

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 21.

TORONTO, ONTARIO

November 7th, 1951

RATES AND RESEARCH AT ACA

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Schwerin illustrated his point with case histories from his organization's studies of listeners' reactions to more than 2,500 commercials. In the case of one leading advertiser, he showed, the program which had the largest listening audience cost nearly six times as much to attract each extra customer for the product as did another program with an audience less than half as large, due to greater remembrance and belief achieved by the latter show's commercials.

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"They did not make the error of assuming that the largest dollar expenditure would alone buy the most customers," he went on. "They have calmly evaluated both radio and video shows in terms of how well these fit into their over-all advertising strategy. They are continuing to employ radio, more effectively than ever before, and they employ television too, but wisely and methodically."

FIRST Show Case ANNUAL

"Reap the biggest harvest"



HEDLEIGH T. VENNING, vice-president of sales for Shirriff's Limited, and a vice-president of the Association of Canadian Advertisers, is widely known in Canadian advertising circles.

H. T. Venning tells why he depends on BBM

"**E**VERY EXECUTIVE knows that you can't run a business on guesswork. You need *facts*. Indisputable facts, gathered by statistically sound methods.

The same principle applies to advertising. Proven facts and figures help to show you where your advertising dollars will reap the biggest harvest.

We have found BBM one of the most valuable, useful and accurate tools at our disposal."

BBM is YOUR Service

The Bureau of Broadcast Measurement is a tripartite organization sponsored jointly by Advertisers, Agencies and Broadcasters.

It provides statistically accurate information on the areas in which a given proportion of radio owners actually listen to a radio station.

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

The 1950 BBM figures show CFRB's BBM coverage as 619,050 daytime and 653,860 night time—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
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited

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The People's Choice

ONE hundred and four CAB member stations blanket 94% of Canadian homes, with a daily sixteen hundred hours of information and entertainment.

TOTALLING half a million hours of broadcasting a year, these programs are shaped to the individual needs and tastes of the area each station serves.

MICROSCOPICALLY scrutinized by every known type of research,^{*} radio proves, every day in every way, its powerful sales impact because it is the local programs of the local stations that most people listen to most.

^{*} For details see our Research and Sales Dep't.



The CANADIAN ASSOCIATION of BROADCASTERS

Representing 104 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

ASSOCIATIONS

Ronalds Heads CAAA



R. C. Ronalds

Toronto.—Cost accounting was the theme at the opening luncheon of the annual meeting of the Canadian Association of Advertising Agencies held at the Royal York Hotel last month. The speakers were Elton Johnson, of Late, Johnson & Co. Ltd., and De Campbell, representing the Trustee for the CAAA. Johnson spoke as chairman of the committee which has been working with the Trustee on this subject for more than a year. An announcement was made that before the end of the year a brochure will be issued to all members outlining a procedure for the installment of a cost accounting system in advertising agencies. The would show, it was claimed, the accounts which were profitable and those which were not. It would thus assist the agency in adjusting its affairs to an inflexible rate of commissions.

Continuing on this same theme, a highlight of the annual meeting of members was the announcement that an operating analysis for the years 1949-50 would be available as a confidential report from the Trustee. This would give the association an accurate analysis of operating costs and profits in intervals of five years from 1931 and an annual record from 1947 to 1950.

Officers elected were: president, Russell C. Ronalds, Ronalds Advertising Agency Ltd.; vice-presidents, Mark Napier, J. Walter Thompson Co. Ltd., G. C. Hammond, Cockfield, Brown & Co. Ltd.; secretary-treasurer, Harry Tennan.

Directors elected were: Allan Thompson, James Fisher Co. Ltd.; R. A. Vickers, Vickers & Benson Ltd.; H. E. Smith, Stevenson & Scott Ltd.; Warren Reynolds, E. W. Reynolds Ltd.; George Akins, W. H. Advertising Co. Ltd.; Peter Hayhurst, F. H. Hayhurst Co. Ltd.; G. Alec Phare, R. C. Smith & Son Ltd.; Elton Johnson, Late, Johnson & Co. Ltd.; E. V. Reinitzer, MacLaren Advertising Co. Ltd.

ing Agency Ltd., past president of the CAAA, is ex-officio a member of the board while Alex Miller resumes as manager.

Four new members were admitted to the association: John McKenney Bingham Ltd.; Crombie Advertising Co. Ltd., McKim Advertising Ltd., Industrial Advertising Agency Ltd., making a total of 37 members. It is estimated that 86% of all national advertising is placed through these 37 agencies.

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

SORRY WE CAN'T PROVIDE A LIST OF "PROGRAMS FOR SALE"

You see, we at CKCL design programs to meet specific merchandising problems. That's why all our locally-produced shows are already working, bringing results to the advertisers.

WE SELL AUDIENCE

and we'll be glad to design a program or campaign which will bring OUR audience and YOUR sales story together.

CKCL

TRURO, NOVA SCOTIA

J. A. MANNING
Manager

OMER RENAUD, Representative
Toronto and Montreal

Showcase of Salesmen who SELL



CKNX BARN DANCE GANG—(Mon. thru' Fri.—4.15 to 4.30 p.m.)—Here's the same hard-ridin' outfit featured on the Saturday night Barn Dance. Established at this time period for three years. He led by RCA Victor recording star Earl Heywood and Capitol wax artist Jack Kingston. A live and lively show to enliven sales.



BOB CARBERT'S FARM REVIEW — (Mon. thru' Fri.—7.15 to 7.25 a.m.)—Another proven package with the CKNX Farm Editor. This won't stay unsponsored for long. Act fast to establish record sales for your product in the rich agricultural market of Western Ontario.



CLUB WOMEN REPORT — (Mon., Wed., Fri.—2.45 to 3.00 p.m.)—Margaret Brophy reports on the activities of women's clubs throughout Western Ontario. Now in its fifth year, "Club Women Report" has been doing an excellent selling job for local sponsors. It is now available for a national account.



Without bragging, boasting or back-patting we make only one very modest claim: use CKNX and Western Ontario will buy your product like never before in history. There's no more conservative way to say it.

The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

"Radio, without doubt, influences both young and old alike. When 'Truman Fires MacArthur' was top news for every news-caster, my small grand-daughter wept bitterly because 'President Truman has set fire to Charlie McCarthy?' ● ● ● CKLN Nelson, too, exerting strong and constructive influence on its community, by interesting it in the doings of the City Council. When it is possible to get citizens out to Council Meetings, that is truly power of persuasion ● ● ● CFOS Owen Sound busy at local and district Fall Fairs, 12 in all, and encouraging the art of old-time fiddlers—the whole sponsored by local farm co-operatives—and a fine job, too ● ● ● CJBQ Belleville also rendering real service to Hastings County Federation of Agriculture, by creating, programwise, better understanding and respect for each other's problems between rural and urban groups ● ● ● A blast of silver trumpets, as old John Bunyan would say, for CKSF Cornwall, from whence F. H. Pemberton reports no less than 121 sponsored programs every seven days ● ● ● A welcome, indeed, to A. R. Mackenzie as new general manager of CKY. Their three-month campaign to raise toys for needy children is nearing completion, and in another page of this diary the really praiseworthy accomplishments will be well and truly written ● ● ● CHAB Moose Jaw gets a doff of the Pepys beaver for the Story of the Year in proof of the influence of radio in general, and of CHAB in particular. Moose Jaw's largest and second largest firms of Funeral Directors both had programs on CHAB. Very shortly, the Saskatchewan Funeral Directors Association forbade their members to use Radio, giving as the reason that smaller firms throughout the countryside were losing business to these Moose Jaw firms to the point where it was becoming difficult for them to stay in business. In this case, R.I.P. means 'Radio is Productive'."

"A STOVIN STATION IS A PROVEN STATION"



HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

PANORAMA

Radio Course Goes Into 2nd Year

Vancouver.—An 18-week radio course for members of the University of B.C. Radio Society has commenced for the second year at CKWX.

Staffers Johnny Ansell and Laurie Irving, with the help of special speakers from outside the station, are instructors.

Thirty-five UBC students took the once-a-week course last year and several are now in steady radio jobs in the province.

"We started the course," station promotion man Ken Hughes explained, "because there was no source of trained men, unless the stations raided one another. This was not satisfactory in the long run, and after the success of the first course last year we decided to continue."

"The course is really a service to the industry, since obviously graduates can go to work on any station and not just CKWX."

Students who pass exams at the end of the eight-week basic course in the fundamentals of radio go on to the 10-week advance course. Lessons then are divided into lectures and practical sessions totalling about 2½ hours every Thursday evening.

RETURNS TO TORONTO OFFICE

Toronto. — Ernie Towndrow, formerly on the Montreal sales staff of National Broadcast Sales, has returned to the sales force of NBS's Toronto office.

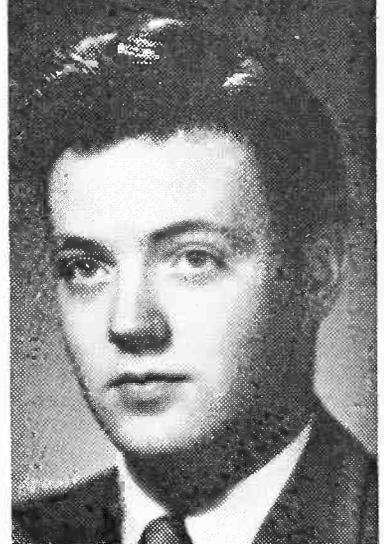
CBC BOARD MEETING

Ottawa.—There will be a meeting of the Board of Governors of the Canadian Broadcasting Corporation here for three days commencing November 22, it was announced late last month by board chairman A. Davidson Dunton.

CKCR APPOINTMENTS



Gib Liddle



Jim Mitchell

Kitchener.—Gilbert Liddle has been named president and general manager of station CKRC here, succeeding the late Clyde Mitchell who died last month, it was announced here last week. Liddle became a partner in the Kitchener-Waterloo Broadcasting Company,

founded by Mitchell, in 1939 and has been commercial manager since then.

At the same time it was announced that Jim Mitchell, 21-year-old son of the station's founder, has been named commercial manager.



CKRCV

The most progressive station in Quebec city...

1000 WATTS 1280 KC

The best buy for your advertising \$ in Quebec

REPRESENTATIVES
OMER RENAUD & G.
TORONTO - MONTREAL

IN U.S.A.
WEED & CO.

CANADIAN BROADCASTER AND TELESREEN

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 Vancouver - Bob Francis



Vol. 10, No. 21.

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

November 7th, 1951

Introducing "Show Case"

In presenting to our readers this, our first annual "Show Case," we wish to express appreciation to the broadcasting stations which have taken time to supply us with material. We believe that the outcome is a clear indication of the tremendous job that is done by privately operated stations in the local programming field, the critics notwithstanding. We believe that it is not so much the occasional and spectacular one-time programs that are indicative of the amount of local programming which is undertaken. It is rather the run-of-the-mill programs that are broadcast day in and day out all over the country.

In producing this special issue, which will be an annual one in future, we are in no sense disparaging other kinds of programming. We suggest that the perfect schedule contains a goodly quotient of both local live talent, reflecting the character of the station's area, and the more extravagant features which are made available to the stations through the medium of electrical transcriptions.

Such programming enables the stations to offer advertisers programs chosen especially for their suitability for the "locals" who go to make up every station's audience. They recognize that a program that is acceptable to the prairie farmer, may be anathema to the sophisticates of Montreal, Toronto and Vancouver, and vice versa. They make it possible for a station to do business with national advertisers without losing audience for their stations, and they make it possible for the advertiser to reach the maximum audience in every area, without laying an egg in the Maritimes to please the West.

The preparation of this issue has amounted to a survey to try and discover just how valid is the allegation that the private stations neglect the local programming side of their operations. We find that the critics are harsh beyond reason.

We have also attempted to bring to the attention of agencies and their clients the fact that the locally produced show may offer them a potential and, in many cases, unexplored field. This, we believe, is apparent.

Eleven Fifty-Nine

One point to which sufficient attention may not have been paid by those interested in the continued progress of private radio



"Don't just sit there, do something."

comes to light in a brief prepared by George Chandler which is reported elsewhere in this issue.

In his brief, the manager of station CJOR, Vancouver, says: "As long as the CBC has the power to control private broadcasting, it is in its interests." In other words, it is quite inconceivable that the CBC would introduce regulations which would militate against itself and in favor of the private stations it is called upon by the Broadcasting Act to regulate and control. To quote from the brief again, he says (it is in the CBC's interests) "that it use (its) regulations in a manner so that privately-operated broadcasting cannot look too good in relation to the CBC. Therefore, the performance of private broadcasting is bound to be braked by the CBC."

In all the thousands—hundreds of thousands—of words which have been written and recited on the subject of the Massey Commission and its Report, this one paragraph seems to us to have pointed up better than anything else the complete futility of the present system under which the private enterprise broadcasters are compelled to compete with those who are called upon to make the rules by which they are permitted to function. Instead of condemning the programming of the privately-operated stations, the Commission should have expressed amazement that they have been able to do the job they have done and are doing in the face of the most iniquitous kind of competition that has ever been devised.

The incongruous thing is that the Massey Commission, in recommending against the

establishment of the long-sought separate regulatory body, says on page 27 of its Report: "The Board of Governors (of the CBC) retains its control . . . in two ways; first, through its power to recommend to the Minister of Transport the grant, renewal or cancellation of licenses, and, second, through its power to regulate . . . the character of all programs broadcast in Canada by any station, whether privately or publicly owned."

Then, on page 303 of the same Report, the Commission recommended that: "no private television broadcasting stations be licensed until the Canadian Broadcasting Corporation has available national television programs and that all private stations be required to serve as outlets for the national programs."

Not many months ago, the democratic world was appalled when the Government of Argentina closed up the privately-owned newspaper, "La Prensa," for refusing to do its will. There is something almost sinister in the declared policy of the Argentina Government in respect to television and the recommendations of the Massey Report.

As reported by "Broadcasting" for October 15, the Government of Argentina proclaimed: "Television is going to come to Argentina October 17 . . . like radio broadcasting, television will be . . . brought here by Radio Belgrano . . . acting as the agent of the Ministry of Tele-communications."

Facts like these need to be born in mind by our government now, at the fifty-ninth minute of the eleventh hour, before Parliament debates the findings and recommendations of the Massey Report.

Thanks, ACA

The Association of Canadian Advertisers, whose Fall Conference is reported elsewhere in this issue, is to be commended for the attention it gave, during this event, to the radio medium.

It is a sign, not only of the attainment by radio of its rightful place in the roster of media, but also of the broadening of the advertisers' outlook in approaching the all-over question of merchandising.

To the ACA's general manager, his associates and the officers of the association, an expression of radio's appreciation of this consideration is due and is herewith tendered.

UP UP UP!

"For your further information, our Toronto national billings for August and September have increased 300% over the same period last year. Both of us know that a real job has been done for these accounts."

Here's what Ralph Snelgrove, CKBB, Barrie, writes about the results from consolidated representation in Toronto.

Other gratifying reports are coming in from:

- CHOK, Sarnia
- CKTB, St. Catharines
- CJCH, Halifax

showing increased sales all down the line.

HOW IS YOUR NATIONAL SALES PICTURE, MR. STATION MANAGER?

Paul Mulvihill

Radio Station Representative

21 King St. E. Toronto WA. 6554

Showcase

Children Get Heard - Not Seen

Regina.—Described by the Saskatchewan Teachers' Federation as "public relations in action," a program, on CKRM, Regina, is setting out to foster arguments. And the bigger the arguments, the better. The program is *Junior Jury* and it has been originated by the station for the Federation.

Junior Jury is an attempt to bring the common problems of parents, teachers and students to light and to have these discussed under conditions where there is a good chance that something positive will be done about them. At the same time, it is claimed, everybody has fun with the program, including the listeners.

