONTREAL • HALIFAX • ST. JOHN'S

MARCONI — THE GREATEST NAME IN RADIO and Television!

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Peterborough	CHEX	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Russ Baer	Ed. Bowser	{Lang-Worth World	PN
Port Arthur	CFPA	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	—	{Lang-Worth Standard	—
Portarnia	CHOK	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Karl Monk	Gerald Hall	{Lang-Worth Standard	PN
Port Catharines	CKTB	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	J. H. McGillvra	Cliff Wingrove	Vince Lococo	{UTS Thesaurus	PN
Port Thomas	CHLO	Radio Reprs.	Donald Cooke, Inc.	John Warder	George Miller	{Associated Lang-Worth	PN
Port St. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	Basil Scully	World	PN
Port Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Port Sudbury	CHNO	William Wright (John N. Hunt in Vancouver)	Adam Young	Rene Riel	—	Associated	PN
Port Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	—	{Thesaurus World	PN
Port Timmins	CKGB	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	H. C. Freeman	Gord Burnett	{Lang-Worth Standard	PN
Port Toronto	CBL	CBC	CBC	H. J. Boyle	E. A. Weir	—	{CP BUP
Port Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Holden	{Associated Thesaurus World	{BUP PN
Port Toronto	CHUM	—	J. H. McGillvra	Bob Lee	—	{Standard UTS	BUP
Port Toronto	CJBC	H. N. Stovin	H. N. Stovin	Bob McGill	—	{Lang-Worth Standard	{CP BUP
Port Toronto	CKEY	Nat'l Broadcast Sales in Montreal (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Hal Cooke	Jack Turrell	{Lang-Worth Associated Standard World	{BUP PN
Port Windsor	CBE	CBC	CBC	M. L. Poole	—	—	{CP BUP
Port Windsor	CKLW	All-Canada	Adam Young	J. E. Campeau	E. W. Wardell	{Standard World	{INS BUP
Port Wingham	CKNX	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	{Cole World	BUP
Port Woodstock	CKOX	William Wright (John N. Hunt in Vancouver)	—	M. J. Werry	—	{Lang-Worth World	BUP

QUEBEC

Port Amos	CHAD	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	J. Duguay	—	—	BUP
Port Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	—	—	{CP BUP
Port Granby	CHEF	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	G. Laliberte	—	—	—
Port Hull	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	J. P. Lemire	—	—	{PN BUP
Port Jonquiere-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Tom Burham	—	World	PN
Port Lasarre	CKLS	Omer Renaud & Co.	—	Jean Senecal	—	—	BUP
Port Matane	CKBL	Jos. A. Hardy	—	Rene Lapointe	—	Associated	PN
Port Montreal	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	—	{CP BUP
Port Montreal	CBM	CBC	CBC	W. J. O'Reilly	(Through Toronto)	—	{CP BUP
Port Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Hammond	Tom Quigley	Standard	BUP
Port Montreal	CHLP	J. L. Alexander (John N. Hunt in Vancouver)	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Associated	PN
Port Montreal	CJAD	Radio Time Sales (Ont.) Ltd. in Toronto (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	—	{Associated Lang-Worth Thesaurus World	{BUP PN
Port Montreal	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Bourassa	{Associated World	{BUP PN
Port New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	—	—
Port Quebec	CBV	CBC	CBC	Guy Dumais	M. Valiquette	—	{CP BUP
Port Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	{Lang-Worth Thesaurus	{BUP PN
Port Quebec	CJNT	J. L. Alexander	J. H. McGillvra	J. N. Thivierge	—	Sesac	—
Port Quebec	CKCV	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	Paul LePage	St. Georges Cote	{UTS World	PN
Port Rimouski	CJBR	H. N. Stovin	Adam Young	Guy Caron	—	{UTS Standard	PN
Port Riviere-du-Loup	CJFP	Omer Renaud & Co.	Adam Young	Armand Belle	—	—	—
Port Roberval	CHRL	Omer Renaud & Co.	—	L. Morin	—	—	PN
Port Rouyn	CKRN	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	L. Duchesnay	—	—	BUP
Port Ste Anne de la Pocatiere	CHGB	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	G. T. Desjardins	—	Sesac	PN
Port Shawinigan Falls (under construction)	CKSM	Omer Renaud & Co.	—	Allan Rogerson	—	Thesaurus	BUP
Port Sherbrooke	CHLT	Jos. A. Hardy	Adam Young	A. Gauthier	—	{Thesaurus World UTS	PN
Port Sherbrooke	CKTS	Jos. A. Hardy	Adam Young	A. Gauthier	—	—	—

**BIG IN POWER
(50,000 WATTS)**

**BIG IN LISTENER
ACCEPTANCE**

BIG IN BUSINESS

Yes, on all counts CKLW is your biggest and best radio buy in Western Ontario. It completely blankets this rich industrial-agricultural market with its lusty 50,000 watt voice to carry your advertising message into more radio homes than any other outlet. Let's consider FACTS . . . CKLW offers top audience acceptance, according to Elliott-Haynes ratings; provides the best in radio entertainment 24 hours daily; covers a huge area comprising 222 counties in Canada and U.S.A. with a total population in excess of 18,000,000 and includes more than 5,000,000 radio homes. In addition, this potent selling force serves listeners whose earnings are consistently the highest in Canada, providing the means to buy the goods or services you have to offer.

Why not put big, powerful CKLW to work for you and eliminate guesswork? For economical, effective coverage of one of Canada's richest markets — for tested, **proven** results, make CKLW a "must" on your next schedule.

CKLW

AM and FM 800 KC.

THE GOOD NEIGHBOR STATION — WINDSOR, ONTARIO

Canadian Broadcasting Corporation

Mutual Broadcasting System

Member of Canadian Association of Broadcasters

REPRESENTATIVES: ALL-CANADA RADIO FACILITIES LTD.

