

# CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 24.

TORONTO, ONTARIO

December 19th, 1951

# Convention Calendar

## for '52

### JANUARY 7

Sales Management Conference,  
Royal York Hotel, Toronto

### FEBRUARY 4-6

Maritime Association of Broadcasters,  
Fort Cumberland Hotel, Amherst, N.S.

### FEBRUARY 11-12

B.C. Association of Broadcasters,  
Hotel Vancouver, Vancouver, B.C.

### MARCH 24-27

Canadian Association of Broadcasters,  
Royal York Hotel, Toronto

### APRIL 30 - MAY 2

Association of Canadian Advertisers,  
Royal York Hotel, Toronto

### SEPTEMBER 10-12

Western Association of Broadcasters,  
Jasper Park Lodge, Jasper, Alta.

### OCTOBER 13-14

Central Canada Broadcasters Association,  
(Place to be Announced)



### HOLIDAYS

- New Year's Day - - - - - January 1
- Good Friday - - - - - April 11
- Victoria Day - - - - - May 24
- Dominion Day - - - - - July 1
- Civic Holiday - - - - - August 4
- (In many centres)
- Labor Day - - - - - September 1
- Thanksgiving Day - - - - - October 13
- Christmas Day - - - - - December 25

*Now in our Tenth Year of Service to Radio and its Clients*

## *Radio Reaches the Flagpole Sitters*

But there are many other --- and more important specialized groups that radio lets you reach day after day.

- **Housewives** --- that huge group of women who control such a big share of every dollar spent on retail purchases. They're almost always near a radio, receptive to your message.

- **Rural Listeners** --- never easy to reach with other media. They depend heavily on radio. (In fact about 90% of them own radios in working order).

- **Teen-agers** --- steadily developing their own buying habits and strongly influencing those of their parents, they have an addiction to radio that is boundless.

- **Sports Fans** --- who avidly follow their favorite teams via radio. And, like other special groups, they are strongly influenced by what they hear.

With radio, you can pick these or any other radio audience that wants what you have to sell --- and turn the right people into customers.

WE'RE READY TO HELP YOU DO IT!



## The CANADIAN ASSOCIATION of BROADCASTERS

Representing 106 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

# STATIONS

## Form French Canada Broadcasters Association

Quebec City.—The first phase in setting up an association of French language broadcasters was completed here the first of this month by nine representatives of Quebec stations in a two-day meeting at the Chateau Frontenac.

Designed to operate as a sub-association of the parent Canadian Association of Broadcasters, similar to four other associations now existing across the country, it will be known as the French Canada Broadcasters' Association.

The meeting appointed Phil Lalonde of CKAC, Montreal; Henri LePage of CHRC, Quebec and Flavius Daniel of CHLP, Montreal, as a committee to draft a constitution which will be presented to a membership meeting early next year. If approved, it will be followed by an election of officers.

■ ■ ■

The purpose of the proposed FCBA, whose probable membership will be about 13 stations, it was said, will be to link all French language stations which hold CAB membership in a bond of common interest. In addition to those in Quebec, French language stations in Western Canada and the Maritime provinces will be urged to join.

Station managers at the meeting, besides members of the constitution committee, included: Paul LePage, CKCV, Quebec; André Lecompte, CJBR, Rimouski; Jean-Paul Lemire, CKCH, Hull; Dr. Charles Houde, CHNC, New Carlisle; Lionel Morin, CHRL, Roberval; and Tom Burham, CKRS, Jonquière. Guy Roberge, Quebec lawyer and the CAB's French legal counsel, attended as legal adviser, along with CAB representatives Jim Allard, general manager and Pat Freeman, director of sales and research.

Allard outlined and discussed at the meeting the main points of the CAB brief presented to the Parliamentary Radio Committee (C. B. & T., December 5 issue). He also raised the question of fees paid by stations to the Composers, Authors and Publishers Association of Canada for broadcasting their copyright music and dwelt briefly on the meeting to be held with representatives of the CBC, CAPAC, CAB and the Copyright Appeal Board late this month on establishing the rate of next year's fees.

■ ■ ■

Freeman reviewed the trend of radio time costs and circulations during the past 10 years and stressed that all other media had established their own trends for some time, but it is only recently that the CAB has entered this field of study. The trend showed, he said, that radio circulation has increased more than that of all other media but time costs have not kept pace with this increase.

"Ratings are not the sesame of radio," Penn McLeod, president of the research organization which bears his name, told delegates to this FCBA formative meeting. Radio, he went on, is too prone

to seek high ratings above all else and has, up to this point, been guilty of failing to consider such things as type of audience and buying habits.

McLeod, in his critically outspoken address, prodded agencies and sponsors too, who, he said, "have been as guilty in the past as radio time salesmen of buying and selling time on ratings only."

He then rapped research organizations, including his own, who have been lax in not stressing qualitative research more than the quantitative kind.

Pointing out that it is obviously better to have a low-rated show that sells, no matter how little, than a high-rated program which aims at the wrong target, McLeod claimed there is lots of good research being done, but not enough of it is qualitative research.

"Do qualitative research," he urged, "to find out who the people in the audience are, where they live, their listening habits, what they do and don't buy, and the audience composition by age and sex."

## Air Police Broadcasts

Vancouver. — Early morning broadcasts by city traffic police to inform drivers of road conditions, detours, traffic tie-ups and other factors have been commenced over CKMO here and CKNW in nearby New Westminster.

The broadcasts, directed by Sgt. Alan Rossiter, public relations director for the Vancouver police department, will also include facts on traffic laws and driving courtesy.

Broadcasts are at 7.35 a.m. on CKNW and 8.05 on CKMO, designed to catch the morning rush of downtown traffic, which, as in other large Canadian cities, is heavier than ever before.

Reports of specific traffic or winter road conditions in various parts of the city are broadcast to headquarters by cruiser cars shortly before broadcast times and relayed to the radio stations.

# CHUB

NANAIMO, B.C.

"The Big Island Station" serving B.C.'s largest market outside the 3 metropolitan cities...

Now

1000 watts

1570 kcs.

National Broadcast Sales

Toronto, Montreal

JOHN N. HUNT AND ASSOC.,  
Vancouver

DONALD COOKE, INC.  
New York

## We didn't carry the games ... but we did carry the ball ... for Ottawa



Our Float in the Ottawa and Toronto Grey Cup Parades.

We didn't play in the Grey Cup Game... but we scored for Ottawa just the same.

As a morale booster we sent a Float to Toronto - the only Ottawa Float in Toronto's Parade. Our Float was also on hand to welcome the returning Grey Cup Champions. We did the only actual broadcast of the Grey Cup Presentation in Ottawa. Ottawans have come to expect this kind of Community Service from . . .

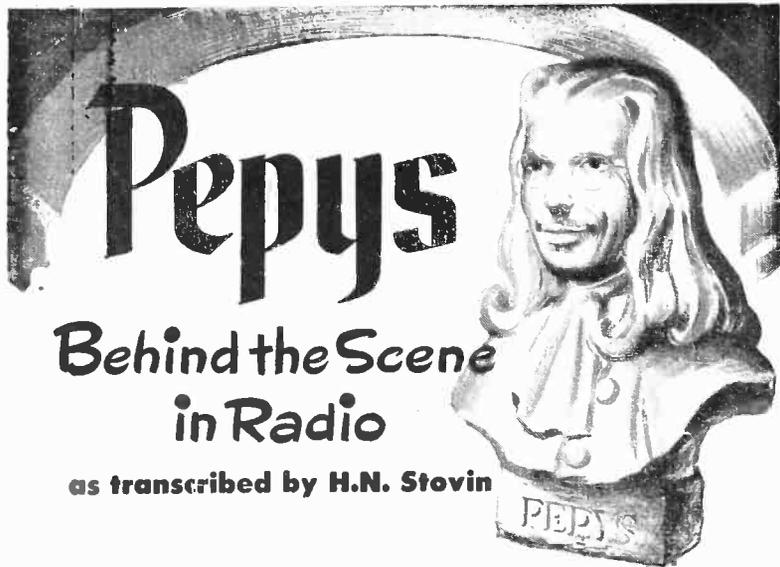
THE ALL-OTTAWA STATION

# CFRA

See All-Canada or Weed & Company



CFRA provided Mayor Charlotte Whitton with Broadcast and P.A. for ceremonies.