At seven o'clock on Tuesday evenings, three groups of people gather in CKRM's studios. In one, announcer Tom Hill tries to control a group of youngsters from one of the local public, separate or high schools; on occasion students from a college attend. In another, staffer Fred Laight prepares a group of parents and teachers, representing another school, for the broadcast. Also sitting in with the latter group is the city's psychologist, C. L. Coates, who comments authoritatively on the verdicts of the two juries.

The problems which are discussed on the program come from all over the province and, except that they must be related to education, there is no restriction placed on subject matter. However, the problem-poser remains anonymous. In the past, subjects have ranged from allowances, chores and school attendance to punishment and movies.

To each of the juries the problem is tossed and separately they thresh it out, the discussion in each case unknown to the other. Then, finally, there are the verdicts of both juries and the learned opinion of Coates.

Besides the participation of the Teachers' Federation, this production has received the support of the Home & School Association. And George MacDonald, superintendent of Regina schools, said that "everyone concerned would learn something from the program." He contends: "I am quite sure that teachers don't understand children as well as they might. *Junior Jury* certainly gives them an insight into the thinking done by children."

Local Production Expands To 5 Stations

Saskatoon. — The *Primrose Ranch Gang*, a production of CFQC here, has spread from this station to four others throughout Saskatchewan and has taken Primrose Cheese, a product of the Dairy & Poultry Pool with it in the course of its five-year history,

Its success was measured by the Pool's assistant general manager, Foster Matheson, who was prompted to say that after the program had been on the five-station circuit for one season there was "a great increase in sales" which continued over the summer period when the program is off the air.

In addition, to CFQC, the weekly half-hour show has been heard for the last two years on CKRM, Regina; CKBI, Prince Albert; CHAB, Moose Jaw, and CJGX, Yorkton.

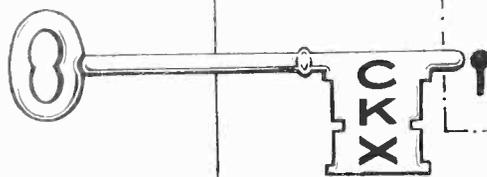
The Ranch Gang consists of eight instrumentalists led by Johnny Diduck, vocalist Lee Knight and "Foreman" Hank Dekkers, the announcer. These combine to deliver a program of music made up primarily of old songs, current hits, polkas and folk music. Scripts by the CFQCs continuity department, handled by Dekkers and Diduck, aim at introducing a bit of humor and local flavor.

OLD TIME BANDS COMPETE



RADIO GAIETES CANADIENNES is CKCH's weekly old-time band contest where local groups vie with one another for trophies donated by the station. Pictured above is one of the 16 bands, which came from all over the Ottawa Valley to compete last year, being heckled by the show's emcee (at right), CKCH staffer Henri Bergeron.

THE KEY STATION



THE KEYSTONE PROVINCE

IS

CKX BRANDON

Providing Manitoba's rural listeners with the service and entertainment they desire.

Check with: Radio Representatives Ltd., in Canada

Or

Donald Cooke, Inc., in the States

1150 KC.

1000 WATTS

Record Fruit Crop

means greater buying power

than ever in the rich

Niagara Peninsula

served by



REPRESENTATIVES

TORONTO: Paul Mulvihill

MONTREAL: Radio Time Sales

SHOW CASE

(Continued)

Always A Doctor In The House

Hamilton.—If diversity in occupation is a gauge of perfection in singing voices, then the Don Wright Chorus of London, Ont., should win the prize hands down.

The 14 members of the chorus, heard on the *Westinghouse Presents* radio series over the Dominion network, comprise seven men and seven women.

Their work-a-day occupations run the gamut from surgeons to housewives. All 14 are Londoners.

Here is a brief sketch of the cast:

In the male section: Bass Art Brown is an oil company salesman; Bill Manning, also a bass, is assistant principal at a London public school; baritone Jim Murray is a music director at London's Central Collegiate; baritone Al Deadman is assistant chief surgeon at Westminster Hospital; tenor Harold Wildgust manages a shoe store; tenor Bill Page is an advertising agency executive with McConnell, Eastman & Co. Ltd.; and Frank Rockwood is office manager of a coal and oil company.

On the distaff side of the chorus, the four housewives are contraltos Doris Paton, also a church soloist, and Margaret Adams, and sopranos Toni Tozer and Muriel Deadman (who is Dr. Al's wife). Contralto Ella Moderswell is assistant librarian at University of Western Ontario. Soprano Dyls Morrow is a receptionist and Betty Cole, also a soprano, is an office worker at the General Motors Diesel plant.

The average age of the chorus is about 25 years.

Incidentally, there are two other valuable members of the cast, although not in the chorus itself—organist Max Magee and pianist Frank Monaghan.

■ ■ ■

Sea Stories By Old Salts

New Westminster.—Tales of the sea told by the men who have lived them and as heard on CKNW's *Gangway* have caused this program to be talked about, not only in this west coast port but around the world.

Each week CKNW's Bill Hughes

and his tape recorder visit a ship in harbor to meet some of the men of the sea. The captain and crew welcome Hughes as an expected friend and for the program they talk about people and places they have seen, sing songs and play ditties, and spin a yarn or two, the latter often smacking of real adventure.

Hughes, under the sponsorship of Webb & Gifford Limited, local marine engineers, figures he has called on ships flying just about every flag there is. The program's popularity has grown to the point where the sponsor receives from all parts of the globe letters of appreciation which usually include a request for a call from Hughes whenever they are again in New Westminster. The sailors' appreciation stems from the fact that listeners to the program help them out by keeping ships' libraries stocked with books.

Gangway has been an early evening presentation since it attained the status of "recommended listening" for local school children.

Stations Spark Radio Theatre

Sault Ste. Marie. — A radio theatre group is well into its first season here, under the aegis of station CJIC and announcer Bob Tabor. The weekly series was created to give recognition to deserving local acting talent. The dramas are from original scripts.

The group's initial production, aired last month, was *Stand By For A Further Bulletin*, written and produced by Tabor. It earned the enthusiasm of a radio audience and the praise of the local daily newspaper, the *Star*.

Tabor explains that "our objective is to provide local people with the opportunity to have their original plays heard" as well as "an opportunity for practical experience for aspiring radio actors and actresses."

(Continued on page 8)



WISHART CAMPBELL

An outstanding example of CFRB's popular local-talent entertainment is its "Home On The Range" show heard every Tuesday evening . . . 9.00-9.30. Produced and directed by Toronto's Wishart Campbell, "Home On The Range" is just one of seven of his locally-produced programs on CFRB.

(ADVT.)

Radio Programme Producers Presents For Sponsorship

"L'Histoire de Dieu"

(The Story of God)

Adaptation in modern language of the Bible, authorized and approved by their Excellencies the Archbishops of Montreal and Quebec. Featuring in rotation the leading stars of French Canada. Sustaining on CKVL, Verdun, and French Group Sundays, 1.30 to 2.00 p.m.—October National Elliott-Haynes Rating: 18.3.

"Zui Aura le Dernier Mot?"

(Who will have the last Word?)

Featuring popular Lucille Dumont in French version of "Let's Start an Argument." On the air for Surf 10.15-10.30 a.m. French Net. Available Dec. 1st.

"Radio Theatre Canadien"

Featuring Paul Dupuis, star of stage, screen and radio, in specially written plays in Canadian settings. Sustaining, CKVL and French Group Wed. 8.30-8.55 p.m.—October National Elliott-Haynes Rating: 17.3.

"Des Gouts et des Couleurs"

(Tastes and Colours)

Nicole Germain, best-dressed star of screen and radio, reporting on styles and fashionable events 15 minutes daily.

RADIO PROGRAMME PRODUCERS

The oldest production company in Canada with a success story in producing programs tailored to meet the demands of French Canada.

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Montreal

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NOTES TO YOU!

"FAR FAR AWAY"

Records Available

Jim Byrne
Maple Leaf (Folk)

Charlie Kunz
London (Pop)

Ozzie Williams
London (Pop)

AND OTHERS

Write us
for a free disc.

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CENTRAL ALBERTA



CKRD's continued expansion, after two and a half years of operation, is based on a perpetual policy of—

SERVING LOCAL NEEDS
IN CENTRAL ALBERTA.



CKRD's continued success with its growing list of local sponsors has resulted in—

STEADILY INCREASING
NATIONAL BUSINESS.



Here Are

current availabilities — just a few of them — of programs of proven acceptance to our listeners, suitable for national sponsorship at minimum cost.

- 7.15- 7.30 a.m.—"Central Alberta Sound-off"
- 8.45- 9.00 a.m.— "
- 9.15-10.00 a.m.—"Hits for the Mrs."
- 10.30-10.45 a.m.—"Homemaker Program"
- 11.00 a.m. —Newscast
- 11.00 p.m. "

ASK OUR REPS

CKRD

RED DEER, ALTA.

See

RADIO REPRESENTATIVES LTD. IN CANADA
ADAM J. YOUNG, JR., INC. IN U.S.A.

SHOW CASE

(Continued)

Drs + Mechanics = Variety

Toronto.—A production of station CHUM here, *Toronto Newsreel* has built up a reputation for —if nothing else—variety. Now in its third year under the sponsorship of the S. S. Kresge Company, this 10-minute interview program has featured almost everything from a doctor discussing heart diseases to a group of garage mechanics wrestling with the problem of how women keep up strapless brassieres.

Each day the show's founder Phil Stone, interviews some person from any walk of life about subjects he feels they are qualified to handle — although sometimes facetiously—and which are of interest to listeners.

In the past, Stone has had facing his microphone ambassadors, movie stars, heads of welfare organizations, senators, authors, housewives, boy mayors, models, airline hostesses, lawyers and graphologists. But as Stone puts it, they are all people, albeit unusual, and that is what makes *Newsreel* interesting. And one woman listener was heard to remark: "At least we never get bored with the same old thing."

Aired during the noon hour, the program is aimed primarily at women through both the interviews and commercials.



Kids Sell Cones

Regina.—CKCK here takes the view that the best way to sell ice cream and chocolate milk is to have children practically run the program on which these two products are advertised. The result is the *Birthday Melody Man*, heard daily and emceed by announcer "Uncle" Larry Glover.

Primarily a musical show, the many children who show up daily at the station's studio A are coaxed to sing, recite and play instruments. Usually they do, assisted by pianist Pat South, who also fills in with piano solos.

The six-year-old program has always been sponsored by a company selling products especially interesting to children, and for the last two years this has been the Saskatchewan Co-Operative Creameries.

The children are reported as being very enthusiastic about the program in which they play a large part. So much so is this, in fact, that when their Uncle Larry asks "what is the best buy for a nickel?" they loudly reply: "Co-Op ice cream cones!"



Welcome For Tourists

Saint John.—For two half hours daily during the two major summer months, station CFBC here and two sponsors help to make visiting Americans' problems less with the program, *Welcome Neighbor*.

Sponsored for the past two years by Henry Birks & Sons and the Superline Oil Company, the program originates from the Trading Post, a combined tourist information bureau and restau-



CONSIDERED CANADA'S YOUNGEST DISC-JOCKEY, 12-year-old Marbeth Henry is seen above as she interviewed Gene Autry for her Sunday morning program on CKOM, Saskatoon, recently. The youngster announces and operates on the program and plays records planned primarily for children.

rant, located at the famous Reversing Falls. Almost all of the tourists going through Saint John pass this point, it is calculated.

News with an American flavor is foremost on the show's format, followed by weather and road reports, travel tips, advice on popular scenic drives and the results of sporting events in the U.S., as well as interviews.

The station also provides colored windshield stickers for the travellers which remind them of the program and New Brunswick's other attractions.

The program has captured the praise of Leo Dolan, Canada's chief of tourism, who has placed his approval on this type of tourist service.

CHLP

1410 ON YOUR DIAL

A REAL COMMUNITY STATION



A MONTREAL Station with a coverage of 384,960 radio homes . . .



A 1000 watt station catering to the largest concentration of audience in the Province of Quebec.



Contact us NOW about VALUABLE Time, BIG Coverage at LOW Rates: More Potential Buyers for Less.

IN MONTREAL:—Commercial Manager, CHLP, Sun Life Bldg., UN. 6-6611.

IN TORONTO:—James L. Alexander, 100 Adelaide St. West.

IN U.S.A.:—Jos. Hershey McGillvra, 266 Madison Ave., New York.

RATINGS:—Penn McLeod and Associates Limited.



SHOW CASE

(Continued)

Agriculture Discoveries Boon To Farmers

Edmonton.—Two important discoveries of inestimable value to wheat growers, and which are now being put into practice throughout this area, were originally brought into prominence by CJCA's farm director, Don Clayton.

On his hour-long morning program directed at farmers, Clayton delivers livestock reports, cultivating hints and information on weather conditions and forecasts, as well as airing recorded talks by agriculturists and farmers.

Not long ago he received a letter from a farmer explaining how tartary buckwheat could be removed from coarse grains, thus solving an ever-present problem for farmers. Clayton's broadcast of this information caused sufficient interest in this new method to warrant the station preparing instructions on its use. Two thousand of these were sent by request to listeners, while an additional thousand went to implement and elevator companies and government agriculture officials.

Following this, information on another unknown technique was sent to Clayton by a listener who, for some time, had employed a relatively simple principle of ventilation to dry damp grain in storage. A broadcast was made from this farmer's granary which included complete instructions. Again requests for detailed information have made it necessary for the station to prepare a bulletin with sketched instructions.

It has been roughly estimated that when this ventilating technique becomes widely used it will result in the saving of millions of bushels of grain from rot and mold.



TO SPARK PUBLIC INTEREST AND DISCUSSION of the Report of the Royal Commission on National Development in the Arts, Letters and Sciences, station CFCF, Montreal, originated a forum discussion which was heard last week over the Dominion network. Members of the distinguished panels, representing some of the fields into which the Report delved, included, from left to right: Stuart Finlayson, president and general manager of the Canadian Marconi Company; Dr. F. Cyril James, McGill University's principal and vice-chancellor; Hugh Crombie, president, Canadian Manufacturers' Association; Dr. Arthur Lismer, prominent Canadian artist and member of the famed Group of Seven; and A. Davidson Dunton, chairman of the CBC's Board of Governors.

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CONSTANT LISTENERSHIP
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**ENGLISH SPEAKING
QUEBEC**

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AFFILIATED WITH CBS

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AVAILABLE
Young man, single, wants position as operator in radio station. Is accustomed to standard radio operating. References obtainable. Contact:
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DAYTIME 176860
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CKRC - WINNIPEG • 630 KC • 5000 WATTS

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

YOUR SALES STORY GETS ACTION

when the CKLB Ranch Boys Go to Work for You

Live western old time music featuring Tex Bloye, radio and recording western balladeer. Aired direct from Oshawa's Avalon Dance Pavilion Saturday nights (8.00-8.30). Can be bought on a package or participating basis. Contact Jim Alexander or write direct for more details on this sure-fire money maker delivered to a 62 million dollar retail sales market.




Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

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

Station Studies

Question: "Why are your sets-in-use figures for the various stations in one market not identical for the same time period?"

Answer: Actually they are not for the same time period. On one station, say at 10 o'clock, the program might be on Monday through Friday for 15 minutes. On another station the program might be 30 minutes long, while on another the program might be listed on a Monday through Saturday basis. If the time periods are identical, the sets-in-use figures will be identical; if the time periods differ in any respect, the sets-in-use figures will not agree.