ADAM J. YOUNG JR. INC., UNITED STATES

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Sorel	CJSO	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	M. Boulianne	—	—	PN
Shefford Mines	CKLD	Jos. A. Hardy	—	H. Lagueux	—	UTS	—
Trois Rivieres	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier	—	UTS	PN
Val D'Or	CKVD	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	L. Hiller	—	—	BUP
Verdun	CKVL	H. N. Stovin	Donald Cooke, Inc.	Jack Tietolman	Corey Thomson	Lang-Worth UTS	BUP PN
Ville Marie	CKVM	Jos. A. Hardy	—	Louis Bilodeau	—	UTS	PN

NEW BRUNSWICK

Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chapman	—	—	—
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	World	—
Fredrickton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	Austin Moore	Thesaurus Standard	BUP
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	Al Bestall	UTS World	BUP
Newcastle	CKMR	William Wright (John N. Hunt in Vancouver)	—	Jack Coalston	—	Standard	BUP
Saint John	CFBC	J. L. Alexander (John N. Hunt in Vancouver)	Weed & Co.	Bob Bowman	—	Standard	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	Associated Lang-Worth UTS World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—	CP BUP

PRINCE EDWARD ISLAND

Charlottetown	CFCY	All-Canada	Weed & Co.	Col. Keith Rogers	Bob Large	Associated	PN
Summerside	CJRW	Radio Reprs.	—	A. G. Rogers	—	World	BUP

NOVA SCOTIA

Antigonish	CJFX	Nat'l Broadcast Sales	Adam Young	J. C. Nunn	Ralph Ricketts	Lang-Worth	PN
Bridgewater	CKBW	Radio Reprs.	Donald Cooke, Inc.	John Hirtle	J. MacLeod	Associated	PN
Halifax	CBH	CBC	CBC	S. R. Kennedy	—	—	CP BUP
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	—	Lang-Worth Thesaurus World	BUP PN
Halifax	CJCH	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	E. F. MacDonald	Clair Chambers	Associated Standard	PN
Kentville	CKEN	J. L. Alexander	Adam Young	J. A. C. Lewis	—	UTS	PN
Sydney	CBI	CBC	CBC	Barry MacDonald	—	—	CP BUP
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson	M. Nathanson	Thesaurus UTS Lang-Worth World	PN
Sturro	CKCL	William Wright (John N. Hunt in Vancouver)	—	J. A. Manning	Alex Thomson	Associated	BUP
Windsor	CFAB	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	J. A. C. Lewis	—	UTS	PN
Yarmouth	CJLS	All-Canada	Weed & Co.	Don Smith	—	UTS	PN

NEWFOUNDLAND

Cornerbrook	CBY	CBC	CBC	C. V. Hierlihy	—	Standard	CP BUP
St. John's	CBG	CBC	CBC	A. Barrett	—	—	CP BUP
St. John's	CBT	CBC	CBC	John J. Grace	—	—	CP BUP
St. John's	CBN	CBC	CBC	W. F. Galgay	—	Standard Associated	CP BUP
St. John's	VOCM	H. N. Stovin	H. N. Stovin	J. L. Butler	M. Shulman	Thesaurus World	PN



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because it enables students to determine for sure that the course they choose is on the subject which they know from experience is the career they want to follow;

because all courses combine actual practical experience so that employers can engage men and women with more than a fundamental knowledge of their chosen callings;

because fees are nominal—for example, \$53 a year for full daytime courses.

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Tours of inspection will be arranged to suit the convenience of those desiring to see the Institute at work.



DR. F. S. RUTHERFORD, Ontario Deputy Minister of Education, is seen presenting a Graduation Diploma to Betty Jackson at the Convocation, Friday, May 12, 1950.

The RYERSON INSTITUTE of Technology

consists of nineteen courses offering instruction leading to diplomas

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- ELECTRONICS
- JOURNALISM & PUBLICITY
- PRINTING & PUBLISHING
- RETAIL MERCHANDISING
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- INDUSTRIAL CHEMISTRY
- FASHION CO-ORDINATION
- APPLIED ELECTRICITY
- HOME ECONOMICS
- FOOD ADMINISTRATION
- FURNITURE DESIGN
- INTERIOR DESIGN
- HOROLOGY
- JEWELLERY ARTS
- MECHANICAL TECHNOLOGY
- METALLURGICAL TECHNOLOGY
- WELDING TECHNOLOGY
- ARCHITECTURAL DRAUGHTING

The RYERSON INSTITUTE of TECHNOLOGY
50 Gould Street Toronto 2

STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
Amos	CHAD	1340	250
Antigonish	CJFX	580	5,000 DA
Arrie	CKBB	1230	250
Belleville	CJ6Q	1230	250
Bandon	CKX	1150	250
Barnford	CKPC	1380	1,000
Bridgewater	CKBW	1000	1,000 DA-N
Brockville	CFJR	1450	1,000 DA-N
Calgary	CFAC	960	250
Calgary	CFCN	1060	5,000 DA-N
Calgary	CKXL	1140	10,000 DA-N
Campebellton	CKNB	950	1,000 DA-N
Charlottetown	CFCY	630	1,000 DA
Chatham	CFCO	630	5,000 DA-N
Chicoutimi	CBJ	1580	1,000 DA
Chilliwack	CHWK	1230	10,000
Cher Brook	CBY	790	250
Chornwall	CKSF	1230	1,000
Chowson Creek	CJDC	1350	250
Chumton	CBX	1010	1,000
Chumton	CFRN	1260	50,000 DA
Chumton	CHFA	680	5,000 DA
Chumton	CJCA	930	5,000 DA-N
Chumton	CKUA	580	1,000
Chumston	CJEM	1230	250
Chumston	CFAR	590	1,000
Chumston	CKFI	1340	250
Chumston	CKPR	580	1,000
Chumston	CFNB	550	5,000 DA-N
Chumston	CBG	1450	250
Chumston	CHEF	1450	250
Chumston	CBT	1350	1,000
Chumston	CFGP	1050	1,000
Chumston	CJOY	1450	250
Chumston	CBH	1330	100
Chumston	CHNS	960	5,000 DA-N
Chumston	CJCH	920	5,000 DA
Chumston	CHML	900	5,000 DA-N
Chumston	CKOC	1150	5,000 DA
Chumston	CKCH	970	1,000 DA
Chumston	CKRS	1240	250
Chumston	CFJC	910	1,000
Chumston	CKOV	630	1,000
Chumston	CJRL	1220	1,000
Chumston	CKEN	1490	250
Chumston	CFRC	1490	100
Chumston	CKWS	960	5,000 DA
Chumston	CJKL	560	5,000 DA-N
Chumston	CKCR	1490	250
Chumston	CKLS	1240	250
Chumston	CJOC	1220	5,000 DA-N
Chumston	CFPL	980	5,000 DA
Chumston	CKBL	1250	1,000 DA
Chumston	CHAT	1270	1,000 DA
Chumston	CKCW	1220	5,000 DA-N
Chumston	CBF	690	50,000
Chumston	CBM	940	50,000
Chumston	CFCF	600	5,000 DA
Chumston	CHLP	1410	1,000 DA
Chumston	CJAD	800	5,000 DA
Chumston	CKAC	730	10,000 D
Chumston	CHAB	800	5,000 N
Chumston	CHUB	1570	5,000 DA
Chumston	CKLN	1240	250
Chumston	CHNC	610	5,000 DA
Chumston	CKMR	1340	250
Chumston	CKNW	1320	1,000 DA-N
Chumston	CHVC	1600	5,000
Chumston	CJNB	1240	250
Chumston	CFCH	600	1,000 DA
Chumston	CFOR	1450	250
Chumston	CKLB	1240	100
Chumston	CBO	910	1,000
Chumston	CFRA	560	1,000 DA
Chumston	CKOY	1310	5,000 D
Chumston	CFOS	1470	1,000 DA-N
Chumston	CHOV	1350	1,000 DA-N
Chumston	CKOK	800	1,000 DA
Chumston	CHEX	1430	1,000 DA
Chumston	CJAV	1240	250
Chumston	CFPA	1230	250
Chumston	CKBI	900	5,000 DA-N
Chumston	CKPG	550	250
Chumston	CFPR	1240	250
Chumston	CBV	980	1,000
Chumston	CHRC	800	5,000 DA
Chumston	CJNT	1340	250
Chumston	CKCV	1280	1,000 DA-N
Chumston	CKRD	1230	250
Chumston	CKCK	620	5,000 DA-N
Chumston	CKRM	980	5,000 DA-N
Chumston	CJBR	900	5,000 DA-N
Chumston	CJFP	1400	250
Chumston	CKRN	1400	250
Chumston	CHRL	1340	250
Chumston	CBA	1070	50,000
Chumston	CKSB	1250	1,000 DA
Chumston	CKTB	620	1,000 DA
Chumston	CHGB	1350	1,000 D
Chumston	CFBC	930	250 N
Chumston	CHSJ	1150	5,000 DA
Chumston	CBN	640	5,000 DA-N
Chumston	VOCM	590	10,000
Chumston	CHLO	680	1,000
Chumston	CHOK	1070	1,000 DA
Chumston	CFQC	600	5,000 DA-N
Chumston	CJIC	1490	250
Chumston	CHLT	900	1,000 DA-N
Chumston	CKTS	1240	250
Chumston	CJSO	1320	1,000 DA-N
Chumston	CJCS	1240	250
Chumston	CHNO	1440	1,000 DA
Chumston	CKSO	790	5,000 DA-N
Chumston	CJRW	1240	250
Chumston	CBI	1570	1,000
Chumston	CJCB	1270	5,000 D
Chumston	CKLD	1230	1,000 N
Chumston	CHLN	550	250
Chumston	CKGB	680	1,000 DA
Chumston	CBL	740	50,000
Chumston	CFRB	1010	50,000 DA
Chumston	CHUM	1050	1,000 D
Chumston	CJBC	860	50,000
Chumston	CKEY	580	5,000 DA-D
Chumston	CJAT	510	1,000 DA-N
Chumston	CKCL	1400	1,000
Chumston	CKVD	1230	250
Chumston			100