"Do hear much, these past few days, from those who frequent the coffee-houses, of the Christmas gifts purchased by men for their wives, which all say are like to cost them a pretty penny, yet they seem proud of their spending. Beshought me ever since of the power woman hath over her man, nowadays as it was in the beginning! ● ● ● Did reflect further how wise and thoughtful advertisers can use, to profit, the daylight hours of radio to tell of their wares to women, who do make not less than 80% of all household purchases—and belike influence many more. Do leave with my readers the thought of this powerful purchasing potential, and the proven means of reaching it during the less expensive hours ● ● ● Do salute our good friend André Lecomte who doth so assiduously manage that truly proven selling station CJBR, Rimouski. Him we did meet at Quebec upon the occasion of the gathering in that city of the French section of the C.A.B. Many excellent ideas were expressed at that meeting which will be of great benefit to stations and advertisers alike as will be shewn in due course ● ● ● From Ramsay Garrow, Commercial Manager of CHOV, Pembroke, a page from their publick journal stating that another atomic pile at Deep River is now under construction. With 880 new homes in the area, this means new people, new earnings, bigger purchasing power in CHOV's area. Canada Veneers Limited, too, have started work in their new plant in Pembroke, employing some 300 craftsmen—again more spending power in CHOV's audience ● ● ● To Mengie Shulman and Station VOXM a sincere congratulation on the 15th anniversary of Newfoundland's No. 1 Station, and on the advances and achievements of those fifteen years ● ● ● This being my year-end message, do wish my readers—and those proven stations whom we do represent—a prosperous and peaceful 1952."

"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	VOXM Newfoundland
	CJBP Belleville	

# STATIONS

(Continued from page 3)

## Results But Fast

**Vancouver.** — CKWX news department people are illustrating the speed of radio news coverage with the story of a safe-cracking in the Okanagan Valley town of Summerland.

Vince Duggan, CKWX's correspondent in the Okanagan, sent in a brief story of the robbery of a Summerland grocereria in which the safe was virtually wiped out by a heavy charge of explosives.

About an hour after reporting the break-in to local police, the grocery owner received a long-distance call from a safe firm in Vancouver. They wanted to sell him a new safe.

The salesman had picked up the tip for this piece of business from a news broadcast, and reached for the phone before somebody else thought of the same thing.

## Christmas Show For Vets

**Toronto.**—A large group of Toronto radio artists, banded together for the entertainment of hospitalized veterans at this time of the year, staged their fifth annual show at Sunnybrook Hospital here last Sunday.

Before hundreds of veterans of both wars, the performers, whose voices and artistry are well known to this audience through radio, staged a four-hour variety show in which they were called to the stage for encores time and again.

Cy Mack and Stan Francis, of *Share The Wealth* fame, acted as co-emcees of the show which featured two groups—the Leslie Bell Singers and Mart Kenney's Orchestra. Individuals who also donated their services included: Dixie Dean, George Murray, Jimmy Shields, Terry Dale, Wally Koster, Norma Locke, Susan Fletcher, Libby Morris, Tony the Troubadour, The Commodores, Evelyn Pasen, Calvin Jackson and Lloyd Edwards. King Whyte of Cockfield Brown radio department acted as producer.



AS PART OF ITS "Tiny Tim Dime Appeal," station CFCE, Montreal, is having many of its staffers air their shows from the Children's Memorial Hospital, thereby meeting a two-fold purpose of brightening up the kids' days and adding warmth and realism to the campaign. During the month before Christmas the appeal is being extensively promoted on many shows, its aim being to provide the hospital's young patients with gifts. In the above photo two "cowpokes," singer and guitarist Oscar Perry and announcer Gordon Sinclair, Jr., are seen staging their daily show from the hospital before the fascinated eyes of two crippled patients, Ronald McKeown and Ronald St. Denis.

# CJEM

EDMUNDSTON, N.B.

Your "Mail-Pull" Station, reports mail response for "The King Cole Treasure Quest"

Week of Nov. 12, '51 ..... 3,610 letters  
 November 1-24, '51 ..... 7,002 "  
 (Not a full month.)

All letters contained a proof of purchase.

Four nationally sponsored shows:

Total mail (24 days) ..... 14,877 letters

REMEMBER TO ASK HORACE N. STOVIN & CO.  
 ABOUT OUR BRAND-NEW ONE THOUSAND  
 WATTS (IN OPERATION BEFORE JAN. 1, 1952)

# CANADIAN BROADCASTER AND TELESCREEN

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

Published by  
**R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada**  
EMpire 3-5075

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

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Vol. 10, No. 24.

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

December 19th, 1951

## A Part Or Apart

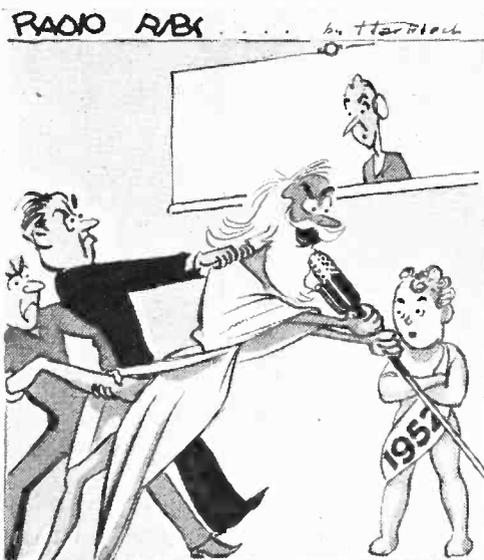
1951 will go down in radio history as a year of toil and sweat. The work occasioned by the Massey Commission and the subsequent Radio Committee have kept a great many people extremely busy working, not for their own individual gain, but for the good of the industry of which they are a part. No one will ever know the hours of labor entailed in such undertakings, which have been spent by those broadcasters who were chosen to represent their industry in their endeavors to improve its working conditions.

Whatever may be the results of it all, one important thing is apparent, to the good, and that is that never before has the industry shown as united and as amalgamated a front as it has throughout all these deliberations and hearings.

It is incumbent on those who were not called upon for individual help to recognize the deep debt they owe to those who have shouldered the load, and to continue to co-operate in every conceivable way in whatever projects the future may hold in store. Let them raise their voices to the roof-tops when ways and means are being discussed during the formative periods at meetings and conventions. But once the whole industry has determined what is best for that whole industry, then it is time to rally around and bow to the will of the majority.

Quite irrespective of the report the Radio Committee tables in Parliament, the CAB gained new stature in everyone's eyes this year.

Everyone who sat in on the proceedings or has read the reports feels that the CAB brief reflected great credit on its general manager, Jim Allard, and those who assisted him in its preparation. Also, Jim rated and received wide personal acclaim for his able handling of the many questions posed at him by members of the committee. In his replies he displayed an extraordinarily profound knowledge of the intricacies of the many problems and an almost unbelievable ability to answer questions posed at him, without warning, by members of the committee.



"All I want to say before I leave is 'Good luck with the separate regulatory body, kid.'"

If the rigors and ardors of 1951 have in some respects failed to accomplish their purpose, they have succeeded in one thing, and that is the closer knitting together of the industry to the point where more of its members feel they are a part of it than apart from it.

## Give And Take

It is early to start a discussion on the agenda for the CAB Convention, which takes place in Toronto March 24-27, but there is a thought which we believe to be worth offering to the agenda committee, and it is this.

Obviously one of the main functions of a meeting of broadcasters, or members of any other industry, is to discuss ways and means of making their operations as profitable as possible, in keeping with the ethics of their industry. That is the way of private enterprise—to devise means of serving more people usefully and thus earn greater profits.

It is a peculiar facet of this particular business that, unlike the dispensers of air conditioning, air for auto tires, compressed air or Frigidaire, the transmission of sound by air is regarded as a trust, fraught with all manner of rules and obligations. We may disagree with this point if we wish, but it remains a fact and will undoubtedly continue to do so.

Most broadcasters face their obligations, insofar as the public is concerned, and discharge them well. The worst that can be

said about them is that they tend to keep their lights hidden under the typewriters.

Our suggestion is that, at the forthcoming CAB Convention, an honest and public sharing of ideas along the lines of public service, local talent promotion and other constructive operations take place, to the end that the industry may be the richer for this pooling of ideas and that each member of the industry may be enriched by the contributions of his fellows.

In the printed media, such sharing takes place automatically, by the exchange of publications. With radio it is not so simple. Yet it is, we are sure, well worth the extra effort.

## Let's Keep The News Free

A suggestion was made before the Parliamentary Committee that the CBC should establish its own news-gathering departments, and it is to be hoped most sincerely that the suggestion will go by the board.

Open as the CBC is to criticism of partisan partiality in almost all its fields of endeavor, news is the one activity which has so far been practically invulnerable in this respect.

The CBC receives its news from The Canadian Press and the British United Press. Its news department processes it for the air, and that is the news fare the national radio system dispenses for its listeners. The result is that CBC news is beyond charges of distortion or slanting, which is the only basis on which it can afford to broadcast the news.

When this question was raised during a recent session of the Radio Committee, CBC chairman A. D. Dunton expressed himself as being satisfied that the present system is the best. But he pointed out that if The Canadian Press and other agencies wanted to charge more than they are now charging, then it might become economical for the CBC to have its own news staff. But he added, the CBC does not want to do that if it can be helped.