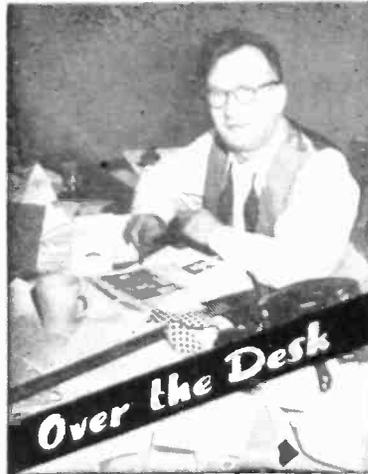


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[Continuous Radio Audience]
[Measurements Since 1940]

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Back for a two-weeks' holiday with his folks in Hamilton, Ont., Bill pointed out that Canadian summers are too hot for him, which is the reason why he chose this particular time of year for his trip.

Bob Reford has been named successor to Knowlton Nash and will take up his duties as BUP's Toronto Bureau manager shortly. A former BUP staffer in the Toronto, Winnipeg, Montreal and Ottawa bureaus, Reford joined UP's foreign department in New York two years ago. During the war he saw service in the Imperial Army in Malaya.

When a fire breaks out in Bermuda, a light automatically shines on the control panel in the control room at ZBM, and an announcer immediately breaks into the program to rally the volunteer fire brigade, telling them where to report and so forth.

We learned about this form of radio public service from a recent visitor at the office in the person of Bill Williamson, former announcer at CFRA, Ottawa, who joined ZBM's announce staff in July, 1950.

Bill, who is a native of Hamilton, Ont., and is now living in Hamilton, Bermuda, says it is a wonderful country and a wonderful place to work. There's no income tax, but this, Bill says, is incidental. When you have an hour off, it's a stone's throw to numerous beaches, where you have bathing, sun-bathing and what he calls "other scenic pleasure" the year 'round, except in February when you don't fish. Rum flows at a dollar a bottle, board runs around \$18 a week, and a weekend fishing trip costs practically nothing—except what you drink.

Programming is comparable to that of a Canadian private station, with the usual library services, etc. On the talent side, the natives have borrowed the calypsos of Trinidad, the U.S. Air Force Base does a dramatic show each week. Weekly dance remotes are carried from the leading hotels. Saturday nights they have the inevitable old-time band. While the BBC has no jurisdiction over radio on the island, its programs are made available to the station, which picks up the BBC news and other features of a current events nature for the benefit of the English colony.

Ernest O. (Ernie) Swan, has parted company with station CKEY, Toronto, where he has been chief engineer since he joined the station (then CKCL) on May 1, 1930. He has gone into business for himself.

Located temporarily at 1156 Yonge Street (phone PRincess 4812), Swan is going into a "specialized domestic television service," including the installation of master TV antennae for apartment houses. Ken Smith, his assistant at the radio station, is joining him in the new venture.

Ernie Swan, who is 45, got his first operator's ticket in Midland in 1920, when, at the age of 14, he established amateur station 3HU. Still in Midland, the station went unofficially commercial in 1926, under the call letters CKPR, and carried the first Canadian network series, *The Maple Leaf Milling Hour*.

In 1929, he sold the station to its present owner, Hector Dougall, who moved it to Fort William where it has been operating ever since.

CFDA, Victoriaville, Quebec, hit the air October 19 with a power of 1000 watts on 1380 kcs. The official opening took place Sunday, October 21. Manager of the new station is Wilfred Mondoux, formerly of CJSO, Sorel. The station, which is locally owned, serves Victoriaville and Drummondville. It is represented by Radio & Television Sales Inc.

Andy McDermott advises us that besides Verdun and Victoriaville, he is now representing CJSO, Sorel and CHEF, Granby.

Miss Beautiful Barrie Says—



THE SIMCOE DISTRICT CO-OP SERVICES received a car load of beet pulp and advertised the pulp for sale exclusively over CKBB for three days with one daily spot. 7 1/2 tons were sold immediately off the car, saving handling and storage charges. The manager of the Simcoe Co-Op says "We often use our radio spot for just this purpose with very successful results. We believe that this pays, and are pleased to have specific proof of results such as this."

Another of the many completely satisfied advertisers in the CKBB family.



Serving Simcoe County

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

VERBATIM

16000th Newscast

A broadcast written by News Editor Lorne Stout and broadcast by Ken Lapp over CFCN, Calgary, Thanksgiving Day, 1951.

Sixteen thousand newscasts. Which gives us a special reason to be thankful on this Thanksgiving Day. Thankful that it has been our privilege to have been of service to residents of this part of Western Canada for close to 17 years. Thankful that in these times, when freedom has been lost in so many parts of the world, our Canada stands as a hope, and a symbol to people who have lost all but hope. Thankful, and proud that our friends and faithful listeners have numbered tens of thousands, and have grown with the years.

Down the years, it has been our constant aim to be fearless and fair in presentation of the news, interesting and informative, refraining from crime where reporting it is unnecessary, and sordidness always; paying our tribute, especially to those who have fought the battle of life 70 and more years, and our respects to the early settlers of this Western land when they answer their last call.

To look back over the road for a moment, newscast "one thousand," back in the middle thirties, told of Canada, and the world, struggling out of the Great Depression. "Three thousand" landed on Christmas night, 13 years ago, as tensions in Europe were mounting. The war was being called the phoney war at about the time of "newscast four thousand," but it was neither phoney nor funny when "five thousand" rolled around late in 1940.

Those were grim days . . . but the world finally emerged from the war . . . and on Christmas Night, 1945, in marking "newscast ten thousand," CFCN's news editor, C. H. Stout (since retired), wrote these lines.

"We regret there has been a tendency to view the news of peace as of less moment and interest than the spectacular chronicles of men and nations at war. No one can longer doubt that our world has changed and new orders lie ahead . . . new channels to be followed . . . and surely this titanic undertaking needs the closest attention and study of all people, not merely that of a handful of government leaders. That to us is the greatest news that can be broadcast or printed. Civilization is at the crossroads. One way lies to disaster. The other can lead us to a life worthy of the memory of the men who died that freedom might not perish from the earth."

He commented that he hoped before the next thousand newscasts had rolled from the teletype and through the microphone, the world would have travelled a long way toward the goal of a settled peace, co-operation and

good will in the world.

No one guessed at that time that good will in the world was on the ebb; that six thousand newscasts would bring us many miles down the road, with the end of the rainbow still dancing as far as ever in the haze of the future . . .

. . . that nations then free, would be lost in bondage, but not lost in vain. Freedom, we believe, is more vitally alive in the world today, than even when Hitler's legions threatened. For freedom doesn't die when it is lost. It burns the more fiercely.

As we observed, six years ago, the better days are coming, not as much for our Canada, and our closest allies, but for an ever larger number of people in the world.

Those better days, we believe, will come when there are news editors in every nation in the world who can give thanks, as we do tonight . . .

. . . that news can be presented as a personal matter, between the editor and his listener or reader — without fear or favor, without mandate or directives from either governments or other interests.

This sixteenth thousand mark for us will be a date all Canada will remember, for as told at noon today, Princess Elizabeth and Prince Philip have arrived at Montreal's Dorval airport. Like many of us, they are stuffed with turkey and dressing, and pumpkin pie tonight, sleeping on board the Royal Train that will be their home for the next month. The train is shunted into a quiet siding somewhere between Montreal and Quebec for the night. It will get steam up and pull into Quebec in the morning, for the official

start of the 31-day tour across Canada to the Pacific and back.

It will be history repeating, for 12 years ago King George VI and Queen Elizabeth, toured Canada in a very similar fashion.

Young Elizabeth got away to a

good start in making friends with Canada today, for tonight one of our news services paid her an indirect but never-the-less, sincere and high compliment. The stories it sent across the country were headed simply "Liz and Phil."

We're Promotion Minded!

- ★ Air Promotion
- ★ Newspaper Space
- ★ Sales Meetings Arranged
- ★ 16 mm. Sound Film Projection Facilities
- ★ Dealer Letters
- ★ Display Card Placement

CFBC SAINT JOHN NEW BRUNSWICK

PROMOTION MANAGER: R. J. GALLAGHER

See Our Representatives

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FOR YOUR SELECTIVE PURCHASE CKOV in Kelowna



Presents

- JIMMY ALLEN — ¼ HOUR — MON.-FRI.
- YOUR GIRL REPORTER — ¼ HOUR — MON.-FRI.
- THE ALAN JONES SHOW — ½ HOUR — WEEKLY

CHECK WITH YOUR ALL-CANADA MAN

OR

CKOV — THE VOICE OF THE OKANAGAN

The **INDUSTRIAL HEART** of the **MARITIMES**

The **HOME OF CJCJ**

See Elliott-Haynes Ratings

DOMINION IRON AND STEEL CORPORATION 2 1/2 MILE LONG PLANT

CAPE BRETON ISLAND

NOVA SCOTIA

POPULATIONS

Dominion Census 1941 — Total 101,586	
Estimated 1951 — Total 115,000	
Sydney	28,305
Glace Bay	25,147
New Waterford	9,302
North Sydney	6,836
Sydney Mines	8,198
Little Bras d'Or	4,302
Donkin	1,525
Lingan-South Bar	4,478
Port Morien	2,196
Reserve	3,212
South Forks	1,557
Dominion	3,279
Dutch Brook	1,242
Coxheath	2,007

DOMINION COAL & OTHER 16 ACTIVE COLLIERIES

A GREATER POPULATION THAN ANY SIMILAR AREA EAST OF QUEBEC CITY

JEAN V. JOCK

PEOPLE

Radio's Fabulous Mrs. A

Gordon Sinclair says she's the busiest woman in the world. Two and a half years ago *Time Magazine* said she was 57. She refers to herself as a grandmother of five, and that's that.

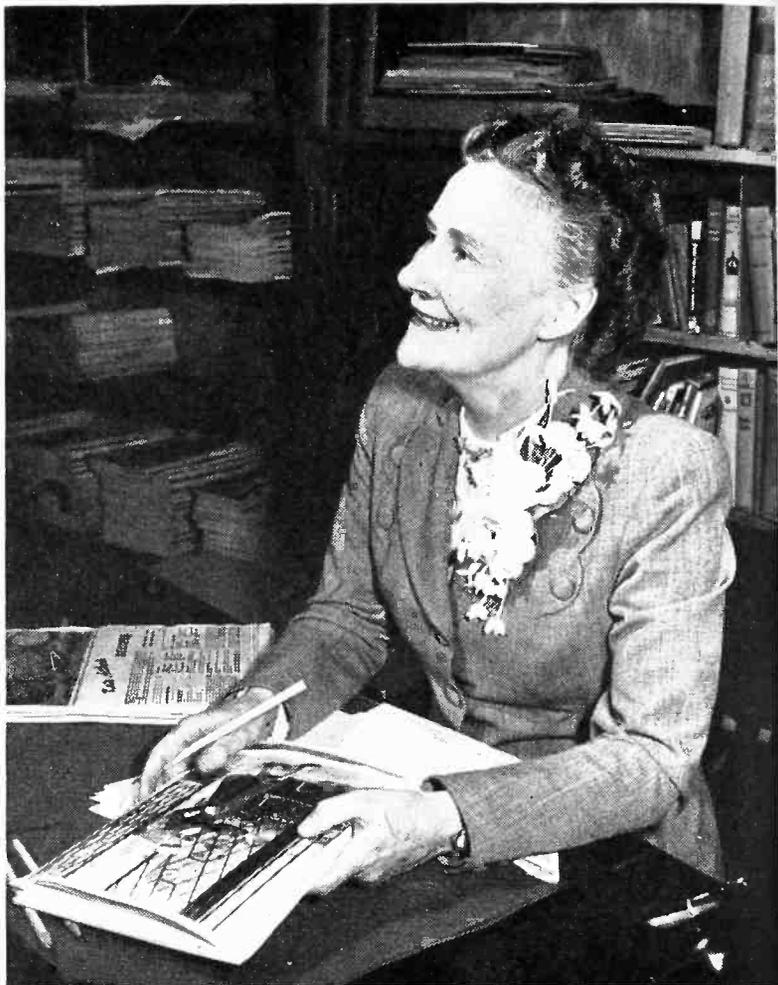
Our subject is Mrs. Henry Aitken, Mrs. A. to the radio crowd, Sis to organist Horace Lapp, and Kate Aitken to just about every radio listener in Canada.

This article is being written on October 24. This afternoon Kate takes off by TCA for London, where she will cover the British election excitement for her three radio series. That's Thursday.

Early Friday morning she leaves London by plane for Amsterdam, where she will represent Canada at the second meeting of the International Association of Women Broadcasters. Sponsored by the United Nations, this gaffest will be chaired by Mrs. Roosevelt and Lady Reading. It will be attended by one outstanding woman broadcaster from each of the United Nations.

Over the week-end she will hop from Amsterdam to Paris with Mrs. Roosevelt, who has invited her to be her personal guest at the preliminary sessions of the UN General Assembly. Monday (October 29) she will be back in Canada all set for her Good Luck margarine show (*Your Good Neighbor, Kate Aitken*) which goes to the Dominion network at 10.30 that morning.

By the time of her return our story will probably be in proof form, but before the issue goes in the mail, Kate will be back from Washington, D.C., where she attends the reception at the Canadian Embassy given by Princess Elizabeth and her Duke. Friday morning, November 2, she is originating the margarine program from the American capital. Also before our mailing day, Kate will be doing a broadcast from CJFX, Antigonish, N.S. The reason for this trip to the Maritimes is to



attend the Amherst Fair and address a meeting of Catholic women. Kate, incidentally, is a staunch and continuing Presbyterian, and is the only gentle woman to have been made an honorary member of the Canadian Jewish Hadassah.

Last season, Kate rolled up a 228,000-mile travelogue. This she regards as just so much leg work for her 16 broadcasts a week which she records on the spot and flies to the stations when she is on one of her jaunts.

Five of her shows are those we have mentioned, for the margarine account on the Dominion network; five are for Tamblin's chain of drugstores, heard over CFRB, To-

ronto; the Lipton Division of Lever Brothers sponsors another five on CJAD, Montreal. For her other appearance, she is a regular participant on CBC's weekly *Court of Opinion*.

Kate is also a regular contributor to *The Standard* and the new *Weekend Picture Magazine*. For the past quarter century she has been women's director of the Canadian National Exhibition. This summer, she relaxed from her 18-hour-a-day duties at the Ex to revise her cook book and churn out a new pocket book called "Lovely You."

Kate and her staff of 10 secretaries occupy three unpretentious offices in the Tamblin Building on Jarvis Street, Toronto. In addition, Gail Sheard (née Ferriss, and one-time radio publicity Jill at MacLaren Advertising) is her radio producer and publicist. Gail, who says she has no time for women, loves Kate, and Kate's daughter, (Mrs.) Mary (Hortop), who is her mother's number one aide.

Kate freely admits that she couldn't possibly do her work without the help and co-operation of her large staff. Besides what Gail describes as generous salaries, she pays off in "kindness, generosity and understanding which make our office the happiest place in town."

Kate is a woman of ideas—at the rate of about three a minute. She will be the first to admit that she dreams them up and then throws the loose ends in the laps of her staff and goes off on a trip. She banks heavily on their loyalty and has yet to be let down. They know that she will be in the air all night and back on it for the next day's programs. She has made them



JOS. HARDY
talks
ON QUEBEC MARKET No 2

"Because farming is big business in Quebec Market No. 2, I want to give you a few new facts about it, all vouched for by Dominion Bureau of Statistics. Cash Income to Quebec farmers, in the first six months of '51, was \$192,018,000—an increase of \$29 millions over the same period of '50. Now mark this! 72.3% of all occupied farms in the Province are in Quebec Market No. 2. Are you getting your share of that extra \$29 millions, by selling your goods and services? If not, ask Jos. Hardy how radio, in French, over these live and listened-to stations, can make profits for you. I repeat—Ask Jos. Hardy—that's me! My more than 20 years' experience in this market are at your disposal."

For any information on
QUEBEC MARKET No. 2
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"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to
JOS. A. HARDY & CO. LTD.

