ACA FACES HEAVY AGENDA AT 36TH MEET

Toronto — Agenda for the thirty-sixth annual conference of the Association of Canadian Advertisers is broken down into three departments. May 2 will be Education Day; May 3 is Research Day; May 4 is Marketing Day.

Topics under the Education Department include "Marketing Through Research," to be given by A.W. Lehman, managing director of the Advertising Research Council. This speaker will outline how television advertising is more effective than other types, citing examples of "low score" advertisements which were improved and subsequently received high scores.

The morning of the final day, Friday, May 4, Samuel Sher, vice-president and merchandising director, Young & Rubicam Inc., New York, talks about Trends in Distribution.

Next, the story of "Ten Top Display Ideas and How They Grew" will be told by N.J. "Joe" Lee, chairman of the board of the Long Island City display manufacturers, Eison-Freeman Inc.

The luncheon meeting will be addressed by Hollywood movie star George Murphy, a 1930 Academy Award winner "for distinguished service to motion pictures as a goodwill ambassador."

Television takes the stage for the two Friday afternoon sessions. John P. Cunningham, of Cunningham & Walsh Inc., New York, will report on the social life and habits of the TV set owner as shown on the "Videotown" survey made annually by his firm for the past three years. His title is The Effect of the Video Virus on the Human Body.

The final forum will be addressed by the chairman of the Board of Governors of the Canadian Broadcasting Corporation, A. Davidson Dunton, whose subject is announced as Television in Canada.

The evening will be devoted to the annual banquet of the Association, when the ACA's annual awards for distinguished contributions to Canadian advertising will be presented.

Tragedy for Kay Stokes

Tragedy hit the family of the Happy Gang organist, Kathleen Stokes, last Saturday, when death claimed members of three generations of her family in a boating accident near Honey Harbor, Georgian Bay.

Frank Stokes, Sr., her husband, Russell; her son and Frank, Jr., her grandson, were lost when the boat they were in capsized. At press time only the body of her husband had been recovered.
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 cozy 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 and three 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 103 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 Street.
Ottawa.

Pat Freeman.
Sales Research Director.
37 Bloor St. W.
Toronto.
SELElCTIVE RADIO

Promoting Good Government
By Tom Briggs

The biggest business in any country, especially Canada, is government. Combined, the federal, provincial and civic governments of this country are responsible for spending over 25 cents of the national income, but advising the people how and why this vast sum of money of theirs is being spent is a problem which has demanded a major effort on the part of private radio stations.

The Radio Bureau is an organization set up and sustained by members of the Canadian Association of Broadcasters, whose purpose is to bring to the people all over the country by their radio reports, covering every part of Canada, which take the service.

It is considered the largest public service and public relations project ever attempted by Canadian radio, and all parties prize this opportunity of speaking directly to their constituents.

In addition, the Bureau provides a daily five-minute report on recent political developments, as well as a weeklyquarter-hour commentary, when the House is not sitting. Written by special Ottawa news correspondent Mrs. Frances Oakes Baldwin, these reports go out to all member stations of the CAB.

Individually, stations from coast to coast make their own contributions in publicizing the affairs of government, concentrating for the most part on civic and provincial matters.

In Saskatchewan not so long ago, several concerned farmers suddenly placed their provincial representative, at considerable cost to themselves, to tell him how to vote on an issue they had just heard debated. Their interest and action came as the result of the Legislature broadcasts sponsored by the Saskatchewan Government, which are aired for an hour and a quarter daily over four stations in the region during the legislative sessions. Originated by CJRM Regina, and fed to a network of stations, consisting of CHAB, Moose Jaw; CKBI, Prince Albert; and CJNB, North Battleford, the broadcasts are considered of vital interest both to members of the House and the people of Saskatchewan.

The Honorable T. C. Douglas, provincial premier, feels the broadcasts are an excellent medium for keeping isolated communities posted on governmental proceedings, and a recent move by the Opposition to have the broadcasts discontinued was defeated by a large majority.

During the broadcasts, Tom Hill, CJRM's production supervisor, acts as commentator and identifies each member and his riding as he is about to speak. The Premier, Opposition Leader and Speaker each have microphones, and four others are rotated among the members according to the speaking schedule drawn up in advance by the party whips.

Another FIRST For CFRA

From Sanford, Florida, it was "Meet The Giants" - a daily feature . . .

From Springfield, Baltimore, Syracuse, Buffalo, Rochester, Toronto, and Montreal . . . People's Credit Jewellers now present play-by-play broadcasts of all the Ottawa Giants Ball Games over CFRA.

CFRA is the only station in the International League to offer "Live" broadcasts of both Home and Away Games.

Because CFRA does more for its listeners, CFRA means more to its advertisers. Your All-Canada man can give you facts and figures.

As always, it's CFRA for HITS, RUNS, and NO Errors.

CFRA again goes over the top with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

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

CFCO - 630 Kcs - Chatham

SHERBROOKE, QUE.

The population of Sherbrooke and the 5 counties surrounding it is 251,737. Here the per capita income is the highest in all Canada, derived from its prosperous industries and rich farms.

To reach the many English-speaking homes in this area, use CKTS, Sherbrooke, an all-English station. (Also CHLT, French.)

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

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CFRA is the only station in the International League to offer "Live" broadcasts of both Home and Away Games.

Tom Foley, CFRA sports director, interviewing Hugh Poland, Ottawa Giants' manager, at the New York Giants' training base in Sanford, Florida.

Because CFRA does more for its listeners, CFRA means more to its advertisers. Your All-Canada man can give you facts and figures.

As always, it's CFRA for HITS, RUNS, and NO Errors.

Community Conscious in a Conscious Community
HORACE N. STOVIN
& COMPANY

MONTREAL  TORONTO  WINNIPEG  VANCOUVER

"A STOVIN STATION IS A PROVEN STATION"

Do right cordially salute, on behalf of our entire organization and this group of live Radio Stations which we are honored to represent, the Association of Canadian Advertisers in their Annual Convention."

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

"A STOVIN STATION IS A PROVEN STATION"

FIRST IN THE CITY OF SUDBURY
(by actual survey)

BBM says...

CHNO

Daytime 9,280 radio homes 85%
Nighttime 10,070 93%

STATION "A"

Daytime 9,280 radio homes 85%
Nighttime 9,680 86%

90% OF RETAIL AND WHOLESALE SALES IN SUDBURY DISTRICT ARE MADE IN THE CITY OF SUDBURY

CHNO

William Wright
Toronto & Montreal

REPS

Adam J. Young
New York & Chicago

John N. Hunt
In Vancouver
Short On Understandings

Canada is rather prone to develope the fact that the first thing Canadian actors, artists, writers, musicians or other "performers" in the expressive arts do, when success comes in reach, is to head for the United States.

Obviously, New York and Hollywood being mammoth entertainment centres, are the meccas, not only of most Canadians, but also those of almost every nationality whose talents lie along such lines.

These people are following a perfectly normal pattern of progress, and earn the plaudits of their friends and fellow countrymen, because they have set out to reach a certain goal and have attained it. Their situation is not vastly different from that of the small station announcer who hits the big time in Toronto or of the crooner from Idaho who signs with one of the major U.S. networks.

In all these cases the tendency is to wax a little lacrymose over the simple fact that a prime local attraction has been lured away by the bright lights. They are liable to blame the public which did not appreciate the voice or the fingers or the pen of this artist. They will probably feel that they have lost a valuable "property" because they were unable to meet the financially flush offer that was dangled before their prodigy's nose. And then they'll shower their invective on the head of this performer, who displayed such a lack of appreciation towards those who spent time and money getting him or her started.

All these plaints only go to show just how wrong people can be.

The lack of public appreciation of Canadian talent of any kind may not take a lack of ability, but rather a failure of the manager or producer to give the kind of build-up anyone performer in any field has to have to penetrate the public consciousness. If this were otherwise, it would not be possible for a relatively unknown to cross the border and proceed to gain the recognition there which was not forthcoming here.

Selling talent is like selling merchandise. You have to get your product distributed, placed where the public can see it. Then you have to persuade, cajole or otherwise induce people to try it—eat it, drink it, wear it, or pour it in their radiators.

It is only after all this has been accomplished that the quality of the product—or artist—has any bearing on the matter.

It is in this skill of merchandising that our friends to the south excel and we fall by the way. Yet this is a far more important stepping stone to stardom than the ability of a painter to transfer a sunset to a piece of canvas or a coloratura soprano to hit a high C.

The lure of the bright lights and the fat pay cheques may and undoubtedly do play quite a part in the tendency to migrate. It is also a fact, though, that the lack of build-up, promotion and general publicity not only fails to project these personalities into the public consciousness, but also denies them the prestige and acclaim they regard as an equally important part of their reward for their labors as the money they receive. They have seen others of equal or even less ability built into glamorous stars in the U.S.A., and they quite naturally hanker for a bit of the same kind of treatment.

As regards displaying lack of appreciation to those who gave them their start, this is not quite fair.