We are firmly convinced that it can be helped. Furthermore, while an effort on the part of private broadcasters to establish their own news-gathering system would be a commendable one, as long as they continue to operate on a competitive private enterprise basis, the establishment of a government news service would be the first step towards a government-controlled press, which we have escaped—so far.

# STATIONS

(Continued)

## A Tribute To Courage

Saskatoon.—A feature of station CKOM here that attracted wide interest in this district, has resulted in \$800 being presented to a needy man so that urgent medical treatments for his son could be continued.

Arthur Morton, an Archerwill, Sask., farmer, was told some time ago that his young son's affliction was a mortal brain ailment, and that it was "only a matter of time." Morton refused to accept that verdict and took Donny to California where several successful and widely-publicized brain

operations were performed on the stricken four-year-old.

But all this had cost a lot of money and on returning to his farm, Morton found that he lacked the funds with which to continue his boy's treatments.

CKOM announcer Bob Freeland discovered and announced this fact during a newscast and later on one of his early-morning shows. But when listeners immediately began sending contributions to the station, Freeland made it a point to mention and explain on the air what had rapidly become known as The Morton Fund. After 12 broadcasts a total of \$795 had poured in and since the official close of the fund further donations have put the amount over the \$800 mark.

When being presented this



Radio stations across the country have been kept busy during the past month providing the important public service of covering the results of countless civic, and, in one case, provincial elections. Toronto radio got a double dose when municipal elections followed a hot provincial race ten days later. Above, left to right: Allan Lampport is seen speaking to the Toronto citizens who have just elected him Toronto's new Mayor over CFRB, while newscasters Eddie Luther and Jack Dennett stand by to deliver more of the returns in the news room of The Toronto Telegram. Behind them is Ted McCall, Telegram news editor.

From All of Us, here at CHNS  
To All of You, Everywhere:  
Our Most Sincere Wishes  
For a Very Merry Christmas  
And a Happy and Prosperous  
New Year

MARITIME BROADCASTING CO. LTD.  
Broadcasting House, Halifax, N.S.

means of carrying on the cause he had with difficulty begun, Morton, in a broadcast interview, thanked those responsible for this fortunate event and revealed that a book and a filmed version of the Donny Morton story would be written. A writer from Hollywood would soon arrive in Archerwill, he said, to obtain story material and to travel the same route to

California that Morton had taken by bus with his son.

He also announced that he would contribute the royalties from both the book and movie to a fund being set up in California to provide free surgery and treatment for youngsters suffering from the same or similar disease. This, as Freeland pointed out, was Arthur Morton's way of thanking society.

### Junior Takes Over

Vancouver.—Second generation of a famous Canadian radio family, Billy Browne, Jr., has stepped in front of the mike which his father faced at CJOR for nearly 30 years until his death recently. (C. B. & T., Nov. 7.)

Young Billy, who has been in radio since he was 11, and he's 27 now, has taken over the 8.30 a.m. piece, *Breakfast With Browne*, which was a feature on the station for years.

Billy's first job was typical of the Browne program. He showed up at the station before school, at 7 o'clock, on poppa's *Sunshine Program*, and got off the "bright thought of the day."

He was still getting off bright ones when he left for a stint with the RCN on Atlantic convoy duty in 1943. He's been back on the station since the end of the war.

### CAB Member Stations Now Number 106 of 135

Ottawa.—A new French language station, CFCL, Timmins and station CJNT, Quebec City, have had their applications for membership in the Canadian Association of Broadcasters accepted by the CAB's board of governors, it was announced here earlier this month.

The announcement brings to 106 the number of private stations which are CAB members out of a total of 135 private broadcasters in this country.

Associate CAB membership has been extended to the two news services, Press News Limited and British United Press, it was also announced.

## 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

Miss Beautiful Barrie Says—



In the year 1951, the rapidly expanding market served by CKBB saw eleven new business outlets open their doors. All eleven of these new firms are using the facilities of CKBB to advertise. For coverage, service and RESULTS wise advertisers make CKBB a MUST.

# CKBB

Serving  
Simcoe  
County

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

### Gathering of the Clan



A LARGE PART OF CANADIAN RADIO'S sporting year came to an end with the Dominion Grey Cup Final last month and the event meant a gathering of the Sweet Caporal broadcast clan from East and West. Seen above before the "big game," from left to right, are: Harry E. Foster, Foster Advertising president; Wes McKnight, CFRB sportscaster who aired Toronto Argonaut games; Dick Wakely, Foster Advertising; Lloyd Saunders, CKCK, Regina and Saskatchewan Rough Rider sportscaster; Jack Dennett, CFRB, Sweet Caporal commercial announcer; Gordon Forsyth, producer, Foster Advertising; Jack Wells, sportscaster for Winnipeg Blue Bomber games; Tommy Shields of the Ottawa Citizen, game-caller for Ottawa Rough Riders; and B. S. L. Fitzpatrick representing Imperial Tobacco Company which sponsored nearly all the Eastern and Western Conference games throughout the season.

### CBC OKAYS MOST QUESTS

Montreal.—All but one of the 12 requests involving transfer of shares in stations were recommended for approval by the Board of Governors of the CBC, which turned down the proposed temporary discontinuance of broadcasting of an FM station, during a meeting held here late last month.

The board ruled against the transfer of 52½ common shares in La Compagnie de Publication de la Patrie Limitée, operating CHLP in Montreal, on the grounds that under the proposed transfer J. A. Dupont, who controls ownership of CJAD, Montreal, "would acquire an interest in another sta-

tion in the same area."

The board said it was "not in a position to recommend the retention of the license" if broadcasting over CFCA-FM, Kitchener, was temporarily discontinued.

Requests for broadcast pickup licenses were approved for CKOM, Saskatoon and CKDA, Victoria.

Recapitalization was approved at this meeting for the following: Radio Station CHAB Limited, Moose Jaw, from 50,000 common and 500 preferred shares to 50,000 common and 3,116 preferred shares; CHRC Limitée, Quebec City, from 7,500 common shares to 7,500 common and 5,000 pre-

ferred shares; and Trans-Canada Communications Limited from 300,000 common shares to 300,000 common and 1,290 preferred shares.

The transfer of control in La Compagnie de Publication du Nouvelliste Limitée, affecting CHLN, Three Rivers, from Senator Jacob Nicol to Honoré Dansereau, Montreal contractor, was approved.

At the request of the applicant, the board deferred ruling on the transfer of control in Lakeland Broadcasting Company Limited, operating CKLB, Oshawa, from Al Collins to A. J. Dixon.

The following share transfers were approved: 708 common shares in Radio Station CHAB Limited, Moose Jaw; 2 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish; 1 common share in Kootenay Broadcasting Company Limited, affecting CJAT, Trail; issuance of 1,598 preferred shares in CHRC, Limitée, Quebec City; 22 common and 443 preferred shares in La Compagnie Gaspesienne de Radiodiffusion Limitée, affecting CHNC, New Carlisle, P.Q.; 100 common shares in British Columbia Broadcasting System Limited, affecting CKMO, Vancouver; and 1 common share in Trans-Canada Communications Limited, affecting CKRC, Winnipeg.

### Fresh Heir Dept.

Bob Pugh, program director of CKFH, Toronto, became the father of a baby boy on December 10. Wife, Eleanor, child and Bob are all doing nicely.

### CORRECTION

In our list of stations and managers (C. B. & T., November 7, page 25) the manager of CKLB, Oshawa, should have been listed as Al Collins. Tug Wilson is commercial manager.

# CAPAC

• • • makes available to Canadian radio stations the copy-right music, both of its own Canadian members and of more than 70,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music that is broadcast in Canada.

• • • is a non-profit association. All the fees collected by CAPAC, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

## COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION of Canada Limited

132 ST. GEORGE STREET, TORONTO 5

★

**36,469**  
**Box-Tops**

IN

**November!**

FOR

**OXO,**  
**OGILVIE**

&

**ALPHA**  
**MILK**

★

*Via*  
**CFCN**

Ca\$ino Carnival pulled 36,469 labels or box-tops for OGILVIE, OXO and ALPHA MILK in November, 1951!

More proof that in Alberta, it's . . .

**CFCN**  
**CALGARY**  
**FOR**  
**RESULTS!**

  
**CFCN**  
**10,000 WATTS**

THE VOICE OF THE PRAIRIES

ASK:

**Radio Representatives Ltd.**

Toronto — Montreal  
Winnipeg — Vancouver

**Adam J. Young Jr., Inc.**

U.S.A.