Serving . . .

CENTRAL ALBERTA'S RICH FARMING AREAS

CKRD

Red Deer

BEST WISHES

to the

A. C. A.

From



MART
KENNEY

the Office of MART KENNEY

125 DUPONT STREET

TORONTOKI. 3147

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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



Oxydol's "Road of Life," aired over CJOC at 9:00 a.m. Monday thru Friday, pulled an E-H rating of 29.1 in September. Folks who know best sell their sales message over CJOC.

"YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!"



See your local
All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

Vancouver	_____	CBR	1130	5,000
Vancouver	_____	CJOR	600	5,000 DA
Vancouver	_____	CKMO	1410	1,000
Vancouver	_____	CKWX	980	5,000 DA
Verdun	_____	CKVL	980	1,000 DA
Vernon	_____	CJIB	940	1,000
Victoria	_____	CJVI	900	1,000 DA
Victoria	_____	CKDA	1340	250
St. Marie	_____	CKVM	710	1,000 DA-N
Watrous	_____	CFB	540	50,000
Windsor, N.S.	_____	CFAB	1450	250
Windsor, Ont.	_____	CKLW	800	50,000 DA
Windsor, Ont.	_____	CBE	1550	10,000 DA
Wingham	_____	CKNX	920	1,000 DA-N
Winnipeg	_____	CBW	990	50,000
Winnipeg	_____	CJOB	1340	250
Winnipeg	_____	CKRC	430	5,000 DA-N
Winnipeg	_____	CKY	580	5,000 DA-N
Woodstock	_____	CKOX	1340	250
Yarmouth	_____	CJLS	1340	250
Yorkton	_____	CJGX	940	1,000

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Branford	*CKPC-FM	94.7	250
Cornwall	*CKSF-FM	104.5	522
Edmonton	CFRN-FM	100.3	279
Edmonton	*CJCA-FM	99.5	414
Edmonton	*CKUA-FM	98.1	352
Edmonton	*CKPR-FM	94.3	250
Fort William	*CHNS-FM	96.1	250
Halifax	*CHML-FM	94.1	400
Hamilton	CJFM-FM	91.3	390
Hamilton	*CJSH-FM	102.9	9,200
Hamilton	CKRS-FM	95.7	456
Jonquiere	CFJC-FM	98.3	250
Kamloops	*CKWS-FM	96.3	350
Kingston	*CJKL-FM	93.7	250
Kirkland Lake	*CFCA-FM	106.1	10,000
Kitchener	*CKCR-FM	96.7	350
Kitchener	*CFPL-FM	95.9	4,440
London	*CKCW-FM	95.9	250
Moncton	*CBF-FM	95.1	10,940
Montreal	*CBM-FM	100.7	4,510
Montreal	*CFCF-FM	106.5	7,700
Montreal	CJAD-FM	94.3	6,020
Montreal	CKAC-FM	99.3	2,380
Moose Jaw	CHAB-FM	95.7	280
New Westminster	CKNW-FM	101.1	250
North Bay	*CFCH-FM	106.3	250
Ottawa	*CBO-FM	103.3	380
Ottawa	*CFRA-FM	93.9	383
Owen Sound	CFOS-FM	92.3	340
Peterborough	*CHEX-FM	101.5	250
Port Arthur	CFPA-FM	102.7	250
Prince Albert	CKBI-FM	100.7	455
Quebec	*CHRC-FM	98.1	595
Quebec	CKCY-FM	101.1	595
Rimouski	*CJBR-FM	101.5	570
St. Catharines	*CKTB-FM	97.7	250
Saint John	*CHSJ-FM	100.5	325
Sarnia	*CHOK-FM	97.5	250
Saskatoon	CFQC-FM	99.1	375
Sault Ste. Marie	*CJIC-FM	100.5	250
Simcoe	CJRS-FM	93.1	367
Stratford	CJCS-FM	98.3	2,176
Sydney	*CJCB-FM	94.9	630
Timmins	*CKGB-FM	94.5	425
Toronto	*CBL-FM	99.1	5,580
Toronto	*CFRB-FM	99.9	600
Toronto	CHUM-FM	100.7	3,200
Toronto	*CJRT-FM	88.3	9,900
Toronto	CKEY-FM	98.1	557
Vancouver	*CBR-FM	105.7	1,400
Vancouver	CKWX-FM	99.3	324
Verdun	CKVL-FM	96.9	10,200
Windsor, Ont.	*CKLW-FM	93.9	250
Winnipeg	*CJOB-FM	103.1	250
Woodstock	*CKOX-FM	106.9	262

NEW STATIONS NOT YET IN OPERATION

City	Station	Mcs.	Watts
Dawson City	CFYT	1400	100
Dauphin	CKDM	1230	250
Shawinigan Falls	CKSM	1220	1,000 D
Toronto	CKFH	1400	250
Yellowknife	CKYK	810	250

D—Day
N—Night
DA—Directional Antennae
DA-N—Directional Antennae Night
*Now in operation.