There are, of course, those who would renounce their employers, their friends and their Canadian citizenship even for a mess of American potage.

This is their privilege and is really quite unimportant to Canada, seeing these people decide to transfer their national affiliations and affections elsewhere. Others, on the other hand, prefer to change their domicile without turning in general in their Canadian citizenship papers. This group can and does perform a valuable public relations service for their country in the United States, and merits our encouragement.

The main cause for concern over the loss of Canadian artists is not their loss, so much as the death of anyone to take their place.

Not trivial producer would think of operating a show without understudies for the leading roles in his play. So isn't it just as reasonable to expect Canadian broadcasters, publishers, orchestras and others to see to it that there is always a "comer" waiting in the wings to step into the show when stellar performers break their necks or decide to hop a night plane to Chicago?

This problem is not confined to any one of the expressive arts. It exists with them all. When a Wayne & Shuster team, an Esie Lajung or a Lucia Agostini decide to take a powder, who is there to take their places? When a Hugh MacLennan or a Morley Callaghan hits for the far fields, how are the publishers going to fill in the gap?

Up until now, each medium of expression in the talent field has used publicity to do away with their kind. But what of the talent question on its own, if it has bothered to approach it at all. The only time the whole picture has been viewed as one problem was by the Royal Commission on National Development in the Arts, Letters and Sciences, whose recommendations are expected to be tabled in May.

Would it not be better to have set up a permanent Canadian Culture Council or something along such lines? Through it, broadcasters, publishers, leaders in the fields of music, motion pictures and drama could combine their efforts to develop talented Canadians in the public consciousness by proper build-up and public relations so that they could help to provide each other, as well as themselves, with the talent they must have to operate in their various phases of expression. It would not only do this, but it would also create a high degree of contentment in talent circles, a contentment which would eventually remove the prevalent idea that Canada has no goal for the successful "performer."

Britain's Labor Relations Sages

"Britain's Labor Relations is flunking a course in which it should be entitled Straight A. Labor Relations," writes Warren H. Phillips, an American correspondent there.

"Two-thirds of the time lost through industrial disputes in the last two years arose in the socialized industries—those run by the government. Labor disputes in socialized industries were ten times more numerous than in the industries still operating under the private enterprise system. The government runs just a part of the entire British economy."

Phillips reported: "In most cases the men have real grievances. The labor-relations setup under the Labor government, however, is frustrating and the union movement's leadership has lost the confidence of the men. "The workers in socialized industries are disillusioned over finding that they have fewer privileges than their fellow workers in the private enterprise system."

The Wall Street Journal.
MUSIC

Music - A Natural Resource

Toronto—"Canadian music has an export value as a natural resource which is to be had for the digging," according to Jean D. Howson, writing in the CBC staff magazine, Radio.

J. A. MANNING
Manager

Truro Broadcasting Co. Ltd.

WM. WRIGHT, Representative
Toronto and Montreal

WAY OUT WEST—THINGS ARE HAPPENING!

Feb. 8—Celanese Corporation of America completes plans to build a $40,000,000 chemical plant at Edmonton.

Mar. 19—Officials of the Anglo-Iranian Oil Company, one of the world's largest oil firms, arrived here Monday from London to initiate surveys of the McMurray Oil Sands, estimated to contain anywhere from one hundred billion to two hundred and fifty billion barrels of oil.

Mar. 28—Sherritt Gordon Mines Ltd. confirm report that Edmonton is possible location for a large nickel-copper recovery plant.

“through their Broadcast Music Inc., which foregoes, in favor of its Canadian affiliate, every penny that Canadian music users would normally and rightfully pay into the United States, (import) of the vast BMI repertory.”

This is done, the writer explains, as an act of public relations between two neighboring groups in the same vital industry in two closely associated democracies. “It is also a fact,” she says, “that a tremendous number of people around the world, but particularly in the United States, are genuinely anxious to find out whether Canada’s culture is as good as its pulp and paper and fish.”

“Americans would like to locate and buy some music,” she goes on, “so that Americans can hear Canadian music as well as the music of Mexico and that of South America, which BMI introduced 11 years ago.”

In her article, Jean Howson explains the formation by the CBC and the CAB of their own musical organization with the statement that “a great many Canadians who have known that every country has its own musical potential are now to be found concentrated in the broadcasting industry in Canada.” So Canadian radio has established BMI, Canada Ltd., under a board of management, consisting of three CBC and three CAB representatives, presided over by the president of the American BMI.

The article concludes with a detailed explanation of the progress which has been made in the composing field by BMI Canada Ltd. and also of the services that are available to producers and other users of music.

“Canada is in the unique position of having a world market ready and waiting for its music. All that musicians and listeners in Canada need to do now is to help the broadcasting industry develop the first-rate music that is being found.”

“In the three and a half years since BMI Canada was organized for this purpose, a creditably wide
selection of both classical and popular music has been found and tested. Some of it has already been exported. Pianist Reginald Goddard's London recording of Kenneth Peacock's 'Bridal Suite' and Barbara Pentland's Studies in Line is the first commercial recording of classical Canadian music to be recorded outside Canada for international distribution. Literally hundreds of commercial recordings of Canadian popular songs have now been made in the U.S. and Britain. 'Bluebird on Your Window sill' was the first such song to be written, published, and exploited from Canada into an international hit. The original Canadian square-dance music of Jim Magill and his Northern Ramblers has taken hold in the U.S. via 'Saskatoon Breakdown,' 'Crooked Stovepipe,' and 'Entertainment, must first of all put their own music to use at home. When it's being used at home, then, and only then, is it ready for export. And export means more income for every Canadian musician or layman—because one can devise to advertise Canadian goods and Canada around the world.'

'Regular Pin Up Sheets' of Canadian popular songs, Folk Tune Leaders, and 'Chansons Favorites' are sent each month as guides to every station library coast to coast. Professional copies of these and other popular songs, records and transcriptions (French and English versions) are likewise in all station libraries. Copies of the classical publications—choral, vocal, piano, violin, organ, string—are in every network and station library, using live music. Some of the composers represented here, like Dr. Healey Willan and Dr. Claude Cham-
Thanks to the Borden Co. Ltd. for 4 years of happy association on Canadian Cavalcade

MART KENNEY and his Western Gentlemen

THE OFFICE OF MART KENNEY — TORONTO

BOOKS

Searching Text On TV

One of the most searching and problem-posing books on the new mass communication medium to be released recently is Television Programming and Production by Richard Hubbell. This stimulating volume deals with the pure theories of the medium, their evolution and use as an art form, fascinatingly explained by a man who is not only a TV pioneer but a veteran director of over 1,000 productions.

Hubbell, naturally, sees television through the eyes of a producer and treats it not as an advertising medium or as an extension of radio and films, but as an entirely separate and distinct invention. He readily points out that he is willing to borrow from the other entertainments only that which is absolutely essential. It is obviously the author's intention to make of television something dynamic and self-perpetuating and he explains how this can be done, insofar as explanation is possible.

Beginning with the mechanics and optics of his subject, Hubbell goes on to search out the nature of television and in page after page he emphasizes the relation, and lack of it, of television to anything that has gone before.

In a chapter on TV camera technique, he refuses to assume what this instrument's role is and will be until after he has discussed some basic artistic facts on its use.

Separate from the camera itself is Hubbell's discussion of the mechanical and electrical adjuncts which help to make the camera an artistic tool when in the hands of gifted cameramen (or "videographers" as he fondly calls them) under the direction of a competent producer. These include dollies and booms on which the camera can be "brought to life" and lighting, the intelligent use of which adds great dramatic impact to a production. The author also concerns himself at length with the audio part of TV, especially, as he explains, since it isn't necessarily subordinate to the vision.

Undoubtedly, Richard Hubbell, who ranks with Seldes and Bretz, has produced a work which will be considered a standard text on the subject for years.

—Briggs.

WANTED BY CJOB WINNIPEG

Experienced Announcer. Permanent position. Salary according to ability plus talent fees. All medical and hospital services fully paid. Send disc and full particulars to

CJOB

WINNIPEG

Best wishes to A.C.A. delegates from the gang at CKRM...

IN CANADA...
Radio Representatives Limited

IN THE UNITED STATES...
Adam J. Young, Jr., Inc.

CKRM REGINA

5000 watts 980 kc.
FOR THESE ARTISTS
- Bond, Rosano
- Davies, Joy
- Dennis, Laddie
- Elwood, Johnny
- Ewing, Diane
- Jodry, Patricio
- Lockridge, Beth
- Mathur, Josia
- Milson, Howard
- Morton, Yvonne
- Nelson, Dick
- Hessitt, Barry
- O'Hearn, Mone
- Rapkin, Maurice
- Russell, Lee
- Ruttan, Meg
- Scott, Sandra
- Sera, Joseph
- Wood, Barry
- Wickham, Ann

AGENCIES
By Art Benson

STEVENSON & SCOTT
Toronto.—Dr. Ballard (Ontario) Animal Foods Ltd. is sponsoring some 75 Mutti Shows throughout Ontario this coming summer and has scheduled a series of spot announcements over stations in the area. The first series advertising the contest goes to CKOC, Hamilton, week of April 23 and will follow through in other centres until the wind-up at the Canadian National Exhibition in August.