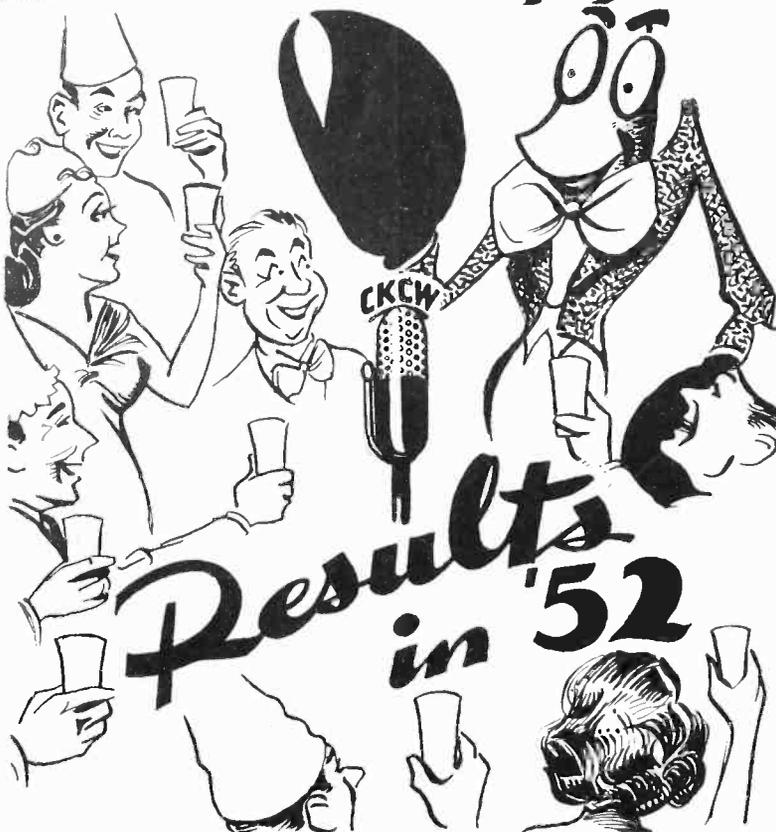
# Season's Greetings



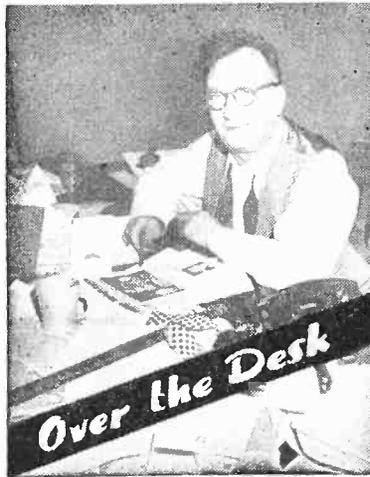
## CJBR

RIMOUSKI

### Here's Wishing you—



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



By the time this issue reaches most of its readers, your humble scribe will be in England, where he is spending Christmas, or else up in the air (as though he were ever any other way) on the way over.

During this visit, besides joining my family around the — in spite of everything—festive board, I hope to find out just how British business is taking the new austerities which seem to be part and parcel of the Conservative regime which was restored to power, but only just, a few weeks ago.

It is going to be interesting to find out, if possible, which of several possible reactions prevail. Some people will probably have taken heart at the change of government, and feel that with an enterprise party back in power, the grim shortages will be worth while again, with hope lingering around the corner. Others, though, will say it is too late, eggs won't unscramble, and all that sort of thing. And yet another segment of society will be deploring the fact that Labor's six years in the driver's seat was not long enough to give them a chance.

It will all be very interesting. One thing is sure. And that is that whether Socialists are in power or not, in Britain or Canada, or anywhere else in the world, they have really won out in both countries, because they have successfully infected all other parties with their ideals in varying degrees. Those of us in Ontario who have been gloating over the tremendous victory of the Conservatives in the recent provincial elections might pause to consider two things. Ontario Conservatism

has felt itself compelled to lift all kinds of planks from the Socialists' platform in order to survive. Also, an unofficial compilation of the Ontario vote by parties indicates that the CCF's two out of a possible 90 seats represented about 20 per cent of the total vote.

Complacency is just as dangerous in provincial victory as it was in federal defeat.

We've been hearing about the odd drama group starting up, most recently CJOY, Guelph; CKOX, Woodstock; and CKCW, Moncton. One problem seems to be the acquisition of scripts, as is evidenced by a plea from Lloyd Chester, who is working on the idea at CKCW, Moncton. Stations having scripts which they are prepared to hand along for use elsewhere might communicate with this paper. We can then hand the information along in this column.

Here is a suggestion for gas stations in Toronto and other places where some are open on Sundays and others closed. Why don't the ones which close display a sign showing where the nearest station handling the same brand of gas is open?

There must be many people who, like me, prefer to use the same brand all the time. This entails driving all over the place to find one open, when a simple sign would save all this trouble, and indicate that the proprietor of the station was interested in serving his customers.

Another idea would be to make sure I fill up on Saturday, but you know how it is.

I have an estimated 14,000 miles of travelling to do between this date and the middle of February. The flip to the U.K. and back accounts for around 6,000. Then Amherst, N.S. and back for the Maritimers' Convention on February 4 looks like another 2,000 or more. And finally Vancouver and back for the B.C. function (February 11) is about another six. Some fun! I'll be keeping you posted along the way. Never a dull moment!

The Ryerson Institute of Technology is looking for a man to instruct students in the broadcasting course of its School of Electronics, especially on the commercial aspects of the busi-

Spud says ....

**HAPPY NEW YEAR!**

TO EVERYONE WHO IS FOOLISH ENOUGH TO PAY ATTENTION TO THE SHARPEST, SMARTEST, SMOOTHEST LITTLE NEWCOMER IN THE INDUSTRY, that's me!

—Spud.

**CJRW**  
SUMMERSIDE, P.E.I.  
"The Voice of Canada's Garden Province"

ness. This is a permanent position and anyone interested might communicate with the Principal, Mr. H. H. Kerr, Ryerson Institute of Technology, 50 Gould street, Toronto.

There has been a change in personnel at CKSM, Shawinigan Falls, Que. Alan Rogerson, secretary-treasurer, has assumed management and direction of the station as managing director.

Norton Payne, staff organist at CFQC, Montreal, has been named winner of the Hammond Award for Artistic Merit. He is heard on *Bustles and Beans*, supplies music background for the plays and fairy stories presented on *Calling All Children* and several other CFQC originations.

It occurs to us as being worthy of mention that this Hammond Award is presented by the organ people of the same name and not by CFQC manager Al Hammond!

Back in radio after a bit of a siesta is Sid Lancaster, who has joined CKDA, Victoria, where, amongst other things, he will look after station promotion.

For five years, Sid was sales manager of Radio Representatives Ltd. in the Toronto office. At the same time he was a member of the faculty of the Academy of Radio Arts and a free-lance announcer.

His radio baptism was on the Alberta University station CKUA, Edmonton, in 1927. He joined CFRN, Edmonton, in 1934, leaving for Toronto in 1944.

A pointed but worth-while comment has reached us on our recent "Show Case" edition from Pete McGurk of the U.S. station reps, Weed & Co. Says Pete: "I am happy to see that some of the boys came through and gave you a description of their shows. However, it is only a drop in the bucket of what we need and I hope you will continue to request descriptions of station-originated shows."

Brother, we's requestin' 'n' requestin' 'n' requestin'!

A note from Bert Lown, formerly with Associated Program Service, discloses that he is now with CBS-TV Station Relations, located at 485 Madison Avenue, New York 22. "Will you pass the news around," Bert writes, "as I want my friends of the CAB to

know that Lown is once again available to get hotel rooms and theatre tickets for them?"

Myles Leckie of Elliott-Haynes reports that when a certain man was called in the course of a survey, he blew his top because he was a night worker and the call had wakened him from his daytime sleep. When Myles got word of this, he informed the man that he would have his name taken off the list. But something happened, and either Elliott-Haynes or one of the other research organizations called him again, with similar results only more so.

Retribution came three weeks later.

Leckie was called to the phone at three o'clock in the morning, by a man who said he was conducting a survey on public attitudes towards mattresses. When the sleep-laden Leckie mentioned the inhumanity of the hour, the caller explained that he was making his calls when he would find people at the height of mattress-consciousness.

At the risk of setting up this column as a competitor to our advertising columns (and without a separate regulatory body either), if anyone wants a good buy in a camera, Bill Baker of CFRB, has a Rolleicord for sale at a reasonable price. I'd appreciate somebody taking it off Bill's hands, because he would then be in a position to resume playing cribbage with me.

The new voice you hear on our end of the Broadcaster telephone is that of Al Wright, who joined the Church Street emporium at the end of October. Al sees tremendous possibilities in Canadian television. He feels that at his age, he stands a 50-50 chance of having a share in the new industry before his eyesight and his hearing fail. He is 18, his hobby is photography and he is quite single.

With these profound reflections, I take my leave of you, until I take up the typewriter across the pond. I commend you to the tender mercies of Art Benson, Tom Briggs, Grey Harkley and Al Wright, with the hope that your Christmas will be as happy as you deserve—at the very least.