"STUDENTS' NIGHT"

Is the most talked-about show on CJEM . . . broadcast every Friday night from a local hotel where local teen-ager talent performs before a capacity audience. This program has tremendous pulling power: close to 100% listenership. With this and many other shows — YOUR MADAWASKA HIT PARADE, to mention but one — CJEM rates tops as an advertising medium in the Republic of Madawaska. For results that count, use CJEM — the only station that assures complete coverage in the rich Madawaska market.

ASK THE STOVIN PEOPLE

CJEM

EDMUNDSTON

The only Bilingual Station in the Maritimes

RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers.

kin-McCracken Ltd.	2 Toronto St., Toronto	PL. 6286	Mrs. Phyllis Judson
diel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	MA. 6541	Clark Wright
ociated Broadcasting Co. Limited	37 James St. South, Hamilton	7-9284	S. P. Westaway
erton & Currier Inc.	1139 Bay St., Toronto	PR. 1111	Gordon Allen
ker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	AD. 5418	K. C. Utley
nton & Bowles Inc.	1375 Yonge St., Toronto	PR. 2101	Jack Horlar
W. Caldwell Ltd.	1557 Mackay St., Montreal	HA. 9247	Gabriel Langlais
adian Advertising Agency Ltd.	91 Yonge St., Toronto	AD. 8222	W. H. Fleischman
rry J. Carter of Canada Ltd.	80 Richmond St. W., Toronto	EL. 6586	Spence Caldwell
field, Brown & Co. Ltd.	Sun Life Bldg., Montreal	PL. 8046	Colin Kane
	80 King St. West, Toronto	AD. 3051	Irvin Teitel
	Dominion Bldg., Vancouver	TA. 1938	Harry Madden
	59 Avenue Rd., Toronto	PR. 2505	Bob Howe
	Canada Cement Bldg., Montreal	HA. 4171	R. W. Harwood
	Metropolitan Bldg., Toronto	EL. 9201	C. W. McQuillin
	Electric Railway Chambers, Winnipeg	923538	J. Burke-Gaffney
	Royal Bank Bldg., Vancouver	PA. 7557	Milt Tisgale
	442 Sherbourne St., Toronto	KI. 3119	Don Copeland
	474 St. Alexis St., Montreal	LA. 2139	Keith Crombie
	24 King St. W., Toronto	EL. 7204	Chloe Lomack
	Royal Bank Bldg., Toronto	AD. 2851	Gilbert Nunns
	90 Broadview Ave., Toronto	GL. 7591	C. F. Goodman
	90 King St. W., Toronto	EL. 3444	Miss L. Ryan
	4 Albert St., Toronto	EL. 3383	M. B. Williams
	96 King St. W., Toronto	WA. 9902	A. B. May
	Drummond Bldg., Montreal	PL. 6928	H. P. Diehl
	1121 St. Catherine St. W., Montreal	PL. 9146	E. H. Smith
	1170 Bay St., Toronto	RA. 5187	Bea McCullough
	63 Duke St., Hamilton	3-1116	E. B. Heaven
	204 Richmond St. W., Toronto	WA. 8091	David Fenn
	679 Belmont St., Montreal	LA. 1205	G. Humphrey
	King Edward Hotel, Toronto	PL. 4661	Dick Wakeley
	128 Sun Life Bldg., Montreal	BE. 1984	Jacques Herdt
	119 West Pender St., Vancouver	TA. 1172	L. Webster
	612 Barrington St., Halifax	3-7301	E. Murray
	200 Bay St., Toronto	EL. 2111	Doug Marshall
	Dominion Square Bldg., Montreal	HA. 8251	C. W. McGibbon
	272 Scott Bldg., Winnipeg	927373	A. B. Johnston
	Province Bldg., Vancouver	PA. 0157	E. T. Wilson
	Renfrew Bldg., Calgary	M. 5437	M. M. Biner
	Dominion Bank Bldg., Edmonton	27512	(Through Calgary)
	Leader Bldg., Regina	4141	R. P. Wilson
	103 Church St., Toronto	AD. 3396	Miss Olive Jennings
	822 Royal Bank Bldg., Winnipeg	928734	R. F. Griffiths
	38 King St. W., Toronto	EL. 9243	Robt. Amcs
	1405 Peel St., Montreal	MA. 2212	(Through Toronto)
	19 Melinda St., Toronto	AD. 1186	L. J. Heagerty
	353 St. Nicholas St., Montreal	PL. 4131	Andre Audet
	1244 Dufferin St., Toronto	KE. 2737	W. Engwer
	71 George St., Halifax	3-9373	E. S. Murray
	73 Adelaide St. W., Toronto	AD. 2438	Albert Jarvis
	447 Main St. E., Hamilton	2-1155	H. P. Kelley
	86 Adelaide St. E., Toronto	PL. 2516	
	Royal Bank Bldg., Vancouver		Volney Irons
	480 Lagauchetiere W., Montreal	PL. 4621	E. W. Desbarats
	New Hargreaves Bldg., Winnipeg		Gord Lowen
	70 King St. E., St. Catharines		(Through Hamilton)
	304 Bay St., Toronto	AD. 8314	P. H. Boulthbee
	Harbor Commission Bldg., Toronto	EL. 6271	E. Johnson
	535 Homer St., Vancouver	TA. 3371	Florence Asson
	21 Dundas Sq., Toronto	AD. 8203	Audrey Brown
	Dominion Square Bldg., Montreal	PL. 3405	Miss Gwen Miles
	Canada Life Bldg., Calgary	M. 4445	Miss Elva Moffat
	372 Bay St., Toronto	EL. 0321	M. Rosenfeld
	Dominion Square Bldg., Montreal	PL. 9556	Mary Moran
	Electric Railway Chambers, Winnipeg	926321	E. P. Thomson
	Province Bldg., Vancouver	MA. 6268	W. D. S. Patterson
	111 Sparks St., Ottawa	5-4301	W. F. Harrison
	147 University Ave., Toronto	AD. 7004	Bob Armstrong
	Huron & Erie Bldg., London	ME. 544	W. M. Page
	Dominion Square Bldg., Montreal	PL. 1146	
	Trust & Loan Bldg., Winnipeg	935541	A. Green
	Stock Exchange Bldg., Vancouver	MA. 2161	Andrew McGuire
	Bank of Commerce Bldg., Windsor	2-7297	T. C. McGuire
	Dominion Square Bldg., Montreal	LA. 5192	Frank Flint
	47 Fraser Ave., Toronto	KE. 3561	A. A. Brown
	Paris Bldg., Winnipeg	923491	W. J. Sanstrom
	Province Bldg., Vancouver	MA. 3284	Don Wright
	21 Dundas Sq., Toronto	AD. 0181	Mrs. Muriel Murray
	727A Bayview Ave., Toronto	HY. 0497	Eddie Guld
	137 Wellington St. W., Toronto	WA. 3438	M. J. O'Brien
	928 West Pender St., Vancouver	PA. 9174	Wm. Orr
	156 Yonge St., Toronto	AD. 4331	E. M. Plant
	303 Bartlett Bldg., Windsor	4-1159	A. R. Poyntz
	95 King St. E., Toronto	AD. 8716	Miss G. Race
	330 Bay St., Toronto	AD. 3762	T. Marchant
	1262 Sherbrooke St. W., Montreal	MA. 5947	Arthur Burns
	1502 St. Catherine St. W., Montreal	WA. 6157	Gordon Howard
	145 Yonge St., Toronto	LA. 3745	Alan Morrison
	Marine Bldg., Montreal	PL. 4803	Frank Starr
	Keefe Bldg., Montreal	AD. 0237	Ray Avery
	137 Wellington St. W., Toronto	PL. 1515	Ramsay Leas
	2 Toronto St., Toronto	MA. 8024	N. Cardon
	1426 Bishop St., Montreal	EL. 9396	G. A. Phare
	80 King St. W., Toronto	HA. 7334	Clement Cook
	1516 Mountain St., Montreal	PL. 2811	Ralph Hart
	50 King St. W., Toronto	HA. 9147	Paul Corbail
	Dominion Square Bldg., Montreal	PA. 2102	Jack Randie
	Royal Bank Bldg., Vancouver	PL. 9777	Wallace Tolford
	Dominion Square Bldg., Montreal	PL. 5454	Michael O'Grady
	67 Richmond St. W., Toronto	HA. 4131	
	University Tower Bldg., Montreal	AD. 1166	S. Young
	100 Adelaide St. W., Toronto	PA. 5824	R. A. Hunter
	402 West Pender St., Vancouver	PA. 3531	Hubert Watson
	Province Bldg., Vancouver	M. 1432	R. McNicol
	337 West 8th Ave., Calgary	25107	W. Kerr
	Brock Bldg., Edmonton	WA. 8648	J. M. Bowman
	88-90 Richmond St. W., Toronto	924346	E. MacPherson
	294 Portage Ave., Winnipeg	AD. 6362	A. C. Haight
	66 Portland St., Toronto	MA. 7794	Miss Mary Cardon
	Dominion Square Bldg., Montreal	WA. 2646	Miss P. Sivell
	80 Richmond St. W., Toronto	MI. 5589	Tom Vamplaw
	1175 Bay St., Toronto	PL. 5051	Roland Beaudry
	Keefe Bldg., Montreal	EL. 6301	Howard Caine
	380 Victoria St., Toronto	3-7557	F. R. Wallace
	135 Roy Bldg., Halifax	2-7224	Ross Mason
	Guaranty Trust Bldg., Windsor	BE. 8431	Yves Bourassa
	508 University Tower, Montreal	AD. 3055	E. Palmer
	100 Adelaide St. W., Toronto		Stan Wavte
	2829 Angus Ave., Regina	AD. 5112	Alan Waters
	225 Mutual St., Toronto	LA. 6500	W. Charland
	Dominion Square Bldg., Montreal	KI. 4864	A. McGreor
	1175 Bay St., Toronto	PL. 4691	Jean F. Pelletier
	University Tower Bldg., Montreal	AD. 5035	W. D. Byles
	80 King St. W., Toronto		