C. E. Fulford Ltd. has a jingle campaign going to 20 stations coast to coast during the summer and fall in three flights advertising Bile Beans and Zam Buk.

Elgin Motors has started a spot announcement campaign over CICEY, Toronto, running through the summer.

WALSH ADVERTISING
Toronto.—The Government of Canada for the Dominion Bureau of Statistics has a short flash announcement campaign going to all Canadian stations, last two weeks of May, urging co-operation during the forthcoming Census in June.

The Department of Labor has scheduled a flash announcement series in May over all stations from Saskatchewan to Newfoundland.

(Next page, please)

BEST WISHES TO A.C.A.
from
CKSB ST. BONIFACE
WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION

IT IS OPENLY RECOGNIZED THAT
KITCHENER CKCR WATERLOO
CKCR-FM
HAS THE BEST RADIO DOLLAR
INVESTMENT "HEREABOUTS"

THE RESULT OF BIG LEAGUE PROGRAMMING
MOTION MENTION

CALL RATE
Waverley 1191

CFPL's Roy Jewell interviews three bacon judging at the 1951 Middlesex Seed Fair. Roy did all his regular broadcasts for that week from the CFPL broadcast display booth.

Let's take CFPL in London (and most people do). CFPL is kingpin broadcaster (EH, & BBM) in a metropolitan area comparable in Canada to Cleveland in the U.S. But, it took a "Green Thumb" to grow to that same eminence in the seven surrounding counties which make up Canada's largest and richest general farming area!

CFPL's "Green Thumb" is its full time Director of Farm Services, Roy Jewell. Here with a "green thumb-nail" sketch of what this man Jewell does which prompts farmers, such as one interviewed at the Middlesex County Seed Fair, to use the words "splendid service" when speaking of CFPL's contribution to agriculture.

Every weekday at noon, Jewell's Farm Page—twenty-five minutes of the usual and unusual, and interviews and chats with prominent agriculturists. He covers special events of particular rural interest, e.g.—his attendance at the Michigan State College Farmers' Week. The only Canadian farm broadcaster there, he brought back advanced ideas of practical use to his listeners. Jewell has even been parodied ("Roy Ruby") in a city high school radio skit. Sundays, Jewell has his Town and Country program, news and notes from the weeklies. You can't help but grow with a "Green Thumb." And that's the rub.

Roy Jewell, like CFPL, has a warm sincerity that spells authority; in a 7-day-a-week part of family life in London and Western Ontario. Being part of the family, CFPL suggestions carry weight...a positive reaction.

If you have someone who really wants to sell London-Middlesex and/or the seven big and wealthy counties on its perimeter, then let CFPL's "Green Thumb" nourish his sales too! Buy CFPL in London. It's always...
A resolution which should interest the radio industry was passed at the annual meeting of the Canadian Daily Newspapers Association in Toronto a couple of weeks ago.

Publishers of 86 Canadian daily newspapers expressed concern over the growing volume of publicity releases from federal government departments.

Too much of this sort of thing discards the impartiality of the editorial content of a newspaper or other publication. It is just as serious if it is allowed to abuse newscasts and commentary programs which are read over the air.

It seems to us that this is a point on which radio and press should stand together.

One of the CDNAA resolutions read: "The volume of government news stories being sent to newspapers is very much over done. Frequently many so-called news releases have little or no news value."

A second resolution said that Canadian daily newspaper publishers believe the government is setting aside enough money for advertising and publicity, but "there is an over-emphasis placed on releases of so-called news stories by government departments. These stories most frequently do not set forth the facts of directives, regulations, etc., with the simple clarity of advertised statements."

The publishers passed these resolutions unanimously, and it might be well if the broadcasters gave some thought to similar action.

An internal news letter, published by the Periodical Press Association, of which this paper is a member, has some interesting thoughts about "Canadian Consciousness" which I think are well worth reading along.

The editor of Canadian Machinery and Manufacturing News, Eric Crawford, has opened a special file into which he slip errors like these, to help him avoid falling into such pitfalls himself. He cites:

"It was quite some years ago that Bill Stern made me a little angry when, referring to the author of the great poem, 'In Flanders Fields,' he spoke of 'that fine American poet and officer, Colonel John Macrae.'"

"On Yonge Street, right now, outside one of the saloons which go under another name, is a card advertising Oscar Peterson, America's favorite entertainer.''

'The first notice I read of Lloyd Douglas' death in a Toronto..."
paper told all about his activities in Los Angeles, but not a word about his connection with St. James' United Church in Montreal. That omission was cor-
rected in later reports .

"Too often the Canadian national character or personality is defined in negative terms," goes on PPA News. "We are not as loud as the Americans, not as quiet as the British. We are not as fast as Americans nor as slow as the British. We are not this and we are not that. But what are we?"

"We are," said Napier Moore in The Pull of Canadianism, "well balanced, steady and objective," and like the story of a good man who doesn’t shoot his wife, steal a fortune or set fire to his neigh-
bor’s house, there’s not much news in that. ‘We’re the same, sound, middle of the road between two extremes; and in a world conditioned to sensationalism, that’s likely to seem very dull indeed, unless we give it a new and interesting twist."

It is now all right to take on Charlie Edwards at ebbtide and beat the pants off him. The point is that the Press News chief has been home practically since the CAB Convention. He contracted flu during the meeting, and this developed into bronchial pneumo-
ia. He is now back on the job after a tough fight, and seems to be enjoying it. If he inter-
prets the opening words of this paragraph as a challenge, it’s perfect-
ely okay with me.

Enterpriseing Phil Stone, who qualifies as PRO on Toronto’s daytimer, CHUM, is sending out by way of a press release a mimes-
ographed chaty column about radio people called All Eyes and Ears. In it he tells of the doings of the radio folks on and off the air. The interesting part is that he does not confine himself to news of his own station, but de-
votes a goodly part of his piece to the evening activities of the others.

This column goes out to weekly newspapers and other publica-
tions hereabouts, and Phil reports that it is getting picked up all over the place.

Nice going, Phil! Why not ex-
pand it into a radio program? Your competitors would love it, and so would your listeners.

Response to the commercial writing contest for station copy people is most encouraging, but then of course this time we are gunning for the one group of radio people we know can win. Particulars of the contest, list of judges and prizes will be found on page 20 of this issue. So get busy, boys and girls. It is going to be interesting. I can hardly wait.

How did you like our round robin story on the reactions to the budget last issue? We would like to do some more of these, and would welcome suggestions of suitable topics. As soon as we get the ACA issue out of the way, we’re going to find out just what advertisers, agencies and stations feel about singing spots. They are both all over the place, but are still used in con-
siderable quantities. It might be interesting to find out just why this is.

And that cleans off the desk for this issue. Buzz me if you hear anything, won’t you?

Your best French seller in Quebec area for program and audience.
Covers 230,700 radio homes.

**CHRC**

5000 WATTS 800 KC.

Representatives:

* CANADA
  * G. A. Hardy & Co. Ltd.
  * U.S.A.
  * Adam J. Young, Jr. Inc.

"La voix du vieux Quebec"

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**MILE ZERO ON THE ALASKA HIGHWAY**

**RADIO STATION CJDC**

**DAWSON CREEK, B.C.**

Mr. R. G. Lewis,
Canadian Broadcaster & Telescreen,
169 Church Street,
Toronto Ont.

Dear Dick:

Greetings from Mile Zero of the Alaska Highway! Sorry I haven’t written for some time. We have been busier in the last few months than at any other time in the history of CJDC. Both national and local business is up and still coming in. And what adds to the picture is the fact that wholesalers and grocers attribute an increase in sales of advertised lines to the radio.

Literally hundreds of Americans have been passing through here lately. They are heading for Alaska where the American Government is going to spend $300,000,000 on defense. There are fleets of con-
tractors’ trucks as well as workers and they spend plenty of lettuce here. They’ve struck gas and oil in the area and it’s boomimg. To-day one oil company leased an entire hotel for its men. They’ve dis-
covered asbestos along the Highway in huge commercial quantities.

Construction is terrific too. They just opened a new hotel last week, and they’re building a $5,000,000 piggy (financed by U.S. funds). Next week we start work on three new schools—a total of $2,500,000 in schools in Dawson Creek and Fort St. John in two years. The Army and Air Force are building 45 homes for their personnel. The B.C. Power Commission will spend $300,000 on improvements in town this spring.

The Halt Highway from Vancouver will be completed in September and then Dawson Creek will be the terminus for still another highway. Is it any wonder, then, that this town, which is the largest in the Peace River, is growing? And the beautiful part of the entire thing is that radio can do more from every angle here. That is because of the vast territory covered by CJDC and the fact there is only about one person per square mile. Radio is the only modern advertising medium available.