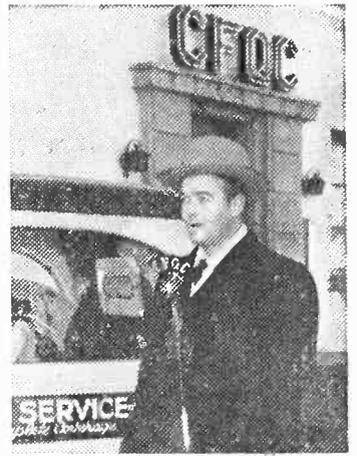
Buzz me if you hear anything. The number is Farnborough (Kent) 169.

# Introducing

The First Show of Its Kind in Western Canada!



CFQC News Service director, Godfrey Hudson, is shown at right, recording an eye-witness broadcast for the new show he is conducting, called



## "VIEWS, NEWS, and INTERVIEWS"

Still in its infancy, this program is already drawing an amazing response from listeners. Heard Monday through Friday at 10.15 p.m., the show embraces:

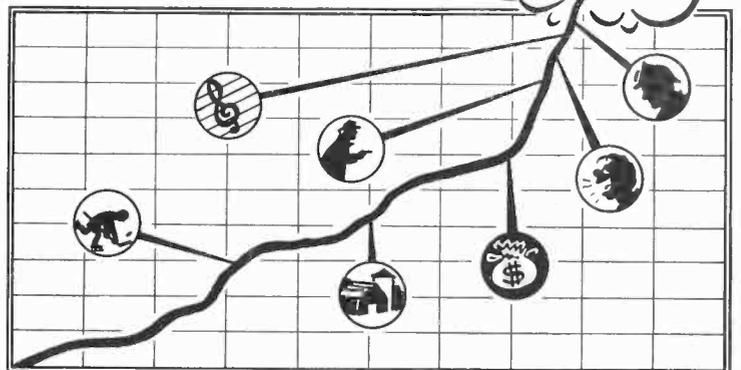
- VIEWS—Analysis of significant developments and comment on international, regional, local, issues.
- NEWS—On-the-spot reports of Saskatchewan and district events via CFQC's tape-recording unit.
- INTERVIEWS—With people in the news!



ASK RADIO REPS ABOUT CFQC!

# CKSF — Cornwall

Every seven days 138 distinctive and compelling sponsored programs.



FOR MAXIMUM RESULTS add your program to the band wagon

# CKSF Cornwall

"The Seaway City"

Dual transmission on CKSF-FM at no extra cost

National Representatives—  
Horace N. Stovin (Canada) • J. Hershey McGillivra (U.S.A.)

## Speaking of Ratings..... LOOK AT THESE!

	RATING	% LISTENERS
<b>CFBC</b>	<b>25.1</b>	<b>54.8</b>
Station "B"	17.9	40.3

AVERAGES for EVENINGS — NOVEMBER '51

# CFBC SAINT JOHN

NEW BRUNSWICK

Representatives:  
J. L. Alexander — Montreal & Toronto  
J. N. Hunt & Associates — Vancouver  
Weed & Company in the U.S.A.



FOR DISCS, TAPE & T.V.

An Unexpected QUARTER-HOUR Dramatic Package

THE UNEXPECTED

39 Self-Contained 15-Minute Mysteries

Starring HOLLYWOOD'S Top Talent

Binnie Barnes • Lyle Talbot • Tom Neal Jackie Cooper • Barry Sullivan Marsha Hunt

... a big star on every show

Audition for Immediate Start

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A "Suspense"-type program.

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

GOVERNMENT

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What a figure! Our total weekly B.B.M.

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radio homes

(Including 11,000 American radio homes!)



NOTES TO YOU!

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- Records Available Jim Byrne Maple Leaf (Folk) Charlie Kunz London (Pop) Ozzie Williams London (Pop)

AND OTHERS

Write us for a free disc.

FAVORITE MUSIC CO. 80 RIVERSIDE DR. TORONTO 3

CKCK • Regina, Sask.

# GOVERNMENT

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It was not stated whether or not the decisions and recommendations of this 25-member all-party committee were unanimous, but it is believed that some opposition to it was expressed by at least the Conservative members, in view of the Official Opposition's resistance displayed in the House of Commons the day before.

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# NORTHERN ONTARIO'S

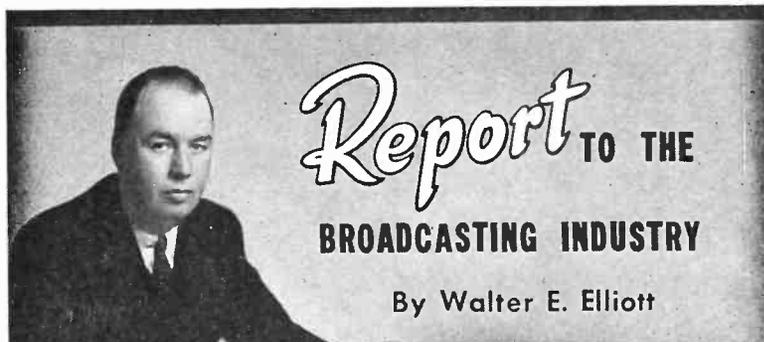
*Greatest*

**ADVERTISING  
MEDIUM**

**CKSO**

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

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



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[ Measurements Since 1940 ]

Intl. Aviation Bldg.  
MONTREAL  
UNiversity 1519

515 Broadview Ave.  
TORONTO  
GERRARD 1144

*Serving over . . .*

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**CHFA**  
EDMONTON

680 KC. 5000 WATTS

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— SEE OMER RENAUD & CO. —



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

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QUARTER-HOUR  
Dramatic Package

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39 Self-Contained  
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# CJAD

*first*

IN MONTREAL  
AMONG ENGLISH  
LANGUAGE  
STATIONS



\* **SHARE OF AUDIENCE REPORT**  
(Morning and Afternoon)  
April, May, June 1951 — Elliott-Haynes

\* **EARLY MORNING AND LATE EVENING LISTENING**  
September 1951 — Elliott-Haynes

\* **AUTO-RADIO LISTENING**  
April 1951 — Elliott-Haynes

\* **ANALYSIS OF 6-7 PER WEEK B.B.M. ANALYSIS**  
Total Day and Night — 225,390  
Day 124,590 — Night 100,800

**5Kw ON 800Kc**  
AFFILIATED WITH CBS

Representatives

**RADIO TIME SALES LTD.**

Montreal and Toronto

**ADAM J. YOUNG JR., INC.**

New York and Chicago

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

## PROMOTION

### Prescription for Publicity

By Richard G. Lewis

"Silence is the most perfect expression of scorn," said the redoubtable George Bernard Shaw, who managed to command front page position in the newspapers of the English-speaking world throughout his long life and after.

Getting ourselves talked about is another question.

Obviously the best way to get one's name in the papers is to do something worth reporting. You don't have to start a world revolution, walk up Main Street without any pants on, rescue the publisher's daughter from drowning. The main ingredient in the prescription for this sort of publicity is "something different."

A political meeting was interrupted, according to a newspaper report, with loud cries from the back of the gallery—"It's a lie." Next morning, when the editor arrived at his office, he found a man waiting for him. "My name is Smith and I want to correct your report of that political meeting," said the visitor. "Oh! Were you one of the speakers?" the editor asked. "Well not exactly" was the reply. "I was the voice from the gallery. You reported me as saying 'It's a lie,' and what I came in to tell you was that I really said 'You're a liar.'" He got his name in the paper.

Most large American corporations and some Canadian ones, whether they are automobile manufacturers or radio stations, maintain highly paid and experienced journalists for the sole purpose of getting them into print. "If a full page display ad is worth a thousand dollars," an industrialist once said, "six inches of editorial copy is worth five thousand."

Editors are human, or reasonable facsimiles. Given a hum-dinger of a story, it has to be presented so that the editor will at least be induced to read it, and the most vibrant story will surely

find a resting place in the waste-basket if it is scribbled in pencil on the back of a used envelope. Even typewritten copy needs a reasonably black ribbon if it is going to be read, and, well, just try and make editorial correction on a news story that has been typed single-spaced.

Editors like names. To be truthful about it, they don't give a damn about names, but somewhere out in the front office there is a gentleman who labors under the title of circulation manager. Long experience has taught him that people will go to any extremity, even buying a subscription to a paper they neither want nor need, if they are going to see their names in type.

Whether you are trying to crash the dignified columns of The New York Times, or will be satisfied for a starter with the Undertakers' Gazette, bear in mind that the man who will receive your offerings has two piles of such material on his desk. One, reaching nearly to the ceiling, is routed for the waste-basket with such notations as "junk," "puff," or just nothing at all. The other contains one or perhaps two sheets of paper, which is all the material the mail has brought in which will get into print, because it will interest, inform, amuse or anger his readers.