Let's Look again at the new B.B.M.

Most radio homes of N.B. independent stations
➔ CFNB-76.370

Most N.B. radio homes, all stations
➔ CFNB-59.020

Most N.B. radio homes - 6-7 a week
➔ CFNB-40.320

Largest credited increase in radio homes of all Maritime stations
➔ CFNB-21.550

plus these scoring points

➔ CFNB shows radio homes increase in 25 counties

➔ Total radio homes increase - 39.3%

➔ Radio homes increase in 50% counties - 27.4%

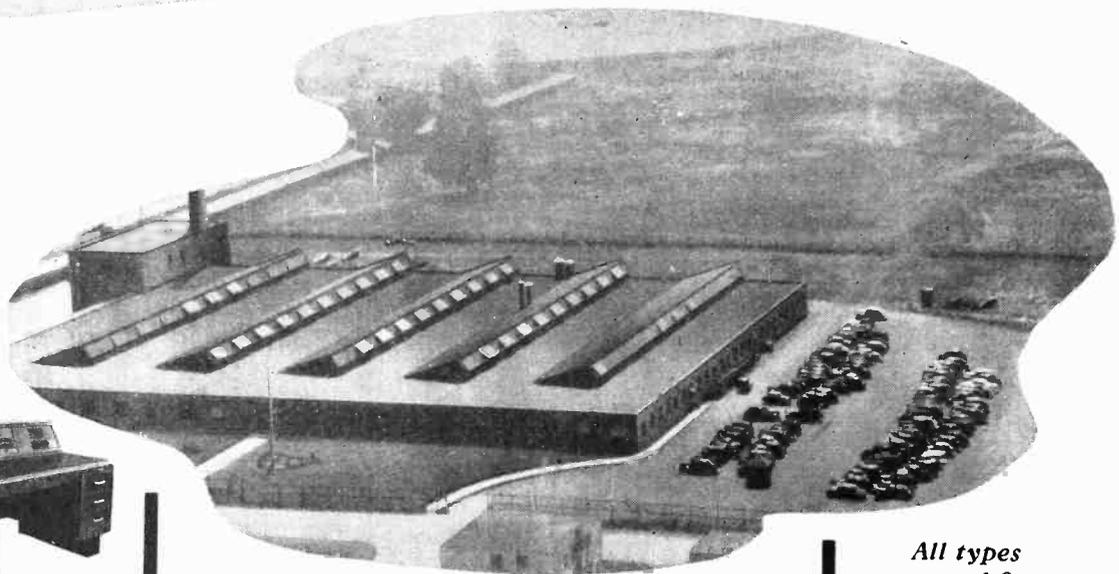
➔ Highest program ratings of any Maritime Station

and you'll Buy

LOOK TO THE EAST!