Frankly, Dick, it’s impossible to cover the Alberta and B.C. Peace River Country without CJDC. If you know of anyone who would like more information, please have them drop me a line.

Low

LEW ROSKIN,
Manager.

---

**'MACKOVee' SAYS: BUSINESS IS BOOMING in the young FRUIT PROCESSING INDUSTRY**

EXPANSION IS TAKING PLACE AS RAPIDLY AS POSSIBLE. APPLE CONCENTRATE—used in the manufacture of Preserves, Jelly, Brandy—IS BEING SHIPPED FROM KELOWNA IN CARLOAD LOTS TO SUCH AMERICAN MARKETS AS NEW ORLEANS AND CHICAGO, IN TANK CARS TO TORONTO.

Mr. Advertiser: To sell the wealthy Okanagan market, you need the only station assuring Valley coverage. That's CKOV—centrally located in Kelowna

**AS THE ALL-CANADA MAN**

---

P.S.—Did you know that there are 1,500 trucks registered here?
RETAIL SALES
for
LETHBRIDGE
(City Only)

1948 — $38,184,000
1950 — $48,033,486

AN INCREASE
OF TEN MILLION DOLLARS
OF RETAIL SALES IN
TWO YEARS IN CANADA'S
FASTEST GROWING MARKET.

HAVE YOU ADJUSTED
YOUR ADVERTISING
BUDGET FOR THE
LETHBRIDGE MARKET?

CJOC
Serving Southern Alberta

5000 WATTS 1220 ON YOUR DIAL

STATIONS
Radio's Western Clean-Up
Winnipeg — Last summer, CKX
promotion man Archie Olson
learned that in many towns and
cities in Canada there was no one
sparking a Clean-Up campaign.
He didn't have to look beyond his
own community of Brandon to
see the need for a co-ordinated
campaign. The idea was discussed
with station manager John Craig
who gave the campaign "the green
light." Craig, who is president of
the Chamber of Commerce, saw
the value of such a plan to all
communities served by CKX.
The over-all plan was well in
hand by the beginning of this
year. All service clubs were in-

WHEN THE BUDGET was tabled in the House of Commons in
Ottawa last month, Norman Cowan, an
experienced insurance and
business executive, aired an
analysis and commentary over CKEX,
Toronto. Although this was a new experience for Cowan and he
had but a few hours' notice, he had written and broadcast his
commentary within an hour of the news of the tax changes. In
the above photo, Cowan (left) is seen at work before the microphone,
with CKEX's news editor Harry Rasky and disc jockey Mickey
Lester looking on. Lester's budget comment: "Save your money,
Boys! Some day it may be worth something."

Report TO THE
BROADCASTING INDUSTRY
By Walter E. Elliott

9 North in a series of frank talks
about Elliott-Haynes and the
broadcasting industry.

The Sets-In-Use Index
THE Sets-In-Use Index represents that percentage of
the radio homes of a given area whose sets are
tuned to any and all radio programs at a given time.
Thus, in an area wherein there are 10,000 radio
homes, if the Sets-In-Use Index at a particular inter-
val is 31.5, it can be presumed that, within the limits of
statistical variation, 3,150 of these 10,000 radio
homes have their sets on.
vited to take part in the form of stunt painting. Tree planting, talks to school children, essay contests and salvage pickup— all of course, related to community beautification. One stunt scheduled is the burning of “Old Man Grime.” The essay contest, planned for home to younger children, the fact that this is their campaign also, will be held among the older students in all local schools. The winners of the three prizes will be invited to visit CKX and read their essays on the air. Brandon Jaycees have undertaken to paint a house, with paint which has been donated free of charge.

The campaign will be officially opened on May 12 by civic officials and a well-known farmer who will represent rural Manitoba. This date coincides with the date of the national campaign. About 50 of the larger towns in Western Manitoba have been invited to hold their own Clean-Up campaigns at the same time, and so capitalize on the heavy spot campaign on CKX. All merchants throughout the CKX trade territory who are keenly interested in such a campaign have been informed, so that they can build window and store displays to tie in with the Clean-Up campaign.

In January, Archie Olson sent an outline of his plan to A. J. (Red) Hopps at CFRN, Edmonton. Hopps liked it and told Archie that he was interested in adopting it for their community campaign. The fact that Hopps was so enthusiastic about the campaign seemed to indicate that other stations in Western Canada might also be interested in the CKX campaign for their commuity. CKDA, Victoria; CKOC, Penticton; CJIB, Vernon; CFPCN, Calgary; CFQC, Saskatoon; CJDC, Dawson Creek; CKDM, Dauphin and CJOIS, Winnipeg, were all sent a copy of the Clean-Up plan.

These stations all approved the plan in principle, and have adapted it to suit the particular needs of their own communities. Some of the stations showed great enthusiasm for the plan and passed along to Olson some excellent ideas he can turn over to the other members of their group.

The Elliott-Haynes Story 1951

<table>
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<tr>
<th>TIMES</th>
<th>URBAN RATING</th>
<th>AREA RATING</th>
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<tbody>
<tr>
<td>9.05 - 10.00 a.m.</td>
<td>25.0</td>
<td>19.9</td>
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<tr>
<td>7.30 - 8.30 p.m.</td>
<td>24.6</td>
<td>21.8</td>
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CFBC – ST. JOHN, N.B.
"POP THE QUESTION"
THE ELLIOTT-HAYNES STORY 1951

★ OVER 55,000 MAIL ENTRIES TO DATE ★

REPS: J. L. ALEXANDER — Montreal & Toronto
WEED & COMPANY in the U.S.A.
(*Sponsors’ Labels enclosed— Ap. 5-51.)

We don’t show you under with Firsts!

Just eager, honest efforts to do a job for you in this rapidly expanding market. For real push—not position — place your campaign on —

CKBI
Prince Albert, Sask.
5000 Watts
The POWERFUL station with PROVEN listener response

CKY

heard from 71% of all Manitoba's post office points in 4 days!

Since January 1st we have received 203,047 letters! A four-day sample, featuring regular broadcast programs, indicated response from 71% of all Manitoba's Post Office Points!

Undeniable facts — CKY gives you the coverage and response you want throughout the rich Manitoba — and Winnipeg — market. The best radio buy — CKY!

5000 WATTS

IN WINNIPEG, MANITOBA IT'S CKY

Representatives: H. N. Stovin & Co., Canada Adam J. Young, Jr., Inc., U.S.A.
NOTES TO YOU!

“FAR FAR AWAY”
Records Available
Jim Byrne
Maple Leaf (Folk)
Charlie Kuntz
London (Pop)
Ozzie Williams
London (Pop)

AND OTHERS

Write us
for a free disc.

FAVORITE MUSIC CO.
21 Sussex Ave. TORONTO 5

Penn McLeod & Associates Ltd.
RADIO RESEARCH

INTRODUCING ANOTHER FIRM WHICH SELLS THE CALGARY MARKET SUCCESSFULLY

Good Items...
Good Radio...
Build Business for Bakery

- Starting from scratch in ’37 McGavin’s Bakery now is one of Calgary’s four largest.
- Producing top-grade products, they continue to build public preference and item sales via CFAC.

“Using” item advertising on a daily
Good morning broadcast on your station.
We have been able to create a wide
spread acceptance of McGavin’s name
and our various bakery lines, both in-
town and out-of-town. It does appear
that we have struck a winning com-
bination...in merchandising good-food
items to a receptive audience, with an
effective presentation.

“Ever since we discontinued our
door-to-door delivery service eight years
ago, we have used CFAC as a home-to-
home salesman. Hardly a day goes by
without what we get some specific evidence
of sales-effectiveness. Whenever business
drops off in certain items, often a single
CFAC plug brings it back into line. When we feature special items for spe-
cial occasions, we get an immediate and
impressive response. And even when we
talk about items that are not related to
food...like four lost horses, or 50
surplus steel drums...we get direct
action. (In the case of the lost horses, a
single mention on the air made our
phone ring for two whole days! In the
case of the steel drums, we sold the
entire lot with a single mention.)

In this area, besides providing
direct sales reaction, we have found our
radio vehicle to be an effective means
of influencing the trade. And, whenever
a curtailing of advertising expense is
discussed—reductions are made in other
media, never radio. Elsewhere, amongst
our other operations, the ideas pioneered
in Calgary are gaining some prac-
tical application.” — S. D. Wemp,Mgr.

THE STATION MOST
LISTENERS DIAL
(Check ELLIOTT-HAYNES AUDIENCE REPORTS—Daytime & Nighttime—Calgary City & Rural Area)

THE STATION MOST
ADVERTISERS BUY

Every day, CFAC sells a host of items and services for a wide variety of active adver-
sers — to the same people you regard as
YOUR customers and prospects. Get the
details on how CFAC can sell for you too
from the station itself; All-Canada Radio
Facilities Ltd. in Canada, or Weed and
Company in the U.S.A.

Mail}

FLUFF IN PRINT
“25 dollars weekly, lady for
housekeeping, 3 adults, pri-

vate man and bath pro-

vided, live in, Box 133
—Hamilton Spectator

YOU SHOULD READ
“Broadcast English,” re-
commendations to announc-
ers, by A. Lloyd James,
Professor of the School of
Oriental Studies, London.