\* \* \*

#### Packaging the Plugs

Ballyhoo is never good publicity. Too many "releases" designed to get a "plug" into print kill themselves with the first sentence when they say "In keeping with this company's policy of rendering a community service . . ." No editor would read farther than this, because the way the material is written makes it quite apparent that whatever is to follow should be wrapped up in a box and inserted in the paper, only on payment of usual space rates.

If the community service is not made apparent from a plain recital of the facts, it's a straight case of "no soap," and the best thing to do is forget the whole thing and go out and do something which is worth reciting.

\* \* \*

#### Let's Make It Positive

If Moses had been inspired to write the seventh commandment positively—"thou shalt be loyal to thine own wife," instead of negatively, as he did—it would have

CFNB CONTINUES TO FORGE AHEAD in New Brunswick. The latest Elliott-Haynes Radio Ratings Report for Daytime Listening (seven-centre Regional Survey for October, 1951) shows more people listening to CFNB than ever before. Program ratings are higher than ever too. Here are the average figures:

SETS IN USE			PROGRAM RATINGS			% OF LISTENERS		
1950	1951	Increase	1950	1951	Increase	1950	1951	Increase
36.83	38.18	1.35	26.91	29.28	2.37	72.86	76.37	3.51

These statistics tell their own story. It will pay to keep them in mind when planning your 1952 campaign for New Brunswick. You can't reach the important central New Brunswick market without CFNB.

New Brunswick's  
Most Listened-To  
Station



See  
The All-Canada Man

been more convincing "copy" according to twentieth century writing standards. And, if it has done nothing else, this era has advanced tremendously in the art of positive and purposeful writing.

Underlying a great deal of the "publicity" copy which passes over any trade paper editor's desk, is a not very well concealed attempt to disparage the competitors of those who wish to get the piece into print. Journalistically speaking, this kind of material carries a slanderous stench, but even if it passed muster with an editor, it would still react as negatively against the people who want to derive benefit from it as the words it contains.

Mathematically speaking, two minuses make a plus, but in publicity, advertising or the new art of propaganda, it is so very easy to "negate" oneself out of business.

Such fundamental selling rules as "tell what your product will do—not what it won't do," or "tell them how good it is rather than how bad is your competitor's" have a definite bearing when you are writing about your activities instead of talking about them.

Take the articles and news items which start off with the words — "the finest organization of its kind on the North American continent, with a happy staff and a long list of loyal customers." This sort of thing has an implied negative quality, suggesting the futility of that concern's competitors. Conveying such an idea has to be handled subtly if it is worth handling at all. No editor is going to go out on the limb and print such a statement as the opinion of the paper. If you could induce him to print it as your own statement, it might not harm the publication, but read it for yourself: "My organization," said John O. Blowfeather, "is the finest organization of its kind . . ." That would accomplish precisely nothing. But how about this— "In the past year, Blowfeathers Ltd have paid an average income of \$2,776 each to a staff of 196 factory workers, and as the year ends there is only one of the original staff no longer there. He died. Last Wednesday, the board was tendered a testimonial dinner by the staff, and this function was also attended by a group of 35 of the firm's important customers, all of whom have been active buyers from Blowfeathers Ltd. since they first opened their doors in 1902."

Now we've a story that would find its way into print, and one that would be worth more money to Blowfeathers Ltd. than they could possibly afford to pay.

Maybe they had to raise everyone's pay in the factory, and go out and drag in the guests by the scruff of the neck. This is not the editor's concern. The facts are there and they are interesting (they have to stand up, incidentally); and even if printing the story does the advertising department out of a healthy contract, the story gets into print, because readers will want to know about it. The fact that the story will be of tremendous benefit to Blowfeathers, interests the editor not a scrap. But it would benefit Blowfeather . . . tremendously

. . . don't you think?

**Say Something!**

If a paper printed all the confidential morsels and tid-bits that come to it from devious sources, but always with the same common denominator of secrecy, not more than one per cent of these confidants would rise up in anger, when they saw their deep secrets appearing in cold light of print. Why? Because something happens to words when they are converted into news items.

In the radio business, words written for broadcast are especially phrased so that they can be delivered by a trained announcer, with the right emphasis in the right places.

The printed media are quite different. Dexterous writing is an essential, if the message is to be received as transmitted, but even then (and this is where we believe the radio medium has the jump on its competitors-in-print), words written from the depth of the heart tend to shed much of their warmth between the presses.

There is, it seems, an innate fear — and we say fear rather than modesty advisedly — among Canadian businessmen, of having themselves and their activities discussed in detail in print—lest they appear ridiculous. It may be the same sense which deters the most aggressive Canadian merchandiser from poking fun at his business operation in his advertising, because he must feel

that if he laughs at his own product, others will get the impression that laughter is all it rates. This is not the case with American business, which has no compunction in risking ridicule, provided it keeps the cash register ringing; and even in England, in an arid sort of way, the advertising columns of the papers and periodicals contain much printed merchandising which is not only humorous, but it is deliberately humorous at the product's expense.

With this kind of publicity that costs nothing but is worth more than money can buy—publicity in the editorial rather than the advertising columns of a publication—it is pointless offering editors a long string of generalities which, though they overcome their writer with his own literary genius, disclose nothing which is either informative or entertaining, or attempt to disguise the "plug" with the slightest vestige of ingenuity.

When you want to get a story into print, in order that the public may become acquainted with the tremendous volume of business your firm is doing, it is useless to expect an editor to print just that. The only excuse he might have to run such a "reader" would be if you disclosed something important, such as the figures involved, representing perhaps "an annual expenditure of \$19.63 for every man, woman and child in Canada."

Publicity writers might well remember that, while the eye-wash, from the sale of which they derive their incomes, is bread, butter and life itself to them, to the rest of the world it is just so much eye-wash.

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**

*Flash.*  
**CKDA FIRST in Victoria!**  
(See Penn McLeod Surveys)  
Get the CKDA STORY from RADIO REPS

**CKNW**  
C. 51 **"TOP-DOG" ON THE COAST**

Top Dog says: "... Just dreaming of the B. C. forest wealth in the CKNW area, where payrolls are Canada's highest and 'NW has 25% more listeners—according to every survey this year."

# TALENT TRAIL

By Tom Briggs

That a confused narration without body and soul, conviction and climax, beginning and end, message and solution, could command 60 minutes of Trans-Canada network air time is indeed a most annoying mystery. Yet it happened.

And when the curtain finally fell on the Stage 52 presentation, *The Way Through the Wood*, two weeks ago, never was a conclusion more surprising and merciful. Not only for the few listeners was the end a blessing, but it meant that the present generation of the *Stage* series, at no time very strong, had temporarily ceased hurting itself with self-inflicted wounds.

How many, like I did, believing that where there is smoke fire must also exist, stayed with *The Way Through the Wood*, through the long hour, only to find coldness left by exhausted dry ice?

■ ■ ■

Author Alan King, it can only be assumed, was trying hard to do a drama that was startling. He didn't, and to this reviewer's ears it was on the unfavorable side of what people call "being different."

The plot, what there was of it, which followed a weak attempt at meaningful symbolism involving a gift of roses by the male lead to his mother, was bewildering. Two characters were entirely predominant: Roy Manley, the advertising manager of a medium-sized company, played by Bud Knapp, and his wife, Jean (Ruth Springford).

Suddenly, into this couple's married existence, which is singularly devoid of bliss, there intrudes the awareness of an expected baby, prompting a new-found realization of all the ills that beset the world and society on the part of the mother-to-be,

while Roy continues on his Bab-bittesque way.

Jean, you see, believes that when it arrives, she will somehow be able to keep her child in an intellectual incubator, away from the hideous influences of a world full of strife, tired clichés and hand-me-down opinions, by leaving her husband. Besides, all has not been well for the past three years and she is rather fed up with Roy.

He, on the other hand, thinks that what was good enough for him should be fine for his son (he's sure it will be a boy), even if he does have to put up with a deteriorating international situation, Jews and the ulcer-laden tramp to the top of the business heap.

So what! we exclaim. Your answer, Mr. King? Your theory is . . . ?

This sermon of yours lacked a conclusion—a call for action—it spluttered and died — it didn't show the way through. And I have an idea that a good many of *Stage 52's* listeners are thinking people, fully aware of all the many problems which you paraded before them, and they have all been struggling, each in his own way, to find a solution. So why be as unwelcome as a tax collector bent on collecting a second time?

You are better than this, Mr. King. So are the cast members, who included Howard Milsom, Arden Kaye and Godfrey Tudor. And so is producer Peter McDonald. Maybe it was the story material — maybe they didn't have their hearts in the task at hand—but certainly they didn't sound as if they enjoyed what they were doing.

It wasn't the dialogue, Mr. King. It was well done as yours usually is. At times it got rather involved, but I suppose this was necessary in telling a complicated story. The fault, I think, lies in the fact that there was a feeling that this hour's work wasn't getting anywhere which pervaded the whole drama.

Try it again, Mr. King. Give your narrative a face-lifting for presentation some time in the future. But before you do, please find at least a partial and plausible answer to the problems raised.