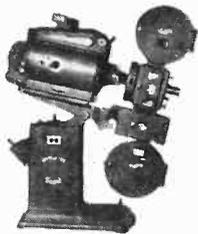
ASK THE ALL-CANADA MAN

ACHIEVEMENT AT BELLEVILLE

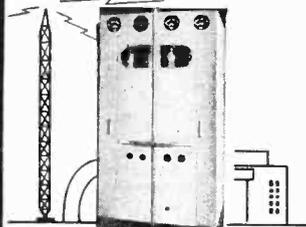


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

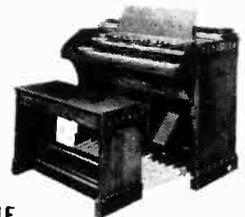
All types of fine radios for the home



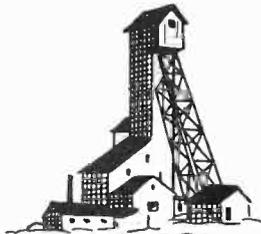
Motion picture Sound Systems for theatres of all sizes.



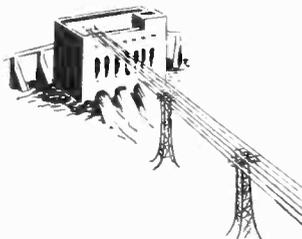
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN Music's most glorious voice For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote telemetering . . . Specifically engineered for the Canadian Central Station industry.



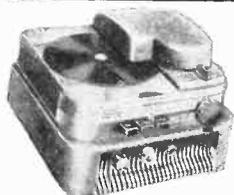
Fire Alarm equipment and systems for buildings or municipalities.



All forms of manual and Traffic Actuated Traffic Equipment and Systems.



The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



Electronic Soundwriters Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
 CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)
 CBN St. John's
 CBY Cornerbrook
 CBG Gander
 CBT Grand Falls
 CKBW Bridgewater

Mid-Eastern Region (Basic)
 CBM Montreal
 CBO Ottawa
 CKWS Kingston
 CBL Toronto
 CBE Windsor
 CKSO Sudbury
 CFCH North Bay
 CJKL Kirkland Lake
 CKGB Timmins
 CJIC Sault Ste. Marie
 CKPR Fort William

Mid-Eastern Region (Supplementary)
 CHOK Sarnia
 CJNT Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)
 CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)
 CKCK Regina
 CFAR Flin Flon
 CFGP Grand Prairie
 CJCA Edmonton
 CFAC Calgary

Pacific Region (Basic)
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

Pacific Region (Supplementary)
 CKLN Nelson
 CKPG Prince George
 CFPR Prince Rupert
 CJDC Dawson Creek

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocietiere

CJBR Rimouski
 CHNC New Carlisle
 **CKRN Rouyn
 **CKVD Val d'Or
 **CHAD Amos
 **CKLS Lasarre
 CHLT Sherbrooke
 CJEM Edmundston
 CJFP Riviere du Loup

Dominion Network

Atlantic Region (Basic)
 CJC Sydney
 CJFX Antigonish
 CFCY Charlottetown
 CHNS Halifax
 CKCW Moncton
 CKNB Campbellton
 CJLS Yarmouth
 CFBC Saint John

Mid-Eastern Region (Basic)
 CKTS Sherbrooke
 CFCE Montreal
 CKOY Ottawa

CHOV Pembroke
 CFJM Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)

CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury
 CKLW Windsor

Prairie Region (Basic)

CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCN Calgary
 CFRN Edmonton

Prairie Region (Supplementary)

CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)

CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)