PARODY OF THE MONTH
To take a rest.
The scribe undressed.
The silver sand to lie on.
He thought it rude.
To do it rude.
So he stuck his old school
lie on.

JOB’S COMFORTER
If paying tax is hard for
you.
Just think of 1952.

FAN MAIL
Sir: Would you please get
behind a movement to cut
down the breakfast broad-
casters’ jokes, which de-
tract from the interesting
commercials.
— A. Gander.

PAPER SHORTAGE
The growing flood of gov-
ernment hand-outs contain-
ing information about new
regulations, which is delug-
ing radio stations and news-
papers instead of paid ad-
vertising, is just another
indication of the high cost
of giving.

PRE-COMMENOTION
And now, in deference to the
ACA Convention, I’m off to get the front of my
suit pressed.

Page Seventeen
May 2nd, 1951
Canadian Broadcaster & Telescreen
"The time has come to lay its PAT FREEMAN Director of Sales a Canadian Association of "The Inter-Media Story" Places B.B.M and A.B.C Side by Side

In a recent study, "The Inter-Media Story" written by Pat Freeman, the following challenging statements are made:

B.B.M. and A.B.C. need no introduction. On the directorates of each are representatives of advertisers, agencies and the medium or media concerned. The operation and ethics of both organizations are beyond reproach. In this presentation you will find B.B.M. and A.B.C. side by side. The one will tell of homes—the other of copies. It can be pointed out that a copy does not mean a home, particularly in some of the larger metropolitan centres. We could consider how much more time the average Canadian spends listening to his radio than he spends in all his reading combined. A study conducted in the United States by Batten, Barton, Durstine and Osborn, Inc., shows that the average person (in non-TV homes) spends 3 hours and 33 minutes daily listening to the radio; 48 minutes daily reading the evening newspapers. Forty-eight minutes with a newspaper containing up to 60 pages is not very much time. To read all of a front page (at 300 words per minute) would take over 20 minutes. In the light of these low advertisement readership ratings are made ... In a recent study of a major Canadian newspaper over 70% of the women interviewed that they had seen some of the various full-page department stores advertisements (over 2 pages and on a sports page) was noted by only 2% of the male readers interviewed. The obtained by ANY national advertisement issue was one seen by 16% of the women. A thorough knowledge, on the part of the advertiser and his agency, of actual reach figures for advertisements of all types is needed to bring the entire inter-media picture into clearer focus. In newspapers, particularly marked disparity of readership between editorial content on the one hand and advertisements on the other is amazing. From Knob Hillrow, from houseboat to homestead, from W. Island to Labrador, a radio set is part of almost every Canadian home. In metropolitan homes served by dailies, on all rural routes where farm papers prosper, in automobiles, in barber shops, in summer cottages and on beaches, radio is everywhere. Radio outreaches any other single advertising medium—can all others combined reach radio?

RADIO - STILL YOUR BEST BUY ALL Y
for radio

ts on the table"

research

CIRCULATIONS
AND COSTS IN ONTARIO

Radio Station: CFBB, Toronto

Publication
Star Weekly
Toronto Star
Readers Digest
Globe & Mail
Toronto Telegram
Can. Home Journal
Chatelaine
New Liberty
Family Herald & Weekly Review
Farmers' Magazine

Radio Home 880
Average Day — 469,137
Average Night — 679,471

Cost
1 hour “A” time $35.00
Cost
1 page B & W
$1,700.00
1,350.00
750.00
1,281.00
1,150.00
1,126.00
1,100.00
469.00
594.00
631.00

AS EVER, THE NO. 1 BUY
IN CANADA'S NO. 1 MARKET

The 1950 BRM figures show that CFBB provides coverage of more than one fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB 50,000 watts day and night
1010 kc.

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

Source: ABC figures and costs 1st Quarter, Can. Advertising 1951.

Circulation figures based on Ontario circulation only.
Commercial Writing Contest

Open, without entry fee, to employees of Canadian radio stations whose duties include the writing of commercials

First Prize - - $25.00 Cash

5 Consolation Prizes — "Radio & Television Writing" by Max Wylie (Retail value — $7.75)

JUDGES

- BILL BYLES, radio director, Young & Rubicam Ltd.
- BOB CAMPBELL, vice-president, J. Walter Thompson Co. Ltd.
- CARLETON HART, manager of the advertising section of Procter & Gamble Company of Canada Ltd.
- HERB MAY, free-lance announcer.
- ALEC PHARE, managing director of R. C. Smith & Son Ltd., and chief instructor in advertising for the University of Toronto Extension.
- ERNIE GATER, advertising manager, Sterling Drug (Canadian) Limited.

WHAT YOU HAVE TO DO

Write one one-minute spot (straight, dramatized or otherwise) addressed to American tourists, inviting them to come to Canada for their vacations.

FOLLOW THESE INSTRUCTIONS

1. TYPE SEVEN COPIES of your spot on letter size (8½" x 11") tissue or onion skin paper. Do not type your name, station or anything except the spot.
2. ON ONE COPY ONLY, type your name, position and name of station where you are employed, as well as the spot.
3. DO NOT PIN SHEETS together or stitch in cover. Mail loose.
4. MAIL FIRST CLASS to "Copy Contest," Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.
5. ENTRIES TO QUALIFY must be postmarked not later than midnight, May 31st, 1951.

HOW IT WORKS

Each of the judges will receive one unsigned copy of each of the entries.

Each judge will assess each spot by giving it a mark out of a possible hundred.

After marking, entries will be returned to the Contest Editor for tabulation. Prizes will be awarded on the basis of total marks scored.

All entries become the property of this paper, and may be printed or used in any way it sees fit.

Entries cannot be returned.

No correspondence can be entered into regarding entries.

The decisions of the judges are final.

Writers! Mail in your entries now!

NO HIATUS!

During the peak summer months

D.B.S. 1950 Canadian Retail Sales Report by Months

Stay on the Air-and on the Ball-on CFNB

Ask the ALL-CANADA MAN
## RADIO STATIONS AND THEIR REPRESENTATIVES
### Listed Alphabetically by Provinces

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<td>Chilliwack</td>
<td>CHWX</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Jack Pilling</td>
<td>—</td>
<td>Cole</td>
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<td>Dawson Creek</td>
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<td>Donald Cooke Inc.</td>
<td>Lew Roskin</td>
<td>—</td>
<td>Associated</td>
<td>PN</td>
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<td>Kamloops</td>
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<td>Weed &amp; Co.</td>
<td>Ian Clark</td>
<td>Walter Harwood</td>
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<td>Kelowna</td>
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<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>J. W. B. Brown</td>
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<td>Lang-Worth Thesaurus World</td>
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<td>Nelson</td>
<td>CHUB</td>
<td>Natl. Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke Inc.</td>
<td>Mrs. Mary Sutherland</td>
<td>—</td>
<td>World</td>
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<td>New Westminster</td>
<td>CRNW</td>
<td>Natl. Broadcast Sales</td>
<td>Forjoe &amp; Co.</td>
<td>William Rea, Jr</td>
<td>Phil Baldwin</td>
<td>Associated</td>
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<td>Donald Cooke Inc.</td>
<td>Harry O. Watts</td>
<td>Jean Griffiths</td>
<td>Standard</td>
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<td>H. N. Stovin</td>
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<td>G. C. Chandler</td>
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<td>Mrs. K. M. Willis</td>
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<td>Jack Sayers</td>
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<td>M. V. Chasnit</td>
<td>Les Halberg</td>
<td>Thesaurus World</td>
<td>PN</td>
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### It's An Inside Job...

People living in the Kirkland Lake area are behind a mineral formation that makes the reception of outside stations almost impossible.

The mining and lumbering industries of Ontario's golden north give these people an above average income and make Kirkland Lake an active, profitable market.

To completely cover the majority of the radio families in this prosperous area, whose sets in use almost double the Canadian average, your advertising message must be carried by

**CJKL - Kirkland Lake**

5900 WATTS  
560 KCS.

Get the facts from:

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL 3718-9
MONTREAL: MEDICAL ARTS BUILDING — FI. 2439
VANCOUVER: ROY CHAPMAN, 804 HORNBY STREET

8.3 cents a bushel for wheat on the five-year pool means $16,000,000 in the pockets of farmers in the CJKX "50% or better" area.