MONTREAL QUEBEC TORONTO	
REPRESENTING	
CHRC	5000 WATTS
CHNC	5000 WATTS
CHLN	1000 WATTS
CHLT	1000 WATTS
CKTS	250 WATTS
CKVM	1000 WATTS
CKRS	250 WATTS
CKBL	1000 WATTS
CKLD	250 WATTS
CKNB	1000 WATTS
QUEBEC	
NEW CARLISLE	
TROIS RIVIERES	
SHERBROOKE (French)	
SHERBROOKE (English)	
VILLE-MARIE	
Jonquière-Kénogami	
MATANE	
THETFORD MINES	
CAMPBELLTON	

Here are more important facts . . .

YOU should consider when planning your campaign to sell your product in New Brunswick.

CFNB lies in the heart of the Saint John river valley—a prosperous mixed farming and lumbering area. Most of the people who live here look on CFNB as their home station, according to BBM reports.

TIMES are good in New Brunswick with record prices being paid for pulp and lumber. Most farmers are engaged in lumbering and cutting pulp during their slack season. They are getting the benefit from these higher prices.

CFNB is the natural advertising medium to use in order to reach the people in the Saint John river valley.

IN FACT it is the only advertising medium that can do a thorough job in getting through to these potential customers.

New Brunswick's
Most Listened-To
Station



See
The All-Canada Man

feel they have a share in her phenomenal success, and, as a result, they will go to any length to justify her confidence.

Kate is seldom late but she never wastes time being over-punctual.

Once she just managed to make her plane, while it was revving up on the runway, by telling the gateman at the airport that she was a woman Mountie. She was wearing a bright red coat and borrowed the taxi driver's cap for added realism. She slipped through in the cab while the gateman was gasping for breath.

Once, though, at an American airport, the plane did get away on her, when she was on her way to Germany. Kate was nonplussed, but only for a moment. A U.S. army flyer who had once smuggled her into Germany during the blockade, recognized her, and quick as a wink, she boarded his plane which, by a happy coincidence, was just taking off for Frankfurt. Kate's comment—"Was I ever lucky?"

Last month, when she was to be presented to Princess Elizabeth in Ottawa, Mrs. A. sent a cab driver to the hotel with her key to fetch her formal finery while she finished recording a broadcast at a local station. She changed in the studio washroom and then stole the whole show as she marched majestically up to the Princess, to be introduced by Walter Thompson as "the best-loved voice in Canada."

The secret of talking to women over the radio is to talk to them in their own language, according to Kate. Long since she came to the realization that half her listeners are women who are stuck in their homes with small children, or live far away from the larger centres. She remembers when she started to raise chickens in a small Ontario town, to add to the meagre profits from her husband's small country flour mill. So when she goes on the air she isn't Canada's busiest broadcaster any more. She's back in Beeton on a visit to an old friend. Quietly and in her own

language, she's telling her about where she's been and who she's met, and always, of course, describing new dishes and new tricks in the homemaker's trade.

In the office, it's different.

Kate meticulously dictates every broadcast as she paces up and down, or gazes out of the window. Her talks have that ad lib sound because she acts them as she dictates. The result is her listeners feel they are on her trips with her.

Kate's commercials have to be informative. Superlatives are out. Tell them about the product and what it will do for them. That's her formula and to make sure it works she insists on preparing the commercials herself. Sponsors may demur at first but they are quick to realize, most of them anyhow, that no one can write her lines as she can.

Kate Aitken, as a young mother, suffered ill health. "I tried just about everything," she says, "and then I decided to forget it." But that was before she became the world's busiest woman. Now she doesn't have time to think about herself. Or in her own words, "I don't feel. I go."

NAMED SALES MANAGER

Calgary. — Donald H. Hartford has been appointed sales manager of station CFAC here, it was announced late last month by manager Bert Cairns. He succeeds A. R. MacKenzie who has been named manager of CKY, Winnipeg.

Hartford has been with CFAC since early in 1944, working in the production, promotion and sales departments. He moves up from the post of assistant sales manager, which he has held for the past 10 months.

FOR SALE

RCA 250 L Transmitter. Carefully used 3 years. Condition excellent. Complete with spare tubes. Immediate delivery.

Write, Wire or Phone
CHWK, CHILLIWACK, B.C.

Flash.
CKDA FIRST in Victoria!

(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS

**A
4 - IN - 1
MARKET**

- ★ FARMING
- ★ FISHING
- ★ FURS
- ★ FORESTS

Preliminary estimates by the Dominion Bureau of Statistics show Prince Albert's population has increased over 36% in the last ten years.

Time now to start those campaigns in this expanding market.

CKBI
5000 WATTS

PRINCE ALBERT SASKATCHEWAN

*More
Alberta
Radio
Homes..
FOR LESS!*

*Via
CFCN*

You reach more Radio Homes for less money via CFCN, Calgary — Your best Buy in the Alberta Market. Here's why:

STATION	Radio Homes	Cost per 1000
CFCN	97,528	24.6c
#2	56,787	42c
#3	36,767	52.2c

(Figures quoted are 1950 BBM Daytime Averages and Costs are based on 1/4-hour "C" Time rates.)

CFCN—CALGARY
FOR RESULTS!

CFCN
10,000 WATTS
THE VOICE OF THE PRAIRIES

ASK:
Radio Reps.
Toronto — Montreal
Winnipeg — Vancouver
Adam J. Young Jr., Inc.
U.S.A.



GEORGE MURRAY

In "Presenting George Murray" every Wednesday evening at 10, CFRB airs another of its top local productions. It brings to its listeners Canada's own genial tenor in person singing melodies Canadians love most!

(ADVT.)

HERE IS ESSENTIAL

Market Data

FOR ADVERTISERS!

2nd ANNUAL

Canadian Retail

Sales Index

1951-52 EDITION

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups. Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

5.00 per copy

POSTPAID

R. G. LEWIS & CO. LTD.

163½ CHURCH ST.

TORONTO 2

Publishers of Canadian Broadcaster & Telescreen

PEOPLE

Billy Browne Passes



Vancouver.—William J. "Billy" Browne of CJOR, died here at 55 after 49 years in show business.

One of the veteran voices of Canadian radio, Billy Browne came to Canada after taking child parts in stage plays in his native Sunderland at the age of six.

He had been with all the Vancouver stations at various times, and spent the last decade on CJOR, where he was known best for his *Breakfast with Browne*.

His collection of records from years ago is extensive, and he used these often on *Remember When*, another of his pieces which had wide listenership. *Browne's Brevities* was also a favorite program for many listeners, until it ended in 1944.

Billy Browne took an endless interest in veterans, for he was a real veteran himself, having joined the active militia in this country at the age of 10 as a bugler and drummer. Later he served through World War I with the First Canadian Contingent. He was wounded and decorated.

After the war he went into radio in Regina, but soon came to the west coast, where he remained. He is survived by two sons, Bill, Jr., on CJOR and Victor.

OPINION

In Freedom's Quest

Vancouver. — Broadcasting in Canada is an industry, despite opinions to the contrary in the Massey Report, but it has not yet obtained the freedom to speak that is recognized in the freedom to write, George Chandler, owner of CJOR, here, said in a brief entitled "The Case for Private Broadcasting."

"It is a contradiction of our ideology, a denial of the democratic principle, that the initial freedom, the freedom to speak and listen, is at present suffering from influences similar to those which restricted printing in the early days," Chandler said.

In his 7,500-word brief Chandler made a powerful case for the independent broadcasters, answering the Massey commissioners point for point in their repeated assertions that control of private radio by a crown corporation was the only way to run broadcasting.

Starting with a brief history of radio, he discussed early licensing procedures, leading to today's licensing of transmitters to avoid confusion in wave lengths.

But this, he argued, did not justify the licensing of receivers, except possibly those on ships or aircraft where safety to life was directly involved.

Chandler divided his brief into sections on various phases of the industry and the Massey Report.

On radio and mass communication:

"Radio has become the most important form of publishing of all time . . . TV is probably the greatest means of mass communication and publication ever known."

On freedom of speech:

"Curtailement of mass communication and mass publication by radio is an off-shoot of a strong 20th century trend towards socialization . . . They who control communications control the thoughts of the people."

On competition in mass communication:

"The number of amalgamations of newspapers in the last few years has developed a monopolistic



We've an interesting life story to tell you. It began 25 years ago with a small transmitter and a big dream.

Today the important thing is service to our advertisers. The story of this department is available from Radio Representatives Limited.

Call Radio Reps today for valuable facts of CKRM's selling strength!



"They finally found out the reason for flying saucers. Radio stations on Mars are trying to get a beam on Walter A. Dales Radioscripts, details and sample scripts available at 907 Keefe Building, Montreal."

trend in the press field, leaving radio broadcasting as the only true competitive method of mass communication and mass publication in operation.

"There are far more privately-owned broadcasting stations operating in Canada than there are daily newspapers.

"Since radio is today one of the most truly competitive means of mass communication, it is desirable in the interests of freedom of speech that the media be unhampered by state restrictions.

"Proponents of public operation of broadcasting suggest that it is even more necessary that the medium of TV be most tightly controlled by a publicly-owned corporation . . . they point out that the monopoly aspects of TV are greater than the monopoly aspects of radio broadcasting. This just is not true . . .

"The CBC has great powers to restrain competition. The Massey Commission recommends continuance of this power.

"The Corporation has already restricted competition to a high degree. The Corporation, while it is by law in the position of having control of network broadcasting, has interpreted this control as being in fact a monopoly in network broadcasting.

"Therefore by applying these powers over network operation it has effectively restrained competition in the national advertising field.

"This restraint of competition has worked to the great advantage of American firms and of firms in Canada of American ownership. It has enabled and encouraged these firms to compete by importation of advertising into Canada and transmitting such advertising across Canada on a government-subsidized advertising Corporation."

On talent and broadcasting:

"By maintaining network monopoly the CBC has effectively discouraged the development of Canadian talent. They have created a situation whereby there is virtually no competition for talent. The talent either must work within the terms established by the CBC or have no field in nation-wide Canadian broadcasting . . .

"CBC has used its powers of control to a great extent to try and develop a monopoly. Its regulations governing the use of live talent generally select those periods where local stations are compelled to do live programming at times when the peak programs are being carried on the CBC's networks. This naturally puts the local station at a tremendous competitive disadvantage, for it means that little if any advertising can be sold at that period.

"Purely competitive network broadcasting would be the greatest boon possible for Canadian talent."

On radio and education:

"The transmitting of school programs by record directly to the school and the transmission by talking films should be most thoroughly examined. It performs the function at no substantial difference in cost for the schools. And it leaves the use of radio broad-

casting stations available for the adult public at times when it is now transmitting into schools.

"CBC sustaining programs are undoubtedly doing an excellent job serving minority groups. The ideal method of support would be some form of toll or subscription of payment for broadcasting of this nature . . . The mechanism of collection would be difficult, but the system would be a stimulus to the CBC or any other form of radio devoted entirely to cultural programs. They would have to render a public service in order to encourage those people desiring those programs to pay toll for them.

"The indication of how much people wanted the thing would be determined by how much they paid for it. It is my belief that some such method as this should be looked forward to as the ultimate method of financing the CBC . . .

"Just so long as the CBC has the power to control private broadcasting it is in its interests, in its interest of survival, that it use (its) regulations in a manner so that privately operated broadcasting cannot look too good in relation to the CBC. Therefore, the performance of private broadcasting is bound to be braked by the CBC.

"Yet there is need for some regulation . . . to get . . . orderly assignment of frequencies and orderly use of these. This entails some regulatory body and I would recommend that this body be empowered to regulate both CBC and private stations."

A re-examination of the Massey Report:

Commenting on the Report's statement "advertising was becoming increasingly strident, most of the programs come from sources outside Canada, and broadcasting stations were concentrated in urban centres, leaving other large areas unserved," Chandler said:

"I would flatly deny the first part of the quotation . . .

"The second portion, that most programs come from outside Canada, is completely untrue . . .

"In connection with the last part of the sentence it is interesting to note that when the Canadian Radio Broadcasting Commission and its successor, the CBC, came into operation, their first activities were to take over stations in major centres of population . . . they immediately closed the one in the Maritimes that was serving rural areas. Their initial expansion did not go to rural areas but concentrated on the large centres of Toronto and Montreal, already well served.

"It is unfortunate that statements so completely contrary to the facts are being constantly repeated until, in the minds of a great number of people, they seem to have some semblance of truth.

"The CBC became the first great importer of U.S. programs. It not only depends on U.S. network programs as the basic programming source for its Montreal and Toronto transmitters, but also distributes these programs widely through Canada.

"A large portion of the Massey Report is concentrated on damning the private industry in broadcasting. Yet the fact of the mat-

ter is that public acceptance of the private industry is infinitely greater than it is of the government segment of the industry.

"Listener statistics throughout Canada show definite public preference for privately - operated broadcasting stations. The CBC fails to recruit substantial numbers of listeners except on imported American commercial programs and some Canadian commercial programs.

"These commercial programs are not creations of the CBC; the CBC is merely the mechanical vehicle which carries them. Yet these are the only programs which do recruit substantial listening for the CBC. Listening to programs of its own creation is concentrated among very small minority groups.

"The evidence of listening is that the public does not damn private broadcasting; it is the minority groups which damn private broadcasting."

The Massey Report said the general representation of 93 stations was supported by operators of 20 stations who appeared individually.

"It is surprising," Chandler said, "that 20 stations had the courage of their convictions, in face of the tremendous powers of the CBC, to present strong briefs urging that the CBC's powers of regulating competing broadcasting stations be removed from them.

"Under the existing legislation any broadcaster who appeared making such a statement was taking his business life in his hands. Yet, not only as an association did they take their business lives

in their hands to plead a cause, but 20 of them focussed attention on themselves individually by pleading the case."

Chandler then examined these paragraphs from the Report: "The principal grievance of the private broadcaster is based, it seems to us, on the false assumption that broadcasting in Canada is an industry," and, "the fact that they enjoy any vested right to engage

(Continued on page 16)



BARRY WOOD

Tops in personality . . . popularity . . . and performance is jovial Barry Wood in CFRB's "Midnight Merry - Go - Round" show. With up-to-the-minute news flashes, sports bulletins and music, this locally produced program is aired every evening 11.15 to 1.05 a.m. (ex. Sunday).

(ADVT.)

We need a DOGGONE good announcer.
We don't ask much.
But he has to be able to do news well, a bang-up job on commercials, ad lib like crazy and read continuity flawlessly.

Apply in a hurry in person or on tape or disc to:

CJOY
Guelph, Ont.

\$ MONEY \$ MONEY \$ MONEY \$
GET YOUR SHARE
BY TAPPING
ONTARIO'S RICHEST MARKET
THE KITCHENER - WATERLOO DISTRICT
CKCR and CKCR-FM

KITCHENER

KNOW YOUR STATION — ASK OMER RENAUD & CO.

OUTSIDE OF THE THREE
METROPOLITAN CITIES—

**MORE PEOPLE
LISTEN TO**

**C
J
I
B**

**THAN TO ANY OTHER
B.C. STATION.**

Day in and day out, British
Columbia's "Big Second"
Market is sold by

CJIB
VERNON

RADIO REPS WILL
SHOW YOU THE

F-A-C-T-S

OPINION

(Continued)

in broadcasting as an industry, or that they have any status except as part of the national broadcasting system, is to us inadmissible." and "They have no civil right to broadcast or any property rights in broadcasting."

"With these three quotations," Chandler said, "the Massey Commission, at least the majority, rejected the whole case of the private broadcasting industry. In fact by the very use of the term 'industry' it would seem that each of us in the broadcasting business is practically thrown out of court"

Rejecting the definition of broadcasting as an industry, they suggest that broadcasting is not an industry but a public service. This shows . . . far removal from the fields of commerce.