CJIB Vernon

***These four stations sold as a group.*



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



HEAD OFFICE
 231 St. James Street
 MONTREAL

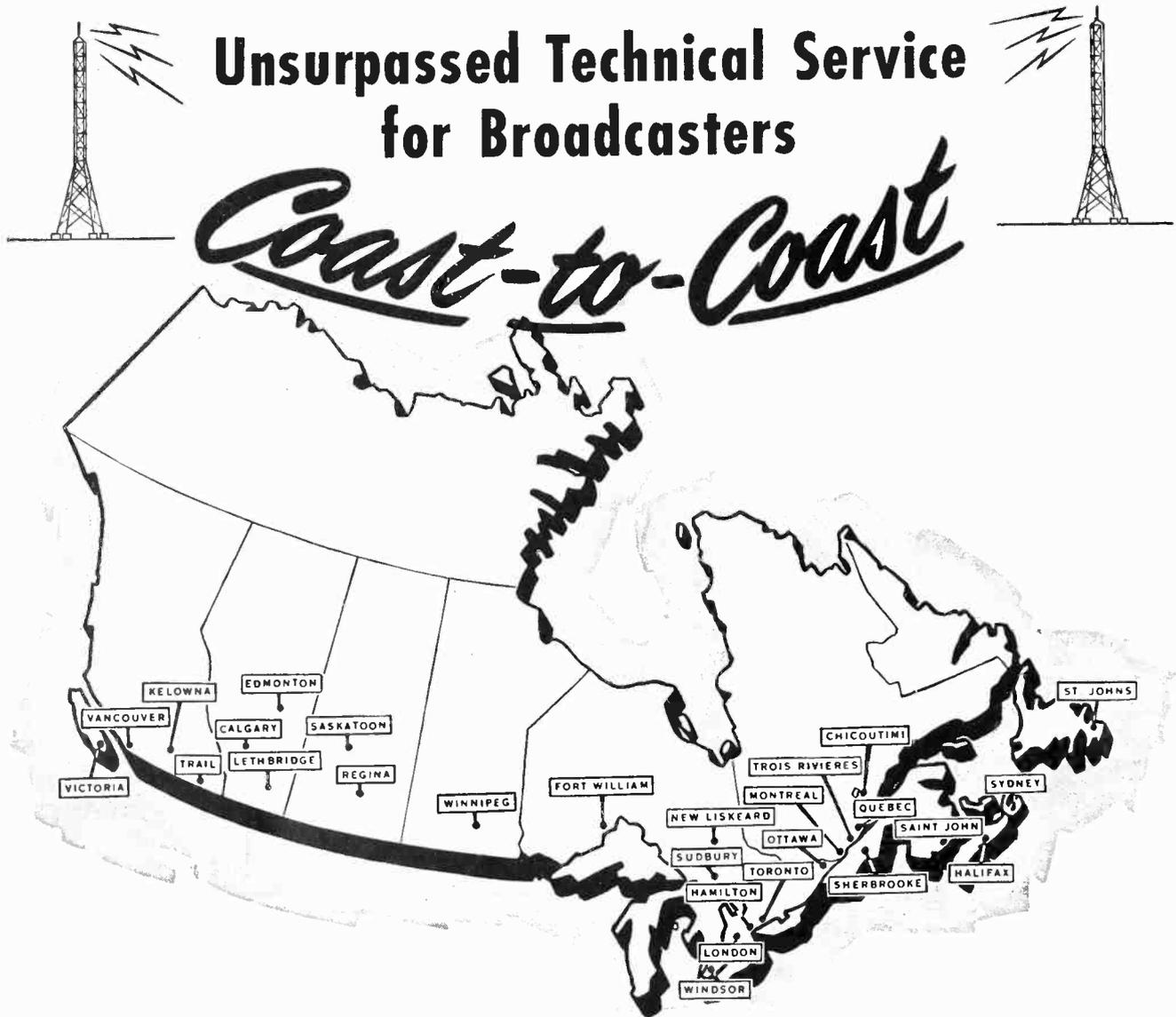
CJOB

FIRST IN WINNIPEG

WITH
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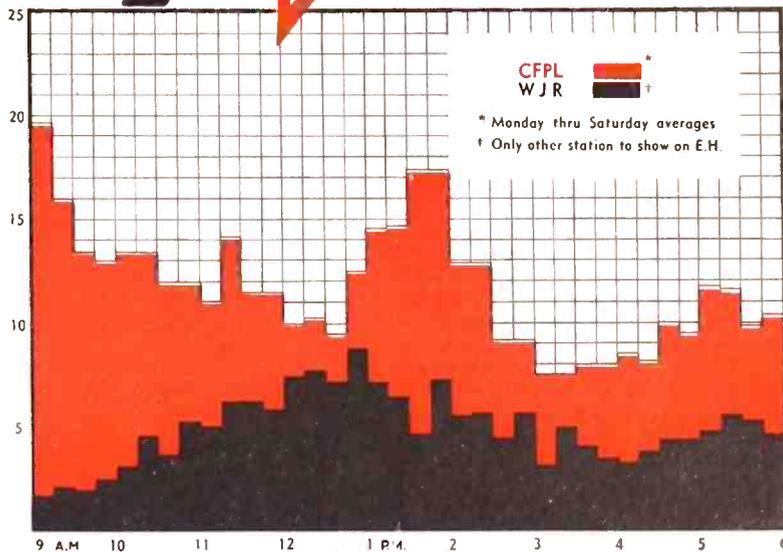
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CANADIAN TELESCREEN

Vol. 3, No. 22

TV and Screen Supplement

November 22nd, 1950

TO SELL ONTARIO TO U.S. BY TV

Production of filmed television programs in Canada for international distribution is to be tested here almost immediately, Colonel the Honorable William Griesinger, Ontario Minister of Planning and Development, announced here last month.

A preliminary group of pictures, to be shot simultaneously in color and in black and white, will be filmed in Ontario, and then tested for their value as TV material by actual use in four key markets, including the United States.

The announcement follows approximately one year's research and investigation by U.S. and Canadian interests at the instigation of the Ontario Trade and Industry branch. F. J. Lyle, director of this branch, stated that film production in the entertainment field in Ontario is long overdue, and he expressed confidence that the establishment of this new industry would lead to permanent activity in this field in Ontario.

The test production will be a joint U.S.-Canadian undertaking under an agreement completed this week by the Doherty theatrical interests and George A. Hirliman of New York, well-

known producer of theatrical and television films.

Mr. Hirliman, veteran film executive with long experience as a producer and distributor, is best known in the TV industry as the man who brought to television the *Hopalong Cassidy* series. Starting over NBC as standard cowboy drama, the series developed a high popularity rating.

The Doherty group is headed by D'Arcy Doherty, head of the Toronto Stock Exchange firm of Doherty, Roadhouse & Co., and his brother, Brian Doherty, Canadian stage producer and playwright. The latter's most recent production, *One for the Road*, opens a Canadian tour in Ottawa on November 6. Production offices of the new organization will be located in Toronto at 72 Grenville Street.

The program of test productions will start in November. Longer-range plans for the establishment of this new type of filmmaking on a permanent basis will depend on the results of this first effort. The exact location of the production centre, in that event, has not been finally settled as yet, but it will be in Ontario.

Both the Ottawa and Toronto areas, as well as others, have been under consideration.

Mr. Hirliman said that film production facilities already operating in Ontario were adaptable to television.

"Television films involve production techniques which differ from motion pictures made either for theatrical or commercial use," he said, "and therefore call for additional equipment and technicians."

For the first Canadian production, extra equipment and a small group of U.S. television technicians will be brought here.

Brian Doherty, discussing the opportunity for Canadian creative talent, said that all actors used, both in the preliminary films and in any later ones, would be Canadians. On the technical side, Canadians would be trained as rapidly as possible to fill all key posts. The stories for immediate filming, he said, had all been selected.

TEE VEE ACTION

New York.—As yet, no one has dropped anything more than a strong hint, but it is considered very probable that the American Broadcasting Company will sell out to United Paramount Theatres, Inc., in the near future. However, "near future" in this case means as soon as the multitude of angles is sorted out.

The report which started rumors on the rounds of Radio Row here concerned Paramount's inquiry directed at the FCC as to whether or not such a sale would be acceptable. The FCC made no comment, but observers here feel that the whole idea is logical.

The theatre chain has been interested in the development of network theatre television for some time and has already set up stations in Chicago and Los Angeles. It is expected that if the deal goes through, UPT will take over ABC-TV stations in New York, Chicago, Los Angeles, San Francisco and Detroit, thereby acquiring the basis for a national TV network, and let its own stations go. CBS must have received a fairly authoritative report of this activity for they have offered to buy one of the Chicago TV stations.

The television holdings of ABC, of course, are UPT's prime consideration and the web's radio operations, while no doubt forming a considerable part of any bargain which may be made, are a minor object of negotiations. It may be that a plan of re-sale of AM operations will be proposed.

Main figures in the talks so far are Leonard H. Goldenson, UPT president, and Edward Noble, ABC

chairman and majority stockholder. Neither has made a definite statement but one ABC executive said that talks concerning negotiations were still in progress.

■ ■ ■
The Ford Motor Company is the latest of three sponsors to foot part of the *Alan Young Show* bill on a regional basis. Ford will pay Young's way over KTTV effective November 23. Other sponsors are Esso in the eastern region and Kroger in the mid-west and south. A total of 42 CBS-TV stations are carrying the Canadian comic's show.

■ ■ ■
The wired TV experiment of Zenith Corp., called Phonevision, just won't die. The company has applied for its third test postponement, this one to December 1, in Chicago. The system requires special telephone lines, a scrambled type of transmission, and viewers are to pay a set rate per hour for viewing feature films.

Getting the films has been Zenith's big problem. Now they claim that they can get class A (or new) films from 20th Century-Fox and Warners, if Paramount will also co-operate.

RMA Rues TV Delay

Toronto.—The Radio Manufacturers' Association of Canada this month bemoaned the fact that Canada was lagging behind other countries "in bringing local television programs to the public. The RMA said that the CBC TV station in Toronto may be ready by September, 1951, and their Montreal station a short time later "but to date all applications for private enterprise for permits to install television transmitters in Canada have been turned down.