KING COLE QUIZ  
IN 9 WEEKS  
23,092 LETTERS  
  
LOOK TO  
NORTHERN  
NEW BRUNSWICK  
CKMR  
NEWCASTLE

**SELLERS in**  
**BEST "THE**  
**WITH**  
**CLIMB**

**CFCF**  
**MONTREAL**  
"CANADA'S FIRST"

**cics**  
**SELLS**  
in  
*Stratford*



**PROFESSIONAL AND SERVICE**  
*Directory*

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

**ACTING**

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

**ROXANA BOND** — WA. 1191. (L)

**ANNOUNCING**

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

**JACK DAWSON**—PR. 5711 or OX. 2607. (L)

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

**BOOKS**

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

**EDUCATION**

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

**ENGINEER AVAILABLE**

Acting Engineer, 5 K.W. Directional Station, desires position in Southern Ontario. References on request.

Box A-110  
Canadian Broadcaster & Telescreen  
163½ Church St. Toronto

**EDUCATION**

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

**ENGINEERING**

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

**PERSONAL**

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

**PHOTOGRAPHY**

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

**PROGRAMS**

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

**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 lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

**RECORD SUPPLIES**

**IMMEDIATE RESHARPENING SERVICE**—By special arrangement with Audio Devices Inc. we carry a large stock of Cappes' resharpening sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each . . . \$2.50 — **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 Smorgaasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

**SINGING**

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

**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. Audifon disc available—Zone 8449. (U)

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

**ROUND THE CLOCK . . . SMART ADVERTISERS CHOOSE CKOY — OTTAWA**

There is no substitute for good music as a sure-fire audience-catcher. And CKOY offers not only good music . . . but balanced, feature-length musical programs, with a distinct personality as master of ceremonies. Programs that not only catch, but hold the audience with a smooth transition from one feature to the next. This balanced follow-through gives CKOY a round-the-clock audience which makes it the top-ranking station in Canada's capital city.

**CKOY — OTTAWA**

Get the Facts from

**NATIONAL BROADCAST SALES**

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



**MOVES NATIONALLY KNOWN LINES FROM RETAILERS SHELVES**



**"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"**



Ask your local All-Canada man.

**LETHBRIDGE ALBERTA ALL-CANADA STATION**

the baby

THAT BECAME A

**GIANT**

IN ONE SHORT YEAR!

**CKDM DAUPHIN MANITOBA**

"The best to you in '52"

# Winnipeg enjoys a bit of 'ome with Vic Turland



## HIS BRITISH VARIETY HOUR HAS FUN, GAGS AND MUSIC!

Now 'ere's o show that's got them oll beat. A show listeners enjoy because it brings back memories of the good old days. And 'ere's how you can get your message to o lot of 'oppy listeners—'ow's that for opportunity!

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

cjch

## A PLANE'S EYE VIEW OF Rich HALIFAX

cjch



—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.

cjch

cjch

## AGENCIES

By Art Benson

### GETS CAB RECOGNITION

The advertising agency, Allan R. Sills Company, has had its application for recognition by the Canadian Association of Broadcasters approved by the CAB's board of directors. The agency is located in Toronto at 137 Wellington Street West.

### WOODHOUSE & HAWKINS

Toronto. — Puddicombe Motors Ltd. (Mercury - Lincoln - Meteor) has started a year's contract of five-minute six a week sportscasts with Hal Kelley over CKEY, Toronto.

Pryal & Nye Ltd. has extended its six a week 11 o'clock (p.m.) newscast featuring Franklyn Armstrong over CKEY, Toronto, for 39 weeks advertising its automotive electrical service.

### IMPERIAL ADVERTISING

Halifax.—M. W. Graves Ltd. has scheduled a test spot announcement campaign over CJCH, Halifax, advertising Nova Pickles. Same sponsor also has a spot announcement campaign going to a Maritimes station advertising Evangeline Beverages.

Best Yeast Maritimes Ltd. has a spot announcement campaign going to four Maritime and two Quebec stations.

### APPOINTED RADIO CHIEF

Montreal.—Tom Marchand has been named copy chief and radio director for Walsh Advertising Co. Ltd. here. He formerly headed up his own sales promotion company and takes over at Walsh from Athol Stewart who opened Robert Otto & Company's new office in Toronto.

### JOHN McKENNEY BINGHAM

Toronto.—Adam Hats (Canada) Ltd. has a spot announcement campaign going to CJOR, CKY, CKEY, CFCF and CHNS advertising Adam Hats.

### JOINS 'PEG OFFICE

Winnipeg.—W. B. Graham joins the local office of McKim Advertising Ltd. as an account executive. Graham was formerly associated with the Winnipeg Free Press and Canadian Press.

### NEEDHAM, LOUIS & BRORBY

Toronto.—S. C. Johnson & Co. has scheduled the half hour transcribed *Bright Star* (All-Canada) to commence early in the new year over 35 stations coast to coast. The once a week comedy features Irene Dunne and Fred MacMurray and advertises Johnson's Waxes.

### J. WALTER THOMPSON

Toronto. — Swift Canadian Co. Ltd. has started the 15-minute once a week *Our Babies*, a children's program, featuring Claire Drainie and Frank Peddie. The show is transcribed and promotes Swift's Baby Meats with the commercials handled by local announcers.



### MENS SANA IN CORPORE SANO

With thoughts of Christmas revelry in mind, I'm still in favor of a separate regulatory body.

### PRESS RELATIONS

Every time somebody calls Lewis a s.o.b., we agree. How much more news service do you want?

—Chas. Edwards, Press News.

### WOFUL WASTE

This time we're travelling to England by BOAC to find out why their Stratocruisers are equipped with both berths and a bar.

### SHOW ME THE WAY

Toronto Chinatown's Lichee Gardens give you a map of their location as a place mat so that you can read it backwards and find your way home.

### CAREER COUNSEL

The best place to start in any line of business is at the top, but it's mighty hard to get the present president to roll over.

### PERSONAL QUESTION BOX

How does one spend a week-end in Paris — with one's sister?

### XMAS MAIL

Dear Dick: At this season of the year it is my habit to tender greetings to all my friends. I should like to stretch a point and include you.

—Bill Byles.

### MIDDLE AGE ADVICE

Behave yourself. You're older than you think.

### VALEDICTORY

Bells to you!

# CANADIAN TELESCREEN

Vol. 4, No. 18.

TV and Screen Supplement

December 19th, 1951

## Summer Start For CBC-TV — Maybe NARTB Adopts Practices Code

Ottawa.—CBC telecasting will begin in Montreal and Toronto next summer at the earliest. A. Davidson Dunton, chairman of the CBC's Board of Governors, told the final public session of the Parliamentary Radio Committee here last week. But in slightly revising an earlier estimate made to the committee, Dunton cautioned that this summer date is only a hope—it all depends on the delivery of structural steel for the buildings.

Dunton stated again, that the CBC will not consider granting TV licenses to private operators until the national system has programs available, this time in reply to questions by Progressive Conservatives Donald Fleming and E. D. Fulton. This view agrees with the recommendation of the Massey Commission on this point. If and when licenses for private stations are granted, Dunton said the CBC Board was also in agreement with the Commission recommendation that such stations should serve as outlets for CBC national programs originating from the production centres at Toronto and Montreal.

Sponsorship of some CBC pro-

grams will be accepted, Dunton told the committee, but the extent to which commercial participation is allowed depends upon how willing sponsors are to co-operate with the CBC in the production of "good programs."

(It is felt in some quarters that TV programs at the outset will be entirely CBC-produced and sponsorship will be entertained only on a take-it-as-is package basis.)

For the first few months, it is expected the two primary stations will telecast for no more than three hours daily due to high operating costs, Dunton said. Some American programs will be used, he said, but more than 50 per cent of programming will be Canadian originations.

The problem of financing the CBC's television service is up to Parliament to decide, Dunton declared but he went on to point out that if costs are to be met, at least partially, through the levying of an annual receiver license fee, the amount would likely be about \$15 per TV home.

Dunton enlarged on the CBC's tentative plans for the expansion of television, although the authority and finances have yet to come from Parliament. Following the opening of the Montreal and Toronto stations, and the setting up of the Buffalo to Montreal microwave relay link, via Toronto and Ottawa, a transmitter will probably be erected in Ottawa. This stage will soon be discussed with government authorities, Dunton revealed. The CBC's assistant general manager and co-ordinator of television, Alphonse Ouimet, told the committee this network could not be completed before late in 1953.

Further extensions of the service — one leg from Toronto to Windsor and another from Montreal to Quebec—will possibly take an additional two years to complete, Ouimet said.

Stations in Winnipeg and Vancouver are also contemplated by the CBC, and these can be in operation about 18 months after Parliamentary approval is given, Ouimet said. He estimated they will cost \$1,000,000 each and, although they will be equipped to produce some of their own telecasts, programs will consist mostly of films from eastern stations.