This, in addition to a farm income of over $100,000,000 during the past six months makes the CJKX market the richest farm market in

**WESTERN CANADA!**

**BBM 1950**

Day: 71,730 homes  
Night: 59,600  
Average increase over 1948-16,300

![Wheat Stalk Willie](940 on your radio dial)

"Western Canada's Farm Station"

Representatives

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

Calgary CFAC All-Canada Weed & Co. A. M. Cairns A. R. MacKenzie Associated (Theaurus World BUP
Calgary CKXL Nat'l. Broadcast Sales (Inland in Winnipeg) Donald Cooke Inc. Fred Shaw Bruce Alloway BUP
Edmonton CBX CBC Dan Cameron — — BUP
Edmonton CHHA Omer Renaud & Co. (Inland in Winnipeg) — J. A. Gallant L. Hiller BUP
Edmonton CJCA All-Canada Weed & Co. Berry Gaetz Kate Barnes World Sales BUP
Edmonton CKUA Non-commercial John Langdon — Associated BUP
Grande Prairie CFGP All-Canada Weed & Co. Arthur Ballfour Jack Soars World Sales BUP
Lethbridge CJOC All-Canada Weed & Co. Wm. Guild L. M. Perry Associated (Thesaurus) BUP
Medicine Hat CHAT All-Canada Weed & Co. R. J. Boss — Standard BUP
Red Deer CKRD Radio Reps. — OWNER — Standard BUP

• SASKATCHEWAN

Moose Jaw CHAB H. N. Stovin Weed & Co. Sid Bowling N. Steinha World Sales BUP
North Battleford — — H. N. Stovin — — BUP
Prince Albert CKEI All-Canada Weed & Co. Ed. Armstrong — — BUP
Regina CKCK All-Canada Weed & Co. Hal Crittenden W. L. Seabrook World Sales BUP
Regina CKRM Radio Reps. Adam Young Norm Dufferin Don Weeks Lang-Worth BUP

The
MARITIME MARKET
and
CFCY
"THE FRIENDLY VOICE OF THE MARITIMES"
One Station - CFCY

Presenting * Your Story To
47% of the RADIO HOMES
46% of the POPULATION
44% of the RETAIL SALES
* BASED ON 50% BBM AREA

BBM DAY 134.310
NITE 128.460

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

5000 Watts Day & Nite — 630 Kilocycles

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

CKBB BARRIE

announces

effective May 1, 1951,
it will be nationally
represented in Toronto by

Paul Mulvihill
21 King St. East — WA. 6554

In Montreal by:

Radio Time Sales (Que.) Ltd.
1231 St. Catherine W. — MA. 4684

www.americanradiohistory.com
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<td>Armand Dussault</td>
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## ONTARIO

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## The Market Behind the Wall

248,000 PEOPLE

In Northern Ontario and North-Western Quebec are practically without any outside form of radio reception.

248,000 people rely almost exclusively on CKGB, CJKL and CFCH.

These 248,000 people listen 50% more than the Canadian average.

A 50% PLUS FOR YOUR PRODUCT

When Nationally Advertised In

The Market Behind The Wall

- **CFCH** North Bay
- **CKGB** Timmins

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**CJKL** Kirkland Lake

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<tr>
<td>5000 Watts</td>
<td>560 Kcs.</td>
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NORTHERN ONTARIO

SERVED EXCLUSIVELY BY

- **CKGB**-TIMMINS
- **CFCH**-NORTH BAY
- **CJKL**-KIRKLAND LAKE

Represented by:

NATIONAL BROADCAST SALES

Toronto — Montreal

[www.americanradiohistory.com](http://www.americanradiohistory.com)
Announcing the new portable

**AMPEX 400**

**MAGNETIC TAPE RECORDER**

SAME HIGH PERFORMANCE AND FIDELITY AT FAR LOWER COST

The new model 400 is a COMPLETE recording unit in a single case

**Check these features**

- ** Cueing** is exact with instantaneous start and stop.
- ** Editing** is easy with the simple, fast forward and rewind control.
- ** Monitoring** is positive by the off-the-tape amplifier feeding VU meter and phones.
- ** Designed** and built to the same critical standards which have established Ampex as the leader in the tape recording field.
- ** Simple** and dependable operation effected by the unit housing that completely encloses the three magnetic heads.
- ** Incomparable** performance and quality at 7 1/2 i.p.s. tape speed.

**Tape saves you money by increasing the efficiency of your present studio facilities.**

Many Ampex machines have paid for themselves in two to four months' operation.

**AMPEX**

"Standard of the great radio shows"

Distributed and serviced in Canada exclusively by

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

HEAD OFFICE: TORONTO — Sales Offices from Coast to Coast
D.O.P. means something in SUMMERSIDE, P.E.I.

HERE'S AN EXAMPLE . . .

- CJRW pulled $3,800 on the Y's Men's Radio Auction held this March . . . an increase of 100% over last year.

That means EVERY radio home in Summerside gave an average donation of $3.69!! The folks in Summerside REALLY listen to their local radio station—

REMEMBER: In your next Maritime campaign . . . CJRW PULLS for local advertisers—we can pull for you too!

CJR W

For additional information contact
RADIO REPS: TORONTO - MONTREAL - WINNIPEG

*Depth of Penetration.
Sales graphs keep curving up when CKLW goes to work. Its lusty 50,000 watt voice covers Western Ontario — one of Canada's richest markets — like a rug. It goes into more radio homes in this lucrative industrial-agricultural region than any other outlet. Why scatter your shot when one medium does it all — and does it well? Let's examine facts — Elliott-Haynes surveys continue to show that CKLW is the number one station in listener acceptance consistently, providing the best in entertainment and public service 24 hours daily. Moreover, this powerful selling force reaches listeners whose earnings are the highest in Canada — people who have the means to buy the products or services you have to sell.

Remember — radio continues as your most powerful and economical advertising and public service medium on this continent — Your Biggest Advertising Buy. So for tested, PROVEN results — be sure CKLW appears on your next radio schedule.

CKLW AM and FM 800 KC
THE GOOD NEIGHBOR STATION — WINDSOR, ONTARIO

We at CKLW extend our warmest greetings to all delegates at the Annual Convention of the Association of Canadian Advertisers.

REACH MORE HIGH INCOME PROSPECTS WITH WESTERN ONTARIO'S BIGGEST VOICE
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RADIO ADVERTISING AGENCIES