"The Commission is unstinting in its condemnation of the lack of culture in the programs of private stations. However, they do have a belief that the public gets exactly what the public wants in the other means of mass communication, newspapers."

Chandler quotes the Massey Report referring to the press: "The limited prominence which it gives to matters of educational, scientific and cultural interest is no doubt a reflection of the attitudes of the reading public in Canada."

Chandler continued: "It recognizes as right and proper in the publication of a newspaper that

the paper should cater to the public, giving the public what it wants. Why, then, is this wrong in radio?"

Later he continues, "Apparently the Massey Commission considers that the citizens in Canada who undertake broadcasting by voice, or by combination of voice and visual, that is TV, are not responsible citizens, but the people who undertake broadcasting in Canada by visual means only, are responsible citizens."

"This is the most shallow currying of favor with the press. That it is recognized for just what it is by the press is evidenced by the almost universal editorial opinion opposing adoption of the Commission's recommendations on broadcasting"

"The continued, subtle suggestion that the operators of radio broadcasting stations are not responsible citizens; the suggestion that they are not as responsible as the civil servant who is a bureaucrat operating government corporations, is a false concept and a rank injustice."

"The private broadcaster, according to this prejudiced view, cannot meet the competitive, workaday business world and perform the functions of the civil servant counterpart and remain a responsible citizen. This is an outrageous and undemocratic philosophy."

"It certainly is not a philosophy which could possibly have emanated from any people who have made the operation of commerce in all its varied phases a substantial part of their life. It is a theory typical of the socialist state."

both radio and TV," Diespecker asserted.

"That way lies the totalitarian state."

Diespecker was discussing the Massey Report, with which he said he was "completely unimpressed, except for the minority report of Arthur Surveyer."

"Mr. Surveyer apparently was the only member of the Commission who seemed to believe that private citizens who operate radio stations have rights like anybody else."

Despite the spending of thousands of dollars and the sincerity of the Commission members, the Commission, like all the Parliamentary Committees on radio, Diespecker said, was just sound and fury.

"Aside from one or two recommendations, such as suggesting that the CBC notify a private station before it has its license cancelled for some infraction of regulations, and that the station can now have its case heard in public instead of by the old star chamber method, they decided that radio broadcasting belongs to the government and that private stations are in business on sufferance and that is the way it should stay."

PROGRAMS

WAB-BMI Program Clinic

On November 10 the Western Association of Broadcasters will hold the first Canadian BMI Program Clinic in the Royal Alexandra Hotel in Winnipeg.

The one-day clinic, a joint project of the WAB and the United States and Canadian BMI organizations, comes as a result of members of Canadian stations' management attending similar meetings in the U.S. and a resolution passed at the WAB's annual convention late last summer calling for a series of such meetings.

Following introductory remarks by WAB president Ed. Rawlinson, manager of CKBI, Prince Albert, the morning session will be led off with an address on "Radio & Community Service" by Jack Blick, manager of CJOB, Winnipeg. "The Importance of Local News" will be the subject of an address by Bill Holm, general manager of WLPO, LaSalle, Indiana. Preceding the luncheon will be Glen Dolberg, director of station relations for BMI in New York, speaking on "Your Music Library."

BMI's president, Carl Haverlin, will cover a variety of subjects during his luncheon address, collectively titled, "The Young Composers' Radio Awards, Concert Music and Book Review Projects."

During the afternoon session, speakers to be heard include: Ted Cott, general manager of WNBC-FM-TV, New York, on "Building Station Personality"; John Leslie, assistant general manager, WDGY, Minneapolis, on "Making the Most of Music"; Bill Walker, assistant program director, CKRC, Winnipeg, on "The Broadcaster Looks At Management"; and Don Park, commercial manager, WIRE, Indianapolis, on "Radio Sales & Program Merchandising."

Introducing . . .



Harry Dekker with "make-up" accessories!

One
of
CFQC's

★
Salesmen

●
Favorite
Disc-Jockey
in This
Part of the
Country

HARRY DEKKER—disc-jockey with a difference "sells Saskatchewan" on CFQC's popular WAXWORKS program early morning and late evening!

Harry's another reason people say "CFQC is the bright spot on my radio dial!"



THE RADIO HUB OF SASKATCHEWAN

SEE RADIO REPS

**Just So Much
Sound And Fury**

Vancouver.—The television set-up now being designed for Canada is 100% wrong and is the beginning of the socialized state, Dick Diespecker, radio columnist for the *Daily Province*, told a meeting of the Richmond district Kiwanis Club.

The CBC has "no right to give itself exclusive rights and only allow private stations to telecast as part of a network," he said.

"Once we have TV completely controlled by the government, then the CBC will exercise the prerogative they now possess to take over private stations and we will be completely controlled in

**cics
SELLS**

in
Stratford



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

ACTING

ROXANA BOND—WA. 1191. (L)

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

ANNOUNCING

JAFF FORD—At your service. CFRB—Princess 5711 or Zone 5-769. (S)

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.75, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

EDUCATION

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

EDUCATION

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

ENGINEERING

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

PROGRAMS

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

RADIO ADVERTISING FOR RETAILERS—A monthly service for the Broadcaster, consisting of Commercial Continuity, Copy Starters, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. Free samples on request. Available exclusively thru All-Canada Radio Facilities Limited, Program Division, Toronto.

PRESS CLIPPING

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Cappes' resharpening needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each—\$2.50—**ALPHA ARACON CO. LTD.**—29 Adelaide St. W., Toronto. (P)

RESTAURANTS

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

SINGING

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present shows: "Bruce Webb Show," "Danforth Radio Folks"—GE. 8360. (U)

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

EVELYN GOULD—Coloratura, winner of Eddie Cantor's "Talent Search"—now available for Fall shows. XI. 7372. (X)

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

**Night and Day
 This is the One . . .**

CJFX Antigonish

5000 WATTS 580 KCS.

As proved by the
Bureau of Broadcast Measurement

Daytime 81,900 radio homes*
 Nighttime 72,930 radio homes*

★ Total weekly radio homes
 as reported in BBM study
 of March 1950.

Get the Facts from

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
 MONTREAL: MEDICAL ARTS BUILDING — FI. 2439

ANNOUNCER WANTED

You have a present and a future on this station if you prepare your work and concentrate on doing a good job when you are on the air. Working hours are short. You get three weeks holidays with pay. We have a pleasant staff, and modern equipment. The man we need now is for late evening, or early morning. Non-drinkers preferred. Send audition disc to Bob Bowman, Manager.

CFBC
 SAINT JOHN

WANTED

Bilingual announcer for Maritime station. Must be able to speak both languages without accent. Salary will depend on qualifications and experience.

We are willing to train candidate showing remarkable ability in handling both languages.

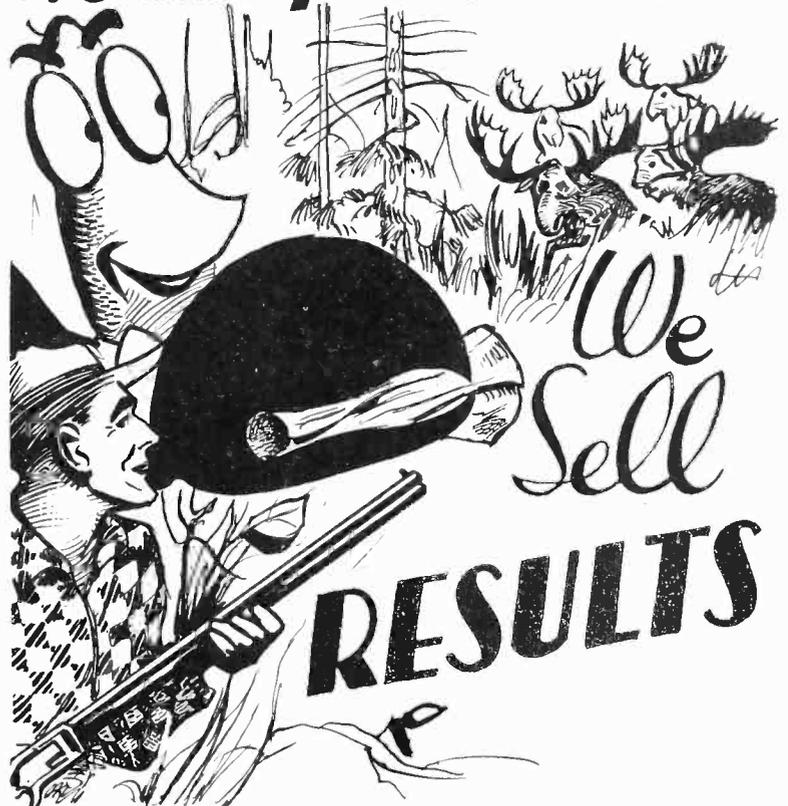
The right man can carve an interesting career for himself in one of New Brunswick's most progressive and liveliest towns.

Apply immediately and send audition record in both languages to:

STATION
CJEM

EDMUNDSTON — NEW BRUNSWICK

We don't sell Time —



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

Need a

HERE ARE 26 FIRST-RATE PA

DRAMA

M-G-M THEATRE OF THE AIR (78 1-hour episodes)

Featuring the most glamorous talent Hollywood has to offer!
Star-studded as the heavens!

ADVENTURES OF DR. KILDARE (78 1/2-hour episodes)

Starring Lew Ayers and Lionel Barrymore in their original
screen roles! Tightly tensed drama! Superb entertainment!

TALES FROM THE TOWER OF ST. JOHN'S (52 1/2-hour episodes)

The personal answers of a man of God to the common prob-
lems of everyday living! Religious radio at its best!

THE WORLD'S BEST SELLER (26 1/4-hour episodes)

Exciting stories of today's people and problems skillfully
related to The Book that outsells all others—The Bible!

SINCERELY, RITA MARSDEN (436 1/4-hour episodes)

Dramatic serial! Excitingly human story of a woman who
refused to let life pass her by!

DARK STRANGER (208 1/4-hour episodes)

Intense dramatic serial! Mystery! Suspense! Adventure!
One of the best we've run across in a long time!

DOCTOR MAC (104 1/4-hour episodes)

Humorous! Heartwarmingly human! The story of a grand
unselfish philosopher-doctor and the people he serves!

PRINCE OF PEACE (39 1/2-hour episodes)

One of the finest and most moving dramatizations of the
Story of Christ ever adapted to radio.

NOM de PLUME (52 1/2-hour episodes)

Based on the lives of famous figures . . . dramatic stories of men
and women who had to assume names other than their own!

STRICTLY PRIVATE (52 1/2-hour episodes)

Provocative biographies . . . asking and answering some of
History's most interesting and intriguing questions!

PASSING PARADE (312 1/4-hour episodes)
Canadian-born John Des
time . . . bringing truec

A MAN CALLED SHEPPARD (52 1/2-hour episodes)
Academy Award Winner!
every sphere of human
John Ormiston Reid!

TRUTH IS STRANGER (52 1/2-hour episodes)
Interesting! Informati
teed to hold listeners' tr

SURPRISE ENDINGS (52 1/2-hour episodes)
Exciting! Different! In
based on fact . . . each

COMEDY

ADVENTURES OF MAISIE (52 1/2-hour episodes)
Gay, giddy fun-packed
as Maisie, the gal with

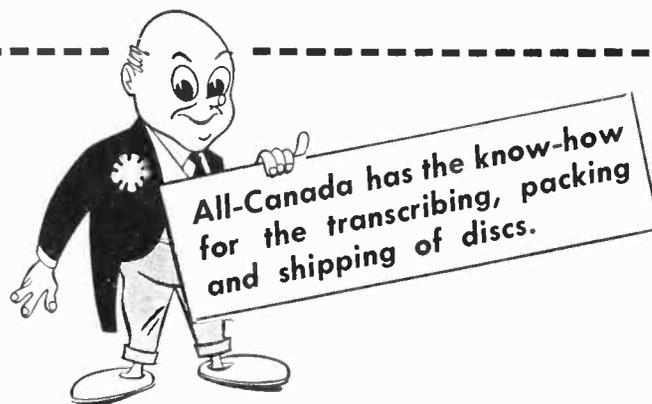
THE HARDY FAMILY (78 1/2-hour episodes)
Starring Mickey Rooney,
wonderful rollicking

MYSTERY

CRIME DOES NOT PAY (27 1/2-hour episodes)
Excitement! Suspense!
a top-Hollywood play!

DRAMAS OF THE COURT (52 1/2-hour episodes)
Pulsing stories of crim
British and American co

All-Canada
Ask your All-Canada
shows can d



ALL-CA

VANCOUVER

W show?

PAGES — TAKE YOUR CHOICE!

...st story-teller of our
... world!

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SECRETS OF SCOTLAND YARD (104 1/2-hour episodes)

Rapid fire action! Mystery! Suspense! Starring Clive Brooke in dramatizations based on authentic Scotland Yard files!

MUSIC

THE BEATRICE KAY SHOW (78 1/2-hour or 156 1/4-hour episodes)

Starring Beatrice Kay and Artie Melvin! Songs of the Gay Nineties plus today's greatest hits!

BLUE DANUBE (52 1/2-hour episodes)

The true story of the Strauss Family and their great contemporaries! A musical cavalcade of 19th century Europe!

JUVENILES

NEW AIR ADVENTURES OF JIMMIE ALLEN (325 1/4-hour episodes)

Thrilling up-to-the-minute air adventures for children! Greatest aviation show ever produced!

LADY SKYHOOK (39 1/4-hour episodes)

Childhood fantasies! Youngsters love these super-sonic fairy tales that outmode Mother Goose!

JUMP JUMP OF HOLIDAY HOUSE (97 1/4-hour episodes)

A jolly little elf brings fascinating fairy tales . . . told as they've never been told before!

PERSONALITY

AT HOME WITH LIONEL BARRYMORE (310 1/4-hour episodes)

Starring Lionel Barrymore . . . bringing sparkling personality stories . . . as only he can!

SMILIN' ED McCONNELL (78 1/4-hour episodes)

Hymn Time with Smilin' Ed McConnell . . . the super show with the super salesman!

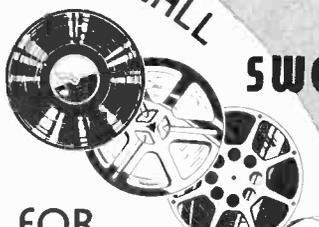
AMERICAN RADIO FACILITIES Limited

• WINNIPEG •

• TORONTO •

• MONTREAL

BETTER CALL SWC



FOR DISCS, TAPE & T.V. STAND BY FOR

THE NEW CALDWELL CATALOGUE

of package shows, properties and services.

The catalogue to remember comes out in November. More than ever before **IT'S EASY TO DO BUSINESS WITH CALDWELL**

WATCH YOUR MAILS

S.W. Caldwell LIMITED

2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.

AGENCIES

By Art Benson

David McMillan Sr



Toronto.—Prominent in advertising circles for over 35 years, David McMillan, Sr., died here last month of a cerebral hemorrhage at the age of 67 years. At the time of his death he was president of Grant Advertising (of Canada) Ltd., Toronto, a Canadian office which he opened six years ago.

Born in Ayrshire, Scotland, Mr. McMillan came to Canada as a young man and at first followed his original occupation, farming. But soon he turned to a study of advertising and merchandising and

in due time found himself advertising manager of the Robert Simpson Company's mail order advertising department producing the book he had so often read during his farming days.

Then came a successful march through the advertising agency business where he assumed executive positions with Tandy Advertising, Walsh Advertising and Erwin Wasey of Canada Ltd.

OPEN TORONTO AGENCY

Toronto. — Paul-Taylor-Phelan Ltd. breaks into the Toronto advertising picture with an office at 169 Yonge Street. Ernest Paul is president, William Taylor vice-president and Larry Phelan secretary. The three men were formerly associated with Aiken McCracken Ltd. Paul's considerable advertising experience includes service with J. J. Gibbons' Toronto office while Taylor and Phelan worked as account men with Ardiel Advertising Agency Ltd. and McKim Advertising Ltd., respectively.