To date, the number of stations in operation or scheduled for regular programming in the near future in some countries stands at United States, 108; England and Brazil, 2 each, with Russia reported to have TV in at least 2 cities and Cuba, Mexico, France, Italy, Denmark and Holland with one station each.

■ ■ ■
Twelve member companies of the RMA reported that sales of TV receiver sets in Canada hit new high in September, when 3,911 sets were installed in homes, an increase over the previous month of 100 per cent.

The number of receivers in operation in Canada at present is 23,413, which gives this country a viewing audience exceeded only by that of the U.S., with about eight million TV homes, and England, with 200,000.

In the Windsor area, which represents 47% of the total, there are 11,038 TV units, according to RMA figures, followed by Toronto-Hamilton with 7,525, the Niagara Peninsula with 3,613, and the remaining 1,237 units distributed throughout "other areas" like Montreal and Vancouver.

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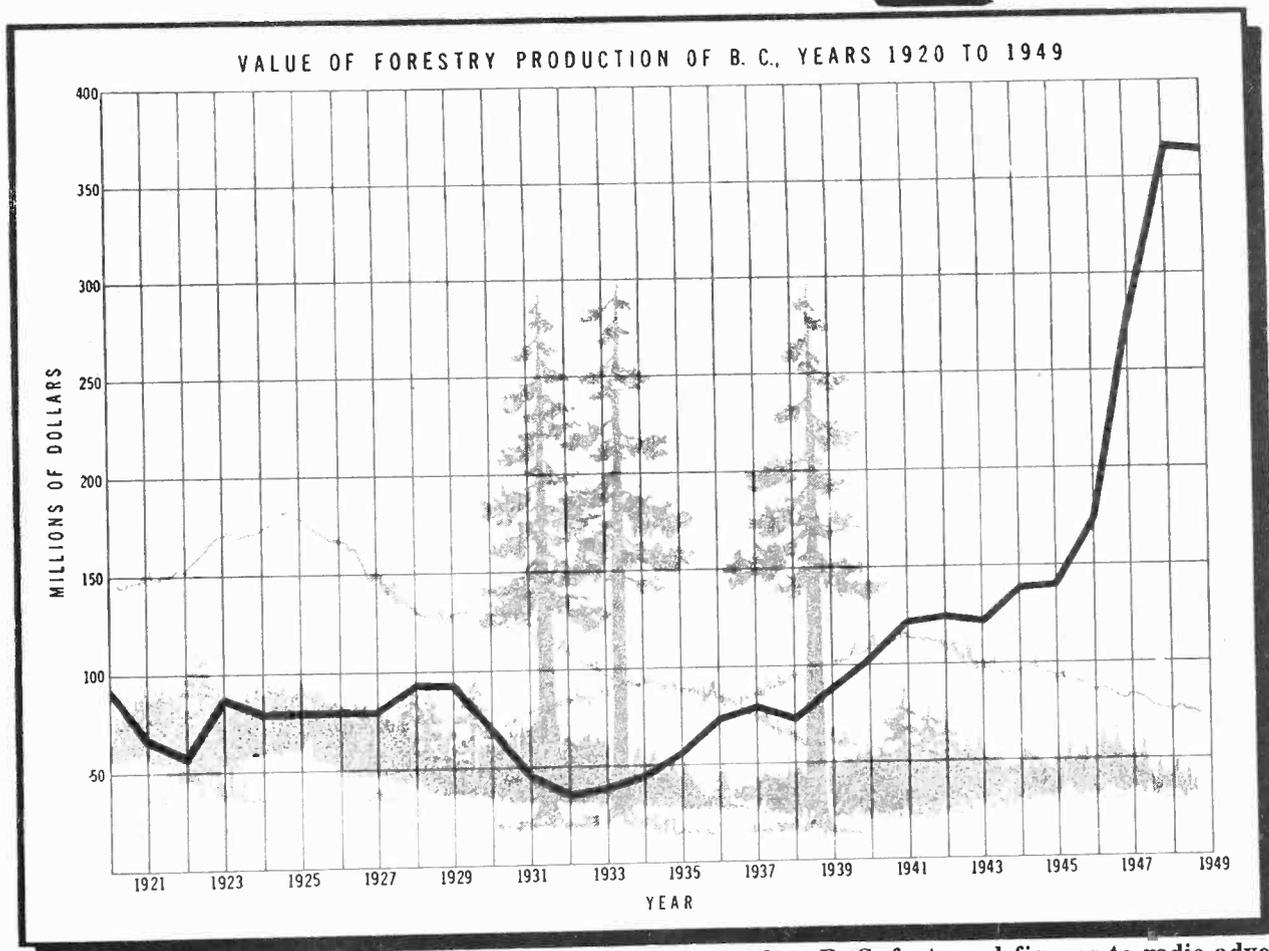
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CJAT TRAIL

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CKWX VANCOUVER
CKDA VICTORIA
CJVI VICTORIA
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Again this fall, you'll hear them all...on CFRB

YES, this Fall you'll hear them all on CFRB. The nation's favourite programs... the cream of radio talent... gathered together on one station for greater listening pleasure. That's why more and more people from Sudbury to Brockville and Pembroke to Strathroy tune 1010 on the dial regularly.

So it's still the Number One Buy in the Number One market... CFRB! More so than ever, now that even more top-rated shows are being heard over CFRB commencing with the Fall season.

Place your message where it will reach the audience that is not only the largest but the most receptive, too. CFRB listeners *really* listen... they are the young and old who dial 1010, not at random, but because the most popular, the most-regularly-listened-to, programs are there. Let the good word about your product drop into the circle of warmth and cheer that is CFRB, rather than into the barren ground of casual listenership.

This Fall, as always, CFRB guarantees your message *listeners*, not just dial drifters.

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 Club - Hollywood Star Playhouse - Treasure
 Trail - Our Miss Brooks - Charlie McCarthy - Meet the
 Menjous - Lux Radio Theatre - My Favourite Husband
 Farm News - Double or Nothing
 Aunt Mary - Arthur Godfrey
 Helen Trent - Boston Blackie
 Aunt Lucy - Amos 'n Andy
 Anne Adam - Perry Mason
 Barry Wood - Ma Perkins
 Brighter Day - Gene Autry
 Contented Hour - Jack Bennett
 M.G.M. Theatre - Luncheon Date
 Share the Wealth - Backstage Wife
 Hollywood Reporter - Jack Smith Show
 Wes McKnight - Rex Frost - Young Widder Brown
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 Red Skelton - Kate Aitken - My Friend Irma - Mr. & Mrs. North - This is
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 My Favourite Story - Mr. & Mrs. North - This is
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 Songs of our Times - Mr. & Mrs. North - This is
 Boston Blackie - Who Am I
 Hopalong Cassidy - Suspense
 The Stars Sing
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