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

Alkin-McCrae Ltd. 2 Toronto St., Toronto FL 2268 Mrs. Phyllis Judson
Arriel Advertising Agency Ltd. 8 Dominion Blvd., Toronto ML 6041 S. J. P. Headley
Associated Broadcasting Co. Limited 37 James St. South, Hamilton 3-2624 A. G. Mitchell
Alherten & Currier Ltd. 1137 Yonge St., Toronto 1-1420 C. X. C. Ullman
Baker Advertising Agency Ltd. 60 York St., Toronto 1357 Yonge St., Toronto 4-6624 W. M. Martin
Benton & Bowditch Ltd. 1557 Mackay St., Montreal 2-0927 L. J. G. O'Grady
Big Mac McKinney Bingham Ltd. 91 Yonge St., Toronto 86 Adelaide St. E., Toronto EM 3-0498 J. W. W. Elkins
Canadian Advertising Agency Ltd. 80 Bay St., Toronto PL 2514 Grace T. Alexander
Gurry & Corder of Canada Ltd. 200 Sun Life Bldg., Montreal EM 6-046 E. M. Gibbons
Clockfield, Brown & Co. Ltd. 80 Dominion Bldg., Vancouver 9-2160 Harry Seidler
Don H. Copeland Advertising Ltd. 39 King St. W., Toronto EM 3-2841 Hilary Madden
Grene & Co. Ltd. 90 King St. W., Toronto EM 4-3444 W. M. Price
Dominion Broadcasting Co. 4 Albert St., Toronto WA 1992 Miss L. Reynolds
Ellin Advertising Co. 46 King St. W., Toronto PL 9166 J. A. McPherson
W. H. Emmott (Global) Ltd. McNamara Bldg., Montreal 4-8920 Mrs. P. M. Bowers
Erwin Winney of Canada Ltd. 4947 Queen St. W., Toronto 3-7064 Mrs. S. L. Gilmour
Ferres Advertising Service 1212 St. Catherine St. W., Montreal PL 3641 Mrs. D. N. Ogilvie
James Fisher Co. Ltd. 63 Duke St., Hamilton EM 3-1164 Mrs. R. E. Gillett
Harry E. Foster Advertising Ltd. 204 Richmond St. W., Toronto LA 1205 Grace Ireland
J. J. Gibbons Ltd. 65 Sun Life Bldg., Montreal BE 1894 Mr. T. W. Poole
L. G. Gregoire & Co. 141 Acorn Ave., Toronto 128 Sun Life Bldg., Montreal EM 3-2414 Mrs. W. J. Jones
Hedgcock Advertising Co. Ltd. 715 St. George St., Hamilton 119 West Pender St., Vancouver EM 3-0727 Mrs. H. B. Fullard
Perleg Adoption Co. Ltd. 77 Adelaide St. W., Toronto EM 3-2438 Mrs. H. B. Fullard
Hutchison Advertising Co. of Canada Ltd. 463 MCR St. E., Hamilton MN 1160 Mrs. H. B. Fullard
Imagery Advertising Ltd. 57 Blower St. W., Toronto PL 443 Mrs. J. B. Smiley
Albert Jarvis Ltd. 503 St. Nicholas St., Toronto KE 2737 Mrs. J. B. Smiley
Russell T. Kelley Ltd. 1246 Dufferin St. Toronto KE 1938 Mrs. J. B. Smiley
Kenyon & Eckhardt Ltd. 71 George St., Hamilton M. R. H. Wilson
Laode, Johnson & Co. Ltd. 77 Adelaide St. W., Toronto EM 3-2438 Mr. J. A. Smith
James Leavick & Co. Ltd. 463 MCR St. E., Hamilton MN 1160 Mr. J. A. Smith
Mclaren Advertising Co. Ltd. 19 Melinda St., Toronto M. R. H. Wilson
811 Sackville St., Montreal EM 4-6800 Mr. J. R. Smith
Emerson St., Montreal EM 4-6800 Mrs. J. R. Smith
McLennan Easton & Co. Ltd. 57 Blower St. W., Toronto PL 443 Mr. J. R. Smith
1457 Bay St., Toronto M. R. H. Wilson
McConnell & Co. Ltd. 1457 Bay St., Toronto M. R. H. Wilson
Mcneil Advertising Ltd. 1457 Bay St., Toronto M. R. H. Wilson
McKewin Advertising Ltd. 1457 Bay St., Toronto M. R. H. Wilson
McKewin Advertising Ltd. 1457 Bay St., Toronto M. R. H. Wilson
Messner Advertising Agency Ltd. 463 MCR St. E., Hamilton MN 1160 Mr. J. A. Smith
Messner Advertising Agency Ltd. 463 MCR St. E., Hamilton MN 1160 Mr. J. A. Smith
Metropolitan Broadcast Sales 305 St. Nicholas St., Toronto KE 2737 Mrs. J. B. Smiley
Jack Murray Ltd. 503 St. Nicholas St., Toronto KE 2737 Mrs. J. B. Smiley
Mater, Collier, Frankforter & Gould Ltd. 1246 Dufferin St. Toronto KE 1938 Mrs. J. B. Smiley
O'Brien Advertising Ltd. 77 Adelaide St. W., Toronto EM 3-2438 Mrs. J. B. Smiley
O'Neill, Lomen & MacKenzie 474 Jarvis St., Toronto EM 3-2438 Mr. J. R. Smith
Wm. O'Neill & Company 719 Yonge St. Toronto PL 3708 Mr. J. R. Smith
Power Publicity Ltd. 290 St. E., New York KE 2708 Mr. J. R. Smith
Eitan M. Plant Co. Ltd. 303 Balfour Bldg., Windsor EM 3-9774 Mr. J. R. Smith
Alford R. Payne Advertising Ltd. 95 King St. E., Toronto EM 3-9774 Mr. J. R. Smith
Thorton Purks Ltd. 4109 St. Catherine St. W., Montreal EM 3-9774 Mr. J. R. Smith
Radio Advertising Service Ltd. 135 Bay St., Toronto EM 3-9774 Mr. J. R. Smith
E. W. Reynolds & Co. Ltd. 141 St. Catherine St. W., Montreal EM 3-9774 Mr. J. R. Smith
Ronalds Advertising Agency Ltd. 145 Yonge St., Toronto WA 6157 Mr. J. R. Smith
Rothbury & Ryan Inc. Keffer Bldg., Montreal PL 4053 Mr. J. R. Smith
Scheider Gordon Ltd. 100 Peter St., Montreal EM 3-0237 Mr. J. R. Smith
R. C. Smith & Son Ltd. 2 Peter St., Montreal PL 1515 Mr. J. R. Smith
Splitter & Mills Ltd. 154 Richmond St. W., Montreal PL 6544 Mr. J. R. Smith
154 Richmond St. W., Montreal PL 6544 Mr. J. R. Smith
2 Toronto St., Toronto PL 1515 Mr. J. R. Smith
2 Toronto St., Toronto PL 1515 Mr. J. R. Smith
90 King St. W., Toronto EM 3-9774 Mr. J. R. Smith
50 King St. W., Toronto EM 3-9774 Mr. J. R. Smith
Dominion Square Bldg., Montreal 2-012 Mr. J. R. Smith
Royal Bank Bldg., Vancouver 290 St. E., New York PL 3708 Mr. J. R. Smith
86 Richmond St. W., Toronto 3-8774 Mr. J. R. Smith
76 Richmond St. W., Toronto 3-8774 Mr. J. R. Smith
66 Richmond St. W., Toronto 3-8774 Mr. J. R. Smith
66 Richmond St. W., Toronto 3-8774 Mr. J. R. Smith
501 University Ave., Toronto EM 3-9774 Mr. J. R. Smith
Stevenson & Scott Ltd. 501 University Ave., Toronto EM 3-9774 Mr. J. R. Smith
Stewart-Bowman-McPherson Ltd. 501 University Ave., Toronto EM 3-9774 Mr. J. R. Smith
J. Walter Thompson Co. Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
Toyota Advertising Agency Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
JVAC Advertising Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
Vickers & Benson Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
Wallace Advertising Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
Waltz Advertising Co. Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
Stan Whyte and Company 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
A. S.免 Wall Inc. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
Whitehall Broadcasting Co. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
York & Rubalcub Ltd. 501 University Ave., Toronto EM 3-9774 Mrs. J. R. Smith
### Station Frequencies and Power

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Kos.</th>
<th>Watts</th>
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<tbody>
<tr>
<td>Peoria</td>
<td>CHPT</td>
<td>1290</td>
<td>5,000 DA</td>
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<tr>
<td>Miami</td>
<td>WTMJ</td>
<td>1240</td>
<td>5,000 DA</td>
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<tr>
<td>Cleveland</td>
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<td>Kansas City</td>
<td>KANS</td>
<td>1200</td>
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<tr>
<td>San Francisco</td>
<td>KRON</td>
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<tr>
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<tr>
<td>Chicago</td>
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<tr>
<td>St. Louis</td>
<td>KMOX</td>
<td>880</td>
<td>1,000 D</td>
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<tr>
<td>Washington</td>
<td>WTOP</td>
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<td>5,000 DA-N</td>
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<td>KHOU</td>
<td>690</td>
<td>5,000 DA-N</td>
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<td>San Antonio</td>
<td>KJAZ</td>
<td>670</td>
<td>5,000 DA-N</td>
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<td>KGW</td>
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<td>Dallas</td>
<td>KRLD</td>
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<td>Boston</td>
<td>WGBH</td>
<td>350</td>
<td>5,000 DA-N</td>
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</tbody>
</table>

### A Few Facts About the Daytime Radio Audience in Hamilton, Ontario

(See: All-Canada in Canada, Waman & Co. in U.S.A.)

**CKOC Leads in 28 Out of 36 1/4 Hours**

**Average Program Rating and Audience Percentage 9 a.m. to 6 p.m. Monday through Friday—**

<table>
<thead>
<tr>
<th>Other Station</th>
<th>CKOC</th>
<th>CBI</th>
<th>B</th>
<th>A</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>12.4</td>
<td>1.23</td>
<td>1.54</td>
<td>1.93</td>
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<tr>
<td></td>
<td>40.5%</td>
<td>35.0%</td>
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**Cost Comparisons**

On basis of outlined March survey (Hamilton B.R.M. 52,270 radio homes) —Per 1,000 radio homes (using one time rate)

<table>
<thead>
<tr>
<th>Class</th>
<th>C</th>
<th>B</th>
<th>A</th>
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<tbody>
<tr>
<td></td>
<td>1.56</td>
<td>2.00</td>
<td>2.61</td>
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</table>

WWW.AMERICANRADIOHISTORY.COM
MORE PEOPLE LISTEN TO CKWX MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

980 on your dial

CKWX SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

MORE PEOPLE LISTEN TO CKWX MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

FREQUENCY MODULATION STATIONS

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Mcs.</th>
<th>E.R.P</th>
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</thead>
<tbody>
<tr>
<td>London</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>1,400</td>
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<tr>
<td>Montreal</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>2,000</td>
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<tr>
<td>Moncton</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
</tr>
<tr>
<td>Windsor</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
</tr>
<tr>
<td>Woodstock</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
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<tr>
<td>Montreal</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
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<tr>
<td>Moncton</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
</tr>
<tr>
<td>Windsor</td>
<td>CKLW-FM</td>
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<tr>
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<tr>
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<tr>
<td>Woodstock</td>
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<td>102.7</td>
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</tr>
<tr>
<td>Woodstock</td>
<td>CKLW-FM</td>
<td>102.7</td>
<td>250</td>
</tr>
</tbody>
</table>

Sell the rich Niagara Peninsula (and away beyond since change to 620 kcs.) at one low cost with Great Niagara District Station CKTB St. Catharines