F. H. HAYHURST

Toronto. — Purity Flour Mills Ltd. has started the 15-minute three a week *Help Your Neighbour* over stations across the country advertising its flour and oats. Same sponsor also has scheduled the 15-minute once a week live *Rhythm Ranch* over CKY, Winnipeg, advertising Pioneer Feeds.

Bromo-Seltzer Ltd. has scheduled a series of transcribed one-minute spot announcements over 33 stations coast to coast.

WILLIAM ORR

Toronto. — Matthews-Wells Co. Ltd. has started the 15-minute three a week *Showtime from Hollywood* (All-Canada) over CJBC, Toronto, for 26 weeks advertising Rose Brand jams and pickles.

Heads Up Grant of Canada



Toronto.—Frederick Spence has been appointed president of Grant Advertising (of Canada) Ltd., succeeding the late David McMillan, Sr., who passed away suddenly last month. Spence has been associated with the Grant organization for a number of years, locating in South Africa, India, London, Eng., and most recently in Brazil.

Gordon Effer returns to the Toronto office as vice-president after three years in Chicago and South America when he served as assistant research director of Grant Advertising Inc.



SOURCE STUFF

One thing about Toronto, it affords John Macdonald, president of the Sales & Executives Club of Montreal, something to be funny about.

HARA-KIRI

We are still wondering about the Hon. Douglas Abbott's statement that the Massey Commission would not have been possible without the co-operation of such groups as the ACA.

SHOP TALK

Mr. Abbott has an unusually high degree of consumer recognition among all levels of Canadians.

—ACA Pres. Gerry Hagey.

MISUNDERSTANDING

Then there's the guy who applied for a job as news editor, and was turned down, because he couldn't write. "I wanted to be a news editor," he complained, "not his assistant."

TOPICAL ADAGE

Where there is smoke, there's dead leaves.

NOTE TO POLITICIANS

Value the microphone, it enables you to promise things without looking people in the face.

BARREL'S BOTTOM

Benson refused vociferously to contribute to this column because he now sells all his gags to *Punch*.

WEDNESDAY NIGHT

"My boy, the secret of effective radio announcing is to speak as if you were talking to one person—as you sometimes are.

—Radio.

SUGGESTION BOX

How about a Newspaper Week — to help sell radio time?

A PLANE'S EYE VIEW OF Rich HALIFAX



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

1950 Retail Sales Estimates

Halifax County	\$124,405,000
Halifax City	94,568,000
Dartmouth City	12,024,000

REPS:
Paul Mulvihill in Toronto
Radio Time Sales in Montreal
Adam J. Young, Jr., in the U.S.

cich

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	Cole	BUP
Dawson Creek	CJDC	Radio Reprs.	Donald Cooke Inc.	Lew Roskin	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	—	PN
Kelowna	CKOV	All-Canada	Weed & Co.	J. H. Browne	Dennis Reid	{Lang-Worth Thesaurus	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales	Donald Cooke Inc.	Mrs. Mary Sutherland	—	World	{BUP PN
Nelson	CKLN	H. N. Stovin	Adam Young	A. R. Ramsden	—	—	PN
New Westminster	CKNW	Nat'l. Broadcast Sales	Forjoe & Co.	William Rea, Jr.	Phil Baldwin	{Associated Cole World	{BUP PN
Penticton	CKOK	Radio Reprs.	Donald Cooke Inc.	Roy Chapman	Fred McDowell	Standard	PN
Port Alberni	CJAV	Nat'l. Broadcast Sales	—	Chas. Rudd	K. Hutcheson	Cole	BUP
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Carbutt	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
Trill	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 MacGregor	{BUP PN
Vancouver	CKMO	Omer Renaud (A. J. Messner in Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	—	{Sesac Standard Associated	{PN BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	{Lang-Worth World	{BUP PN
Vernon	CJIB	Radio Reprs.	Donald Cooke Inc.	Howard Thompson	—	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	Thesaurus	PN
Victoria	CKDA	Radio Reprs. (A. J. Messner in Winnipeg)	Forjoe & Co.	D. A. Armstrong	Gordon Reid	Standard	BUP

In Montreal it's CFCF

Ask the man who knows best—the man “on the spot”—the local advertiser of CFCF. He wants sales results—wants them quickly. And the best proof that he gets prompt action at the cash register is the fact that

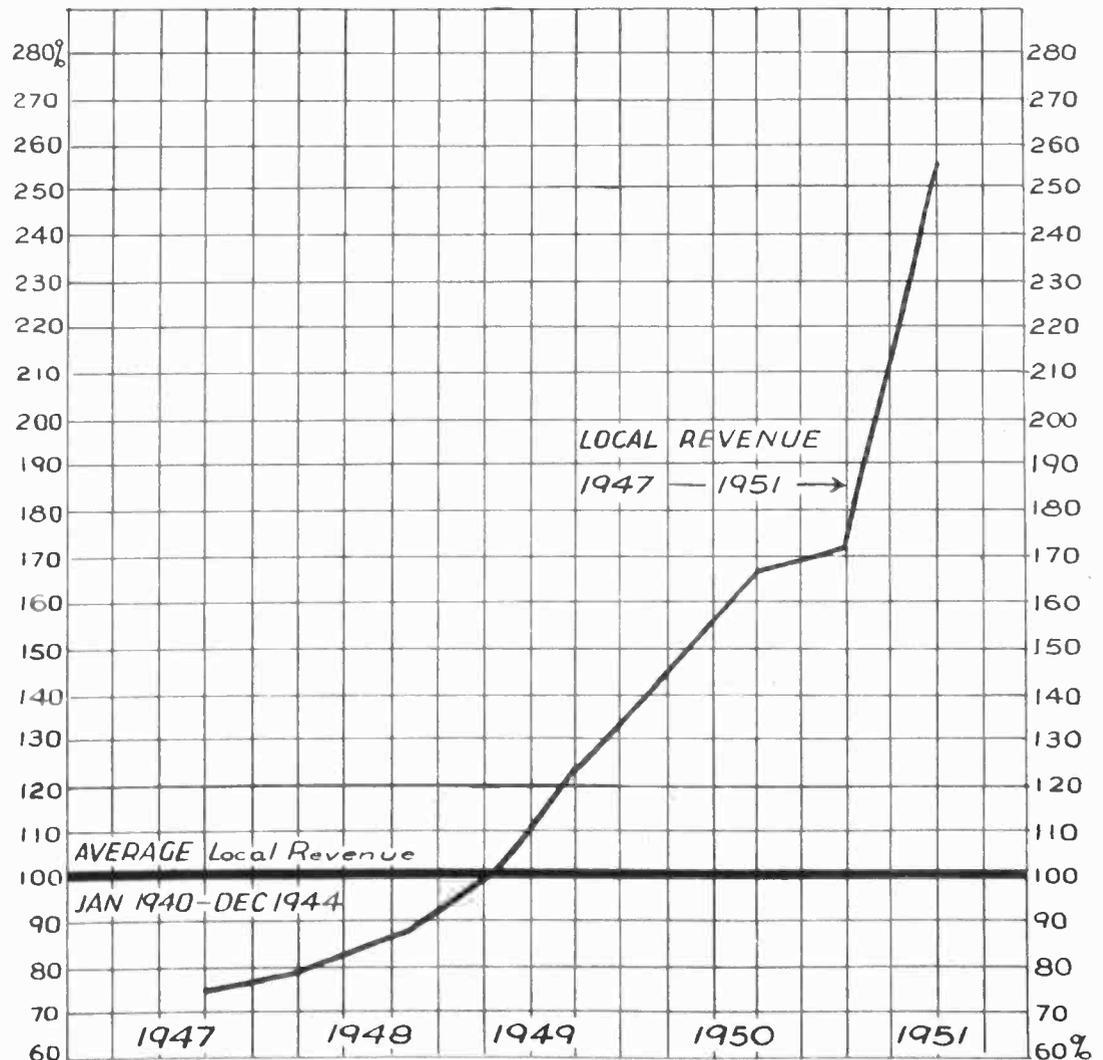
Over a 3-year period revenue from local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the coverage, the listenership, to do a real selling job in the rich Montreal market area.

Ask the local buyer of radio advertising. He'll tell you that “in Montreal it's CFCF.”



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



ALBERTA

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	Don Hartford	{Associated Thesaurus World	{BUP PN
Calgary	CFCN	Radio Reps.	Adam Young	H. G. Love	E. H. McGuire	{Lang-Worth Standard	{BUP PN
Calgary	CKXL	Nat'l. Broadcast Sales (H. N. Stovin in Winnipeg)	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	---	{BUP PN
Edmonton	CBX	CBC	CBC	Dan Cameron	---	---	{CP BUP
Edmonton	CFRN	Radio Reps.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth	{BUP PN
Edmonton	CHFA	Omer Renaud	---	J. A. Gallant	Romain LeClair	---	{BUP PN
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Joe McKenzie	{Thesaurus Standard	{PN BUP
Edmonton	CKUA	Non-commercial	---	John Langdon	---	Associated	BUP
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	{World Sesac	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	Cam Perry	{Associated Thesaurus	{PN BUP
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	---	Standard	BUP
Red Deer	CKRD	Radio Reps.	Adam Young	G. S. Henry	I. Kaila	---	BUP

SASKATCHEWAN

Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Nev. Skingle	---	BUP
North Battleford	CJNB	H. N. Stovin	---	Hume Lethbridge	---	Associated	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	Ed. Rawlinson	Gerry Prest	Thesaurus	PN
Regina	CKCK	All-Canada	Weed & Co.	Hal Crittenden	G. L. Seabrook	World	{PN BUP
Regina	CKRM	Radio Reps.	Adam Young	Norm Botterill	Don Oaks	Lang-Worth	{PN BUP



Spud says....

To Reap Results
Plant your Sales Message
In a "Hotbed" of Prospects.

MY Garden is blooming with tempting TEMPLETON'S, cute KING COLE'S, flavorful FEENA-MINTS and a few quick QUAKER OATS starting to bud. Reserve yourself a patch of this 100% BBM local market!

- Spud

CJRW

SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"

After Montreal and Quebec City

**THE
LARGEST
FRENCH-LANGUAGE
MARKET
IN CANADA**

*can be reached best ★
over*

CJBR Rimouski

5000 watts on 900 kcs.

★ ELLIOTT-HAYNES RATINGS consistently show that this station has one of the highest percentages of sets-in-use in Canada, with better than 90% tuned to CJBR hour after hour.

ASK

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

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Saskatoon	CFQC	Radio Reprs.	Adam Young	Vern Dallin	Blair Nelson	Associated Lang-Worth Cole Standard	{BUP PN
Saskatoon	CKOM	H. N. Stovin	Weed & Co.	R. A. Hosie	Murray Dyck	Capital	BUP
Watrous	CBK	CBC	CBC	J. N. Mogridge	W. G. Carpentier	—	{CP BUP
Yorkton	CJGX	H. N. Stovin	Adam Young	Arthur Mills	Jack Shortreed	World	PN

● **MANITOBA**

Brandon	CKX	Radio Reprs. (A. J. Messner in Winnipeg)	—	John Craig	Ernest Holland	{Thesaurus World	PN
Dauphin	CKDM	Radio Reprs. (John N. Hunt in Vancouver)	—	Ken Wright	—	—	PN
Flin Flon	CFAR	H. N. Stovin	Adam Young	C. H. Witney	—	—	PN
St. Boniface	CKSB	Omer Renaud (John N. Hunt in Vancouver)	J. H. McGillvra	Roland Couture	Armand Dussault	{Associated World	BUP
Winnipeg	CBW	CBC	CBC	J. N. Mogridge	W. G. Carpentier	—	{CP BUP
Winnipeg	CJOB	Radio Reprs. (A. J. Messner in Winnipeg)	—	J. O. Blick	A. J. Messner	{Associated Langworth 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	Al Mackenzie	Marsh Ellis	{Capital Sesac	{BUP PN

● **ONTARIO**

Barrie	CKBB	Paul Mulvihill in Toronto Radio Time Sales in Montreal (John N. Hunt in Vancouver)	Adam Young	Ralph Snelgrove	Art Harrison	—	PN
Belleville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	{Thesaurus World	PN

Dave Robertson is hep to Winnipeg's teeners



OVER 8000 LISTEN TO HIM DAILY...

Dave's programs keep the teen-agers listening... and merchants know that this group is an important buying group too! Get on the bandwagon and reach this lively group of shoppers!

CJOB

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



See our reps...

Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver
Donald Cooke, Inc.
U.S.A.

First in 3 Counties

1st in Sudbury County

DAY & NIGHT

1st in Nipissing & Manitoulin

DAY

WITH BONUS AUDIENCE IN

Temiskaming & Parry Sound

SEE THE NEW BBM SURVEY

CKSO

SUDBURY

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

WILFRID CHARLAND, former President of Whitehall Broadcasting Limited, the nationally known radio producers, has been appointed a Vice-President and Director of McKim Advertising Limited. Major James Baxter, President of McKim Advertising Limited, in announcing the appointment, added that Whitehall Broadcasting's activities are now merged into the McKim Advertising Television and Radio Department.

After November 1st all Whitehall Broadcasting personnel will be located in the new McKim Offices at Fifteen Ten Drummond Street, Montreal.

McKIM
ADVERTISING
Limited

Brantford	CKPC	J. L. Alexander	—	Mrs. F. M. Buchanan	—	World	BUP
Brockville	CFJR	H. N. Stovin	Adam Young	J. R. Radford	—	—	BUP
Chatham	CFCO	—	—	J. Beardall	P. A. Kirkey	Cole	BUP
Cornwall	CKSF	H. N. Stovin	J. H. McGillvra	Fred Pemberton	—	Thesaurus	PN
Fort Frances	CKFI	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke, Inc.	J. G. McLaren	W. H. McLellan	—	PN
Fort William	CKPR	Radio Reprs. (H. N. Stovin in Winnipeg)	Adam Young	Hector Dougall	G. D. Jeffrey	{Thesaurus MacGregor	PN
Guelph	CJOY	Radio Reprs.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalf	Associated	PN
Hamilton	CHML	Nat'l Broadcast Sales in Montreal and Toronto	Adam Young	Tom Darling	Denny Whitaker	{Associated Standard	PN
Hamilton	CJSH-FM	—	—	D. I. Ker	—	Associated	PN
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	{Thesaurus World	PN
Kenora	CJRL	H. N. Stovin	Donald Cooke, Inc.	Geo. McLean	—	Thesaurus	PN
Kingston	CKWS	Nat'l Broadcast Sales	Donald Cooke, Inc.	Roy Hofstetter	El. Jones	{Lang-Worth World	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke, Inc.	Don Lawrie	Doug Scanlon	{Lang-Worth Thesaurus	PN
Kitchener	CFCA-FM	—	—	Carl Pollock	(Miss) Chris Fairley	World	PN
Kitchener	CKCR	Omer Renaud	Adam Young	Gib Liddle	Jim Mitchell	Associated	PN
London	CFPL	All-Canada	Weed & Co.	Murray Brown	Keith Chase	{Lang-Worth Standard	PN
Niagara Falls	CHVC	J. L. Alexander (John N. Hunt in Vancouver)	Donald Cooke, Inc.	B. H. Bedford	—	Thesaurus	BUP
North Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke, Inc.	Keith Packer	Gord Burnett	{Lang-Worth Standard	PN
Orillia	CFOR	H. N. Stovin	Adam Young	Gord Smith	Russ Waters	Cole	BUP
Oshawa	CKLB	J. L. Alexander	J. H. McGillvra	Mike Hopkins	—	{Associated World	PN
Ottawa	CBO	CBC	CBC	Chas. P. Wright	—	—	{CP BUP
Ottawa	CKOY	Nat'l Broadcast Sales	Donald Cooke, Inc.	Dan Carr	—	{Associated Lang-Worth	{PN BUP
Ottawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	George Gowling	{Standard World Cole	BUP
Owen Sound	CFOS	H. N. Stovin	Adam Young	W. N. Hawkins	—	World	PN
Pembroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	Ramsey Garrow	{Thesaurus Sesac	BUP
Peterborough	CHEX	Nat'l Broadcast Sales	Donald Cooke, Inc.	Russ Baer	—	{Lang-Worth Standard	PN

Here are TWO "MAJOR-MUST" MARKETS

THE MARKET BEHIND THE WALL

Kirkland Lake
Timmins
North Bay

Outside radio cannot penetrate this lush "market behind the wall." Only three stations can carry your sales message into this golden area.