TOKYRDO: Paul Malvich
MONTREAL: Rain Bird & Sons

BOMED ON

https://americanradiohistory.com
### STATIONS OF THE CBC NETWORKS

<table>
<thead>
<tr>
<th>Network</th>
<th>Stations</th>
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<tbody>
<tr>
<td>Trans-Canada Network</td>
<td></td>
</tr>
<tr>
<td>Atlantic Region (Basic)</td>
<td>CBI Sydney, CBH Halifax, CFNB Fredericton, CBA Sackville, CHS Saint John</td>
</tr>
<tr>
<td>Atlantic Region</td>
<td>CBJ Cornerbrook, CBG Gander, CBT Grand Falls, CKBW Bridgewater</td>
</tr>
<tr>
<td>Mid-Eastern Region (Basic)</td>
<td>CBM Montreal, CKWS Kingston, CBV Toronto, CBE Windsor, CKSO Sudbury, CPCH North Bay, CKKL Kirkland Lake, CKGB Timmins, CJIC Sault Ste. Marie, CKPR Fort William</td>
</tr>
<tr>
<td>Prairie Region (Basic)</td>
<td>CKOK Sarnia, CJNT Quebec, CKOC Hamilton, CHLO St. Thomas</td>
</tr>
<tr>
<td>Prairie Region (Supplementary)</td>
<td>CKCK Regina, CFAR Flin Flon, CFPF Grand Prairie, CPCA Edmonton, CPAC Calgary</td>
</tr>
<tr>
<td>Pacific Region (Basic)</td>
<td>CKJC Kamloops, CKOV Kelowna, CITV Trail, CBR Vancouver</td>
</tr>
<tr>
<td>Pacific Region (Supplementary)</td>
<td>CKLN Nelson, CKPG Prince George, CFPR Prince Rupert, CJDC Dawson Creek</td>
</tr>
<tr>
<td>French Network</td>
<td>CBF Montreal, CBV Quebec, CKX Chicoutimi</td>
</tr>
<tr>
<td>(Supplementary)</td>
<td>CKCH Hull, CHGB Ste. Anne de la Pocatiere, CKBR Rimouski, CHHC New Carlisle, **CKRN Rouyn, **CKVD Val d'Or, **CHAD Amos, **CKLS Laspé, CHLT Sherbrooke, CJEJ Edmundston, CJFP Rivière du Loup</td>
</tr>
<tr>
<td>Dominion Network</td>
<td>CICB Sydney, CICX Antigonish, CICY Charlottetown, CHIN Halifax, CICW Moncton, CKNB Campbellton, CILS Yarmouth, CFRC Saint John, CKRS Fredericton, CKTS Sherbrooke, CFCC Montreal, CKOY Ottawa</td>
</tr>
</tbody>
</table>

### SALES MANAGER and SALESMAN required for WESTERN STATION

Excellent opportunity for experienced and capable men. Our staff has been advised of this advertisement. Full particulars to Box A-86 Canadian Broadcaster & Telescreen 1631/2 Church St., Toronto 2

---

**SALES - MANAGER and SALESMAN required for WESTERN STATION**

Excellent opportunity for experienced and capable men. Our staff has been advised of this advertisement. Full particulars to Box A-86 Canadian Broadcaster & Telescreen 1631/2 Church St., Toronto 2

---

**CKOM Saskatchewan's NEWEST Station**

1340 kc's FOR FAMILY HISTORY "Uncle Joe" Wood, U.S.A. "Uncle Horace Peepsie" Stолов CANADA.

---

What's up Doc???

What a boy!

And when this one cuts up, everyone within a hundred miles of Saskatoon will know about it!!

---

www.americanradiohistory.com
Western Canada's LARGEST—and finest Recording STUDIOS

Here Are Some Of Our Regular Clients:

- Ashdown, J. H., Hardware Co. Ltd.
- Beaver Lumber Co. Ltd.
- Blue Ribbon Ltd.
- Brandon Packers
- Canada Packers Ltd.
- Canadian Army (Reserve)
- Clum's Chickens
- Chipman Chemicals Ltd.
- Cockshutt Plow Co. Ltd.
- Deere, John, Plow Co. Ltd.
- Ducks Unlimited
- Eaton, T., Co. Ltd.
- Fairfied & Sons Ltd. (Woollels)
- Globelite Batteries Ltd.
- Hastings & Sons Ltd. (Insecticides)
- Hudson's Bay Co.
- Leytonan (Canada) Ltd.
- McCabe Grain Co. (Victoria Feeds)
- McFadyen Seed Co. Ltd.
- National Barley & Oil Seeds Committee
- Oakland Hatcheries

Placed by these Agencies

- Cockfield Brown & Co. Ltd.
- Gibbons, J. J., Ltd.
- MacLaren Advertising Co. Ltd.
- McConnell Eastman Co. Ltd.
- McKim Advertising Ltd.
- Stewart-Bowman-Macpherson Ltd.

The latest professional disc and tape recording equipment used. Experienced staff operators!

Inland Broadcasting and Recording Service

171 McDermot Ave.
Winnipeg, Man.

NATIONAL SALES REPRESENTATIVES

CA

JAMES L. ALEXANDER
Toronto: 100 Adelaide St. W.
Montreal: Drummond Building

ALL-CANADA RADIO FACILITIES LTD.
Montreal: Dominion Square Building
Winnipeg: Children's Building
Calgary: Taylor, Pearson & Carson Building H. R. Carson
Vancouver: 196 W. Hastings St.

JOS. A. HARDY LTD.
Montreal: 1015 Dominion Square Bldg.
Toronto: Bank of Nova Scotia Bldg. [Service by William Wright]

JOHN N. HUNT & ASSOCIATES
Vancouver: 505 Dunsmuir Street

PAUL MULVHILL.
Toronto: 21 King St. East (Room 300)

NATIONAL BROADCAST SALES
Toronto: 86 Richmond St. West
Montreal: Medical Arts Building
Vancouver: 804 Hornby Street

OMER RENAUD & CO.
Montreal: 1411 Stanley Street
Toronto: 53 Yonge Street

RADIAL REPRESENTATIVES LTD.
Toronto: Albert Street
Montreal: Dominion Square Building
Winnipeg: Lindsay Building
Vancouver: 505 Dunsmuir Street

RADIO TIME SALES (ONT.) LTD.
Toronto: 147 University Ave.

RADIO TIME SALES (QUEBEC) LTD.
Montreal: 1231 St. Catherine St. West

HORACE N. STOVIN & CO.
Toronto: Victory Building
Montreal: Keefler Building
Winnipeg: 432 Main Street
Vancouver: 846 Howe Street

WILLIAM WRIGHT
Toronto: Bank of Nova Scotia Bldg.
Montreal: York Building

UNITED STATES

DONALD COOKE INC.
New York: 551 Fifth Avenue
Chicago: 228 North La Salle Street

JOSEPH HERSHEY McGILLIVRA INC.
New York: 366 Madison Avenue
Chicago: 115 North Wabash Ave.

WEED & CO.
New York: 350 Madison Ave.

ADAM J. YOUNG JR. INC.
New York: 22 East 40th Street
Chicago: 55 East Washington Street

J. L. Alexander
Frank Edwards
John Tregale
Burt Hall
Percy Gayner
J. E. Baldwin
A. J. Messner
E. A. Weir
Maurice Valiquette
Jos. A. Hardy
William Wright
J. H. McGillivra
Ralph Judge
J. W. Stovin
W. A. McDermott
H. N. Stevin
Dora Dodson
Donald Cooke
Fred Jones
Lee O'Connell
William Ayres
Chas. J. Shippard
Howard McElrath
J. H. McGillivra
Rex S. Gay, Jr.
R. W. Walker
Roger Parratt

Joseph J. Weed
Peter A. McGurk
Cornelius C. Weeke
Bernard Pearse
Lincoln P. Simonds
Lincoln P. Simonds
Dana Baird
George Swearingen, Jr.

A. O. Dillenbeck, Jr.
D. A. Scott
Bert Somers
Got those Budget Blues?

WASTE CIRCULATION IS CUTTING INTO YOUR ECONOMY...

SELECTIVE RADIO offers you a direct, low-cost route to the markets that mean most to you — converts blanket coverage into bull's-eye concentration.

LOCAL APPEAL IS OUT OF THE QUESTION...

SELECTIVE RADIO offers you the opportunity to design your sales message to fit the time, the audience, and the place — wherever your broadcast is heard!

TIME OF IMPACT IS UNPREDICTABLE NOW...

SELECTIVE RADIO offers you the audience you want when you want it — takes your sales message home at the right psychological moment everywhere!

RURAL COVERAGE IS A HIT-OR-MISS PROPOSITION...

SELECTIVE RADIO offers you simultaneous or separate entry into even the most isolated areas — takes your advertising into homes which have no other daily contact with urban Canada!

ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Radio's Foremost Advertiser Service Organization
Western Canada’s LARGEST—and finest Recording STUDIOS

Here Are Some Of Our Regular Clients:

- Hastings
- Ducks Unlimited
- Cockshutt
- Chipman Chemicals Ltd.
- Blue Ribbon Ltd.
- McFadyen
- McCabe Grain
- Leytosan (Canada)
- Globelite
- Cham’s
- Prairie Seeds
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- Sherwin-Williams Co. of Canada Ltd.
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- Stephens, G. F., & Co. Ltd. (Paints)
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