CJKL Kirkland Lake
CKGB Timmins
CFCH North Bay

THE WEALTHY LINK YOU MUST NOT MISS

Kingston
Peterborough

Located between Toronto and Montreal, but out of range of radio from those cities, only two stations can deliver your message in these abundant areas.

CKWS Kingston
CHEX Peterborough

These are the "NORTHERN STATIONS"

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

**BIG IN LISTENER
ACCEPTANCE**

BIG IN BUSINESS

Wherever You Go -- There's Radio!

Yes, and wherever you go in Western Ontario, you'll hear CKLW —on all counts your biggest and best radio buy. 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. In addition, this potent selling force serves listeners whose earnings are consistently the highest in Canada, providing ample 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
Port Arthur	CFPA	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	—	Standard	PN
Sarnia	CHOK	Paul Mulvihill in Toronto Nat'l Broadcast Sales in Montreal	Donald Cooke, Inc.	Karl Monk	Art O'Hagen	Lang-Worth Standard	PN
St. Catharines	CKTB	Paul Mulvihill in Toronto Radio Time Sales (Quebec) Ltd. in Montreal	J. H. McGillvra	Cliff Wingrove	Vince Lococo	Thesaurus	PN
St. Thomas	CHLO	Radio Reprs.	Donald Cooke, Inc.	John Warder	—	Associated Lang-Worth	PN
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	Basil Scully	World	PN
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Sudbury	CHNO	Omer Renaud (John N. Hunt in Vancouver)	Adam Young	Rene Riel	—	Associated	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	—	Thesaurus	PN
Timmins	CKGB	Nat'l Broadcast Sales	Donald Cooke, Inc.	H. C. Freeman	Doug Manning	Lang-Worth Standard	PN
Toronto	CBL	CBC	CBC	H. J. Boyle	Walter Powell	—	CP BUP
Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Holden	Thesaurus World	BUP PN
Toronto	CHUM	J. L. Alexander in Montreal	J. H. McGillvra	Bob Lee	—	—	BUP PN
Toronto	CJBC	H. N. Stovin	H. N. Stovin	Bob McGall	—	Lang-Worth Standard	CP BUP
Toronto	CJRT-FM	—	—	Eric Palin	—	Associated	BUP CP
Toronto	CKEY	Nat'l Broadcast Sales in Montreal and Vancouver	Donald Cooke, Inc.	Hal Cooke	Jack Turrell	Lang-Worth Associated Standard World	BUP PN
Toronto	CKFH	Radio Reprs in Montreal, Winnipeg and Vancouver	—	Howard Caine	Len Smith	Thesaurus	PN
Windsor	CBE	CBC	CBC	M. L. Poole	—	—	CP BUP
Windsor	CKLW	All-Canada	Adam Young	J. E. Campeau	E. W. Wardell	Standard World	INS BUP
Wingham	CKNX	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	Cole Standard World	BUP
Woodstock	CKOX	Omer Renaud (John N. Hunt in Vancouver)	—	M. J. Werry	—	Lang-Worth World	BUP
● QUEBEC							
Amos	CHAD	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	—	—	CP BUP
Granby	CHEF	Radio & Television Sales Inc. Toronto and Montreal	Donald Cooke, Inc.	G. Laliberte	F. Normandin	—	BUP
Hull	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	J. P. Lemire	—	—	BUP
Jonquiere-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Tom Burham	—	World	BUP
Lasarre	CKLS	Omer Renaud	—	Maurice Dubois	—	—	BUP
Matane	CKBL	Jos. A. Hardy	—	Rene Lapointe	—	Associated	BUP
Montreal	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	—	CP BUP
Montreal	CBM	CBC	CBC	W. J. O'Reilly	(Through Toronto)	—	CP BUP
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Hammond	Tom Quigley	Standard Associated	BUP
Montreal	CHLP	J. L. Alexander (John N. Hunt in Vancouver)	J. H. McGillvra	Flavius Daniel	F. Bergevin	Associated	BUP
Montreal	CJAD	Radio Time Sales (Quebec) Ltd. in Montreal Radio Time Sales (Ont.) Ltd. in Toronto (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	—	Associated Lang-Worth Thesaurus World	BUP PN
Montreal	CKAC	Omer Renaud	Adam Young	Phil Lalonde	Georges Bourassa	Associated	BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	—	—
Quebec	CBV	CBC	CBC	Guy Dumais	M. Valiquette	—	CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	Lang-Worth Thesaurus	BUP PN
Quebec	CJNT	J. L. Alexander	J. H. McGillvra	Guy Caron	—	Sesac	PN
Quebec	CKCV	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	Paul LePage	St. Georges Cote	MacGregor World	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Andre Lecombe	—	MacGregor Standard	PN
Riviere-du-Loup	CJFP	Omer Renaud	Adam Young	Armand Belle	Henri Bourdeau	—	BUP
Roberval	CHRL	Omer Renaud	—	Lionel Morin	—	—	BUP
Rouyn	CKRN	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	L. Duchesnay	—	—	BUP
Ste Anne de la Pocatiere	CHGB	Omer Renaud (John N. Hunt in Vancouver)	J. H. McGillvra	G. T. Desjardins	P. E. Hudon	Sesac	BUP
Shawinigan Falls	CKSM	Omer Renaud	—	Jean Legault	Choster Robidaux	Thesaurus	BUP
Sherbrooke	CHLT	Jos. A. Hardy	Adam Young	A. Gauthier	—	Thesaurus Lang-Worth	PN
Sherbrooke	CKTS	Jos. A. Hardy (John N. Hunt in Vancouver)	Adam Young	A. Gauthier	—	—	—

A Short Message

to

PEOPLE WHO REACH PEOPLE

"Get out to the polls—

Get others out to the polls—

on

Thursday, November 22nd"

The free people of the free Province of Ontario will elect their next government on November 22nd. Whether this government will be elected by voters or the lack of voters is a matter of deep concern to the Ontario Progressive Conservative Party. We urge those who control the free-enterprise media of communication---broadcasters, publishers, advertisers---to do their part.

"Onward Ontario"



"AN ADVERTISEMENT OF THE ONTARIO PROGRESSIVE-
CONSERVATIVE PARTY"

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Sorel	CJSO	Radio & Television Sales Inc., Toronto and Montreal	Donald Cooke, Inc.	M. Boulianne	—	—	BUP
Thetford Mines	CKLD	Jos. A. Hardy	—	H. Lagueux	Will Dugré	MacGregor	—
Trois Rivières	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier	Chas. Couture	MacGregor	PN
Val D'Or	CKVD	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	Maurice Dubois	—	—	BUP
Verdun	CKVL	Radio & Television Sales Inc., Toronto and Montreal	Donald Cooke, Inc.	Jack Tietolman	Corey Thomson	{Lang-Worth MacGregor	{BUP PN
Victoriaville	CFDA	Radio & Television Sales Inc., Toronto and Montreal	—	Wilf Mondoux	—	—	BUP
Ville Marie	CKVM	Jos. A. Hardy	—	Louis Bilodeau	—	MacGregor	{BUP PN

● NEW BRUNSWICK

Campbellton	CKNB	Jos. A. Hardy	Weed & Co.	C. S. Chapman	—	—	—
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	World	—
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	Jack Fenety	{Thesaurus Standard	BUP
Moncton	CKCW	H. N. Stovin	Adam Young	F. A. Lynds	Hubert Button	World	BUP
Newcastle	CKMR	Omer Renaud	—	Jack Coalston	—	—	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 World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—	{CP BUP

● PRINCE EDWARD ISLAND

Charlottetown	CFCY	All-Canada	Weed & Co.	Bob Large	—	Associated	PN
Summerside	CJRW	Radio Reprs.	—	Al Bestall	Bob Schurman	World	BUP

● NOVA SCOTIA

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

● NEWFOUNDLAND

Cornerbrook	CRY	CBC	CBC	C. V. Hierlthy	—	Standard	{CP BUP
Gander	CRG	CBC	CBC	A. Barrett	—	—	{CP BUP
Grand Falls	CRT	CBC	CBC	John J. Grace	—	—	{CP BUP
St. John's	CRN	CBC	CBC	W. F. Galgay	—	Standard	{CP BUP
St. John's	CJON	All-Canada	Donald Cooke, Inc.	Geoff Stirling	—	Lang-Worth	PN
St. John's	VOCM	H. N. Stovin	Weed & Co.	J. L. Butler	M. Shulman	{Thesaurus World	PN

Available Now...

A NEW script series of which the *Daily Cornwall Standard-Freeholder* editorialized: "On this page we reprint today the script of a broadcast 'Five Minutes for Freedom,' which was originally heard on radio station CKSF a few weeks ago. It was the first in a series, heard each Monday evening at 7.10 o'clock, and has aroused so much interest that we felt it merited publication for the benefit of those who missed the broadcast. In the next few days we will reprint others in the series . . ."

FIVE MINUTES FOR FREEDOM

is now available for local or national sponsorship.

Walter A. Dales
Radioscripts

907 Keefer Building — Montreal, P.Q.

Telephone UNiversity 6-7105

Write for details and sample script.

STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
Amos	CHAD	1340	250
Antigonish	CJFX	580	5,000 DA
Barrie	CKBB	1230	250
Belleville	CJBQ	1230	250
Brandon	CKX	1150	1,000
Brantford	CKPC	1380	1,000 DA-N
Bridgewater	CKBW	1000	1,000 DA-N
Brockville	CFJR	1450	250
Calgary	CFAC	960	5,000 DA-N
Calgary	CFCN	1060	10,000 DA-N
Calgary	CKXL	1140	1,000 DA-N
Calgary	CKNB	950	1,000 DA
Campbellton	CFCY	630	5,000 DA-N
Charlottetown	CFCO	630	1,000 DA
Chatham	CBJ	1580	10,000 DA
Chicoutimi	CHWK	1230	250
Chilliwack	CBY	790	1,000
Corner Brook	CKSF	1230	250
Cornwall	CKDM	1230	250
Dauphin	CJDC	1350	1,000
Dawson Creek	CBX	1010	50,000 DA
Edmonton	CFRN	1260	5,000
Edmonton	CHFA	680	5,000 DA
Edmonton	CJCA	930	5,000 DA-N
Edmonton	CKUA	580	1,000
Edmundston	CJEM	1230	250
Flin Flon	CFAR	590	1,000
Fort Frances	CKFI	1340	250
Fort William	CKPR	580	1,000
Fredericton	CFNB	550	5,000 DA-N
Gander	CBG	1450	250
Granby	CHEF	1450	250
Grand Falls	CBT	1350	1,000
Grande Prairie	CFGP	1050	1,000
Guelph	CJOY	1450	250
Halifax	CBH	1330	100
Halifax	CHNS	960	5,000 DA-N
Halifax	CJCH	920	5,000 DA
Hamilton	CHML	900	5,000 DA-N
Hamilton	CKOC	1150	5,000 DA
Hull	CKCH	970	1,000 DA
Jonquiere	CKRS	1240	250
Kamloops	CFJC	910	1,000
Kelowna	CKOV	630	1,000
Kenora	CJRL	1220	1,000
Kentville	CKEN	1490	250
Kingston	CFRC	1490	100
Kingston	CKWS	960	5,000 DA
Kirkland Lake	CJKL	560	5,000 DA-N
Kitchener	CKCR	1490	250
La Sarre	CKLS	1240	250
Lethbridge	CJOC	1220	5,000 DA-N
London	CFPL	980	5,000 DA
Matane	CKBL	1250	1,000 DA
Medicine Hat	CHAT	1270	1,000 DA
Moncton	CKCW	1220	5,000 DA-N
Montreal	CBF	690	50,000
Montreal	CBM	940	50,000
Montreal	CFCF	600	5,000 DA
Montreal	CHLP	1410	1,000 DA
Montreal	CJAD	800	5,000 DA
Montreal	CKAC	730	10,000 D
Moose Jaw	CHAB	800	5,000 N
Nanaimo	CHUB	1570	5,000 DA
Nelson	CKLN	1240	250
New Carlisle	CHNC	610	5,000 DA
Newcastle	CKMR	1340	250
New Westminster	CKNW	1320	1,000 DA-N
Niagara Falls	CHVC	1600	5,000 D
North Battleford	CJNB	1460	1,000
North Bay	CFCH	600	1,000 DA
Orillia	CFOR	1570	1,000
Oshawa	CKLB	1240	100
Ottawa	CBO	910	1,000
Ottawa	CFRA	560	1,000 DA
Ottawa	CKOY	1310	5,000 D
Owen Sound	CFOS	1470	1,000 DA-N
Pembroke	CHOV	1350	1,000 DA
Penticton	CKOK	800	1,000 D
Peterborough	CHEX	1430	500 N
Port Alberni	CJAY	1240	1,000 DA
Port Arthur	CFPA	1230	250
Prince Albert	CKBI	900	5,000 DA-N
Prince George	CKPG	550	250
Prince Rupert	CFPR	1240	250
Quebec	CBY	980	1,000
Quebec	CHRC	800	5,000 DA
Quebec	CJNT	1340	250
Quebec	CKCY	1280	1,000 DA-N
Red Deer	CKRD	1230	250
Regina	CKCK	620	5,000 DA-N
Regina	CKRM	980	5,000 DA-N
Rimouski	CJBR	900	5,000 DA-N
Riviere-du-Loup	CJFP	1400	250
Rouyn	CKRN	1400	250
Roberval	CHRL	1340	250
Sackville	CBA	1070	50,000
St. Boniface	CKSB	1250	1,000 DA
St. Catharines	CKTB	620	1,000 DA
Ste. Anne de la Pocatiere	CHGB	1350	1,000 D
Saint John	CFBC	930	250 N
Saint John	CHSJ	1150	5,000 DA
St. John's	CBN	640	5,000 DA-N
St. John's	VOCM	590	10,000
St. John's	CJON	930	1,000
St. Thomas	CHLO	680	5,000
Sarnia	CHOK	1070	1,000 DA
Saskatoon	CFQC	600	5,000 D
Saskatoon	CKOM	1340	1,000 DA-N
Sault Ste. Marie	CJIC	1490	250
Shawinigan Falls	CKSM	1220	250
Sherbrooke	CHLT	900	1,000 DA-N
Sherbrooke	CKTS	1240	250
Sorel	CJSO	1320	1,000 DA-N
Stratford	CJCS	1240	250
Sudbury	CHNO	1440	1,000 DA
Sudbury	CKSO	790	5,000 DA-N
Summerside	CJRW	1240	250
Sydney	CBI	1570	1,000
Sydney	CJCB	1270	5,000 D
Thefford Mines	CKLD	1230	1,000 N
Three Rivers	CHLN	550	250
Timmins	CKGB	680	1,000 DA
Toronto	CBL	740	5,000 DA-N
Toronto	CFRB	1010	50,000
Toronto	CHUM	1050	1,000 DA



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YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!



Ask your local All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

Toronto	CJBC	860	50,000
Toronto	CKEY	580	5,000 DA-D
			1,000 DA-N
			250
Toronto	CKFH	1400	
Trail	CJAT	110	1,000
Truro	CKCL	1400	250
Val d'Or	CKVD	1230	100
Vancouver	CBR	1130	5,000
Vancouver	CJOR	600	5,000 DA
Vancouver	CKMO	1410	1,000
Vancouver	CKWX	980	5,000 DA
Vernon	CKVL	980	1,000 DA
Vernon	CJIB	940	1,000
Victoria	CJVI	900	1,000 DA
Victoria	CKDA	1340	250
Victoria	CFDA	1380	1,000
Ville Marie	CKVM	710	1,000 DA-N
Watrous	CBK	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	630	5,000 DA-N
Winnipeg	CKY	580	5,000 DA
Woodstock	CKOX	1340	250
Yarmouth	CJLS	1340	250
Yorkton	CJGX	940	1,000

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Brantford	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
Fort William	CKPR-FM	94.3	250
Halifax	CHNS-FM	96.1	250
Hamilton	CHML-FM	54.1	400
Hamilton	CJSH-FM	102.9	456
Kingston	CKWS-FM	96.3	350
Kirkland Lake	CJKL-FM	93.7	250
Kitchener	CFCA-FM	106.1	10,000
Kitchener	CKCR-FM	96.7	350
London	CFPL-FM	95.9	4,440
Montreal	CBF-FM	55.1	10,940
Montreal	CBM-FM	100.7	4,510
Montreal	CFCF-FM	106.5	7,700
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
Peterborough	CHEX-FM	101.5	250
Quebec	CHRC-FM	98.1	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
Sault Ste. Marie	CJIC-FM	100.5	250
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	CJRT-FM	91.1	9,900
Vancouver	CBR-FM	105.7	1,400
Vernon	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

D—Day
N—Night
DA—Directional Antennae
DA-N—Directional Antennae Night
DA-D—Directional Antennae Day



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(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

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SHERBROOKE, QUE.

An Industrial Commission, to interest large industries in the many advantages of locating in Sherbrooke, has just been organized. It will stress the labour pool, average salary ranges, available building lots, water and electrical facilities, transportation and housing, etc. To carry your sales message into this growing, prosperous market use CHLT (French) and CKTS (English).

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EDMONTON

680 KC. 5000 WATTS

"La voix française de l'Alberta"

— SEE OMER RENAUD & CO. —



Mr. D. R. Roblin of Roblin's Dairy, Belleville, writes us October 26:

"We are sponsoring a 10.00 a.m. newscast over CJBQ. In our business it is rather hard to determine the size of the listening audience.

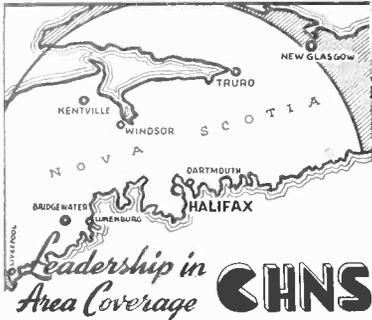
"We own and operate two large farms on the Rednersville Road just outside of Belleville, and when the market failed on the apple crop we advertised on our newscast that apples were available to those who brought their own containers and picked them.

"The response was instantaneous and proved to us that we had a wide listening audience. Our first response was before noon of the first day the offer was mentioned, from a man who had heard of it over the radio and had driven some twenty-five miles to get the apples. Since then, we have had from twenty to forty cars at a time in the orchards, from as far as fifty miles away. To date we have sold between 5,000 and 6,000 bushels of apples in less than four weeks."

P.S.—We have received an average of 75 cents per bushel for the apples sold and are now receiving \$1.00 per bushel.



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IN addition to our unchallenged Daytime and Nighttime leadership in your major market, Metropolitan Halifax, CHNS also holds a better than 2 to 1 ascendancy over all other 5,000 watt stations in the area within a radius of 75 miles from the city, unquestionably the most prosperous section of the Province. These facts are attested by the Elliott-Haynes Area Listening Report for August, 1951.

Get in touch with the "All-Canada" Man, or write to us direct. In the United States contact Weed and Company.

THE MARITIME BROADCASTING CO., LTD.

BROADCAST HOUSE
HALIFAX, N.S.

RADIO ADVERTISING AGENCIES

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

Aikin-McCracken Ltd.	2 Toronto St., Toronto	PL. 5286	Mrs. Phyllis Judson
Ardiel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	MA. 6541	Clark Wright
Associated Advertising Agency Ltd.	37 James St. South, Hamilton	7-9284	S. P. Westaway
Associated Broadcasting Co. Limited	1500 St. Catherine St. W., Montreal	FL. 5257	Ralph Novak
Atherton & Currier Inc.	1139 Bay St., Toronto	PR. 1111	Gordon Allen
Baker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	EM. 3-5418	K. C. Utley
Benton & Bowles Inc.	1375 Yonge St., Toronto	PR. 2101	Jack Horler
John McKenney Bingham Ltd.	1557 Mackay St., Montreal	HA. 9247	Gabriel Langlais
S. W. Caldwell Ltd.	91 Yonge St., Toronto	EM. 3-8222	W. H. Fleischman
Canadian Advertising Agency Ltd.	86 Adelaide St. E., Toronto	PL. 2516	Jack Bingham
Garry J. Carter of Canada Ltd.	80 Richmond St. W., Toronto	PL. 8727	Spence Caldwell
Cockfield, Brown & Co. Ltd.	Sun Life Bldg., Montreal	UN. 6-7111	Reg Dagg
Don H. Copeland Advertising Ltd.	80 King St. W., Toronto	EM. 3-3051	Irvin Teitel
Crombie Advertising Co. Ltd.	Dominion Bldg., Vancouver	TA. 1938	Wm. Surphlis
Dancer-Fitzgerald Sample (Canada) Ltd.	59 Avenue Rd., Toronto	PR. 2505	Bob Howe
A. J. Denne & Co. Ltd.	Canada Cement Bldg., Montreal	HA. 4171	R. W. Harwood
Dominion Broadcasting Co.	112 Yonge St., Toronto	EM. 4-9201	C. W. McQuillin
Ellis Advertising Co.	Electric Railway Chambers, Winnipeg	923538	J. Burke-Gaffney
W. H. Emmett (Canada) Ltd.	Royal Bank Bldg., Vancouver	PA. 7557	Milt Tisdale
Robert J. Enders Advertising Inc.	442 Sherbourne St., Toronto	KI. 3119	Don Copeland
Erwin Wasey of Canada Ltd.	474 St. Alexis St., Montreal	LA. 2139	V. P. Gray
Ferres Advertising Service	24 King St. W., Toronto	EM. 4-7204	Brian Skinner
James Fisher Co. Ltd.	Royal Bank Bldg., Toronto	EM. 3-2851	Gilbert Nunn
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William Gent Advertising Co.	4 Albert St., Toronto	EM. 3-3383	H. B. Williams
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Gordon & Gotch (Canada) Ltd.	Drummond Bldg., Montreal	PL. 6928	H. P. Diehl
Grant Advertising of Canada Ltd.	1176 Sherbrooke St., Montreal	PL. 9146	R. J. Enders
F. H. Hayhurst Co. Ltd.	1121 St. Catherine St. W., Montreal	RA. 5187	E. H. Smith
L. J. Heagerty Ltd.	1170 Bay St., Toronto	3-1116	Bea McCullough
Heggie Advertising Co.	63 Duke St., Hamilton	WA. 8091	E. B. Heaven
Publicite J. E. Huot	204 Richmond St. W., Toronto	UN. 6-9745	David Fenn
Hutchins Advertising Co. of Canada Ltd.	Sun Life Bldg., Montreal	PR. 4681	Godfrey Humphrys
Imperial Advertising Ltd.	147 Alcorn Ave., Toronto	UN. 6-8981	Dick Wakeley
Albert Jarvis Ltd.	128 Sun Life Bldg., Montreal	UN. 6-8981	Jacques Herdt
Russell T. Kelley Ltd.	Dominion Bldg., Vancouver	TA. 1172	Leagh Webster
Kenyon & Eckhardt Ltd.	71 George St., Halifax	3-9373	Ervin Murray
Locke, Johnson & Co. Ltd.	120 Bloor St. East, Toronto	KI. 9259	William Gent
James Lovick & Co. Ltd.	200 Bay St., Toronto	EM. 4-2111	Doug Marshall
Maclaren Advertising Co. Ltd.	Dominion Square Bldg., Montreal	HA. 8251	(Through Toronto)
McCConnell Eastman & Co. Ltd.	272 Scott Bldg., Winnipeg	927373	A. B. Johnston
McGuire Advertising Ltd.	Province Bldg., Vancouver	PA. 0157	Charles Heap
McKim Advertising Ltd.	Renfrew Bldg., Calgary	M. 5437	A. J. Swanson
Jack Murray Ltd.	Credit Foncier Bldg., Edmonton	27512	(Through Calgary)
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O'Neill, Larsen & McMahon	103 Church St., Toronto	EM. 3-3396	Robt. Amos
Wm. Orr & Company	38 King St. W., Toronto	EM. 4-9263	(Through Toronto)
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Alford R. Poyntz Advertising Ltd.	57 Bloor St. West, Toronto	PR. 1443	Andre Audet
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Ronalds Advertising Agency Ltd.	71 George St., Halifax	3-9373	Albert Jarvis
Ruthrauff & Ryan Inc.	73 Adelaide St. W., Toronto	EM. 3-2438	H. P. Kelley
Schneider, Cardon Ltd.	447 Main St. E., Hamilton	2-1155	Volney Irons
R. C. Smith & Son Ltd.	Royal Bank Bldg., Vancouver	PL. 4621	E. W. Desbarats
Spitzer & Mills Ltd.	480 Lagachetiere W., Montreal	EM. 3-8314	P. H. Boulbee
Harold F. Stanfield Ltd.	80 King St. W., Toronto	EM. 4-6271	Elton Johnson
Stevenson & Scott Ltd.	Harbor Commission Bldg., Toronto	TA. 3371	Florence Asson
Stewart-Bowman-Macpherson Ltd.	535 Homer St., Vancouver	M1. 9887	Audrey Brown
Tandy Advertising Agency Ltd.	800 Bay St., Toronto	PL. 3405	Gwen Miles
J. Walter Thompson Co. Ltd.	Dominion Square Bldg., Montreal	M. 4445	Leslie White
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Vickers & Benson Ltd.	Lafleche Bldg., Edmonton	PL. 9556	Hugh Horler
Walsh Advertising Co. Ltd.	372 Bay St., Toronto	PL. 9556	Mary Moran
Armand S. Weill Inc.	Dominion Square Bldg., Montreal	926321	E. P. Thomson
Woodhouse & Hawkins	Electric Railway Chambers, Winnipeg	MA. 6268	J. W. Hoyland
Young & Rubicam Ltd.	Province Bldg., Vancouver	5-4301	W. F. Harrison
	111 Sparks St., Ottawa	EM. 3-7004	Austin Moran
	147 University Ave., Toronto	4-4528	W. M. Page
	Huron & Erie Bldg., London	PL. 1146	Aubrey Green
	Dominion Square Bldg., Montreal	935541	Andrew McGuire
	Trust & Loan Bldg., Winnipeg	MA. 2161	Wilf Charlad
	Stock Exchange Bldg., Vancouver	2-7297	Frank Flint
	Bank of Commerce Bldg., Windsor	LA. 5192	A. A. Brown
	Dominion Square Bldg., Montreal	KE. 3561	C. C. Wimperly
	47 Fraser Ave., Toronto	923491	Mrs. Muriel Murray
	National Trust Bldg., Winnipeg	MA. 3284	Eddie Gould
	Province Bldg., Vancouver	HY. 0497	R. J. Perrault
	727A Bayview Ave., Toronto	PL. 7741	Bob Kesten
	137 Wellington St. W., Toronto	PA. 9174	Wm. Orr
	928 West Pender St., Vancouver	PR. 4481	G. H. Payeur
	447 Jarvis St., Toronto	4-3028	E. M. Plant
	464 Yonge St., Toronto	4-1159	A. R. Poyntz
	290 9th St., Quebec	EM. 3-8716	Maurice Lalonde
	303 Barlett Bldg., Windsor	GL. 4245	Miss G. Race
	95 King St. E., Toronto	EM. 3-3762	Don Fairbairn
	4109 St. Catherine St. W., Montreal	WA. 6157	Alan Morrison
	330 Bay St., Toronto	LA. 3745	Frank Starr
	145 Yonge St., Toronto	UN. 6-9471	Ray Avery
	Marine Bldg., Montreal	EM. 3-0237	Ramsay Lees
	Keefer Bldg., Montreal	PL. 1515	J. G. Gales
	108 Peter St., Toronto	MA. 8024	G. A. Phare
	2 Toronto St., Toronto	EM. 4-9396	Clement Cook
	2024 Peel St., Montreal	HA. 7334	Ralph Hart
	80 King St. W., Toronto	PL. 2811	Paul Corbeil
	1516 Mountain St., Montreal	HA. 9147	Jack Randle
	50 King St. W., Toronto	PA. 2102	Wallace Telford
	Dominion Square Bldg., Montreal	BE. 8841	Ross Hawthorne
	Royal Bank Bldg., Vancouver	PL. 5454	Ross Smith
	Dominion Square Bldg., Montreal	UN. 6-9361	Sam Young
	67 Richmond St. W., Toronto	EM. 3-1166	R. A. Hunter
	University Tower Bldg., Montreal	PA. 5824	Hubert Watson
	100 Adelaide St. W., Toronto	PA. 3531	Irene Tufts
	402 West Pender St., Vancouver	M. 1432	W. Kerr
	Province Bldg., Vancouver	25107	J. M. Bowman
	337 West 8th Ave., Calgary	WA. 8648	R. J. M. King
	Brock Bldg., Edmonton	EM. 3-6362	A. C. Haight
	88-90 Richmond St. W., Toronto	MA. 7794	Mariette Mineau
	294 Portage Ave., Winnipeg	EM. 3-9402	Phyllis Sivell
	66 Portland St., Toronto	EM. 15589	Tom Vamplew
	Dominion Square Bldg., Montreal	UN. 6-7701	Roland Beaudry
	80 Richmond St. W., Toronto	EM. 4-6301	Peter Harricks
	1175 Bay St., Toronto	EM. 2-7224	Ross Mason
	Keefer Bldg., Montreal	BE. 8431	Yves Bourassa
	380 Victoria St., Toronto	EM. 3-3053	Ev. Palmer
	Guaranty Trust Bldg., Windsor	EM. 3-4117	Alan Waters
	508 University Tower, Montreal	KL. 4864	A. McGregor
	44 King St. West, Toronto	UN. 6-8741	Jean F. Pelletier
	225 Mutual St., Toronto	EM. 3-5035	W. D. Byles
	1175 Bay St., Toronto		
	University Tower Bldg., Montreal		
	44 King St. W., Toronto		

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 (Supp.)
 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 Pocatiere

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

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
 CFCF Montreal
 CKOY Ottawa

CHOV Pembroke
 CFJR Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCA 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.*



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

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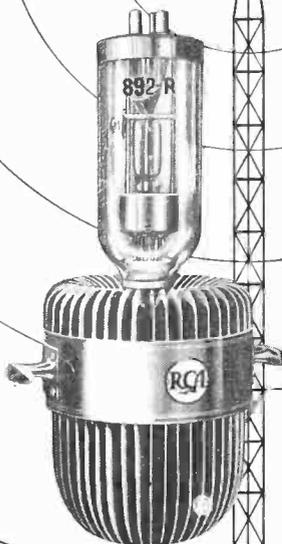
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(*Source: Canadian Retail Sales Index 1951-52)

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