Washington.—The code of practices of the National Association of Radio and Television Broadcasters, designed to set standards for improved programming in the medium, was promulgated here earlier this month by the Association's television board of directors.

Calling for a reconsideration of decency and decorum and establishing tenets for improved programming and advertising on TV, the code will go into effect on March 1, according to Gene Thomas, manager of WOR-TV, New York, and chairman of the television board. (See C. B. & T., November 21 issue.)

Until this date stations and networks will have an opportunity to study the code and, if they decide to subscribe—for adherence to the code is entirely voluntary—their operations can be adjusted to its proposals. A five-member national review board, which will supervise the administration of the document's provisions, will be set up during this period.

All of the United States' 108 TV stations and four networks will be urged by the industry to subscribe to the code. Of these, 72 stations and two networks are presently members of NARTB, while 80 stations certified the original draft two months ago.

One of the most controversial parts of the code, Section 3, provides for a review board. To be selected from the industry by NARTB president, Harold E. Fellows, with the approval of the TV board, the review board is charged with: maintaining a continuing review of all television programming, especially that of subscribers to the code; receiving, screening and clearing complaints concerning television programming; defining and interpreting words and phrases in the TV code; developing and maintaining appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; and informing, expeditiously and properly, a subscriber to the code of complaints or commendations, as well as advising all subscribers concerning the attitude and desires program-wise of the American public in general.

The review board is also expected to review and monitor programs where necessary, to make recommendations and prefer charges in cases of violations, as well as to recommend amendments to the code.

Stations indicating a desire to comply with the code will be issued a seal for display on TV screens and in other places which will be withdrawn if the station is found guilty of a code infraction. The review board has the power to propose penalties for such infractions, but final decisions rest with the NARTB television board.

In promulgating this final version of the code, Thomas said the TV board gave serious attention to numerous proposals that have been made by representatives of the government, special interests, the public and other television broadcasters.

Robert D. Swezey, general manager of WDSU-TV, New Orleans, and chairman of the 12-man committee which drafted the original

(Continued on next page)

- FARMING
- FISHING
- FURS
- FORESTS

## 4-IN-1 MARKET

THE BIG FOUR WHICH SUPPLIES THE CKBI MARKET WITH A YEAR - ROUND INCOME. ADD THIS MARKET TO YOUR 1952 CAMPAIGNS

**CKBI**  
PRINCE ALBERT  
SASKATCHEWAN  
5000 WATTS



**CHLT**  
FRENCH  
900 Kc. 1000 Watts

**SHERBROOKE QUEBEC**

The Voice of the Eastern Townships

Quebec



**CKTS**  
ENGLISH  
1240 Kc. 250 Watts

Representatives

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



### FOR THESE ARTISTS

- ARKLESS, John
- DAVIES, Joy
- CRUCHET, Jean
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILLER, Maxine
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- OULD, Lois
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

# Winnipeg enjoys a bit of 'ome with Vic Turland



## HIS BRITISH VARIETY HOUR HAS FUN, GAGS AND MUSIC!

Now 'ere's a show that's got them all beat. A show listeners enjoy because it brings back memories of the good old days. And 'ere's how you can get your message to a lot of 'appy listeners—'ow's that for opportunity!

# CJOB

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



See our reps...

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Winnipeg & Vancouver  
Adam J. Young, Jr., Inc.  
U.S.A.

cjch

## A PLANE'S EYE VIEW OF Rich HALIFAX

cjch



—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.

cjch

## AGENCIES

By Art Benson

### GETS CAB RECOGNITION

The advertising agency, Allan R. Sills Company, has had its application for recognition by the Canadian Association of Broadcasters approved by the CAB's board of directors. The agency is located in Toronto at 137 Wellington Street West.

### WOODHOUSE & HAWKINS

Toronto. — Puddicombe Motors Ltd. (Mercury - Lincoln - Meteor) has started a year's contract of five-minute six a week sportscasts with Hal Kelley over CKEY, Toronto.

Pryal & Nye Ltd. has extended its six a week 11 o'clock (p.m.) newscast featuring Franklyn Armstrong over CKEY, Toronto, for 39 weeks advertising its automotive electrical service.

### IMPERIAL ADVERTISING

Halifax.—M. W. Graves Ltd. has scheduled a test spot announcement campaign over CJCH, Halifax, advertising Nova Pickles. Same sponsor also has a spot announcement campaign going to a Maritimes station advertising Evangeline Beverages.

Best Yeast Maritimes Ltd. has a spot announcement campaign going to four Maritime and two Quebec stations.

### APPOINTED RADIO CHIEF

Montreal.—Tom Marchand has been named copy chief and radio director for Walsh Advertising Co. Ltd. here. He formerly headed up his own sales promotion company and takes over at Walsh from Athol Stewart who opened Robert Otto & Company's new office in Toronto.

### JOHN MCKENNEY BINGHAM

Toronto.—Adam Hats (Canada) Ltd. has a spot announcement campaign going to CJOR, CKY, CKEY, CFCF and CHNS advertising Adam Hats.

### JOINS 'PEG OFFICE

Winnipeg.—W. B. Graham joins the local office of McKim Advertising Ltd. as an account executive. Graham was formerly associated with the Winnipeg Free Press and Canadian Press.

### NEEDHAM, LOUIS & BRORBY

Toronto.—S. C. Johnson & Co. has scheduled the half hour transcribed *Bright Star* (All-Canada) to commence early in the new year over 35 stations coast to coast. The once a week comedy features Irene Dunne and Fred MacMurray and advertises Johnson's Waxes.

### J. WALTER THOMPSON

Toronto. — Swift Canadian Co. Ltd. has started the 15-minute once a week *Our Babies*, a children's program, featuring Claire Drainie and Frank Peddie. The show is transcribed and promotes Swift's Baby Meats with the commercials handled by local announcers.



### MENS SANA IN CORPORE SANO

With thoughts of Christmas revelry in mind, I'm still in favor of a separate regulatory body.

### PRESS RELATIONS

Every time somebody calls Lewis a s.o.b., we agree. How much more news service do you want?

—Chas. Edwards, Press News.

### WOEFUL WASTE

This time we're travelling to England by BOAC to find out why their Stratocruisers are equipped with both berths and a bar.

### SHOW ME THE WAY

Toronto Chinatown's Lichee Gardens give you a map of their location as a place mat so that you can read it backwards and find your way home.

### CAREER COUNSEL

The best place to start in any line of business is at the top, but it's mighty hard to get the present president to roll over.

### PERSONAL QUESTION BOX

How does one spend a week-end in Paris — with one's sister?

### XMAS MAIL

Dear Dick: At this season of the year it is my habit to tender greetings to all my friends. I should like to stretch a point and include you.

—Bill Byles.

### MIDDLE AGE ADVICE

Behave yourself. You're older than you think.

### VALEDICTORY

Bells to you!

# CANADIAN TELESCREEN

Vol. 4, No. 18.

TV and Screen Supplement

December 19th, 1951

## Summer Start For CBC-TV — Maybe NARTB Adopts Practices Code

Ottawa.—CBC telecasting will begin in Montreal and Toronto next summer at the earliest. A. Davidson Dunton, chairman of the CBC's Board of Governors, told the final public session of the Parliamentary Radio Committee here last week. But in slightly revising an earlier estimate made to the committee, Dunton cautioned that this summer date is only a hope—it all depends on the delivery of structural steel for the buildings.

Dunton stated again, that the CBC will not consider granting TV licenses to private operators until the national system has programs available, this time in reply to questions by Progressive Conservatives Donald Fleming and E. D. Fulton. This view agrees with the recommendation of the Massey Commission on this point. If and when licenses for private stations are granted, Dunton said the CBC Board was also in agreement with the Commission recommendation that such stations should serve as outlets for CBC national programs originating from the production centres at Toronto and Montreal.

Sponsorship of some CBC pro-

grams will be accepted, Dunton told the committee, but the extent to which commercial participation is allowed depends upon how willing sponsors are to co-operate with the CBC in the production of "good programs."

(It is felt in some quarters that TV programs at the outset will be entirely CBC-produced and sponsorship will be entertained only on a take-it-as-is package basis.)

For the first few months, it is expected the two primary stations will telecast for no more than three hours daily due to high operating costs, Dunton said. Some American programs will be used, he said, but more than 50 per cent of programming will be Canadian originations.

The problem of financing the CBC's television service is up to Parliament to decide, Dunton declared but he went on to point out that if costs are to be met, at least partially, through the levying of an annual receiver license fee, the amount would likely be about \$15 per TV home.

Dunton enlarged on the CBC's tentative plans for the expansion of television, although the authority and finances have yet to come from Parliament. Following the opening of the Montreal and Toronto stations, and the setting up of the Buffalo to Montreal microwave relay link, via Toronto and Ottawa, a transmitter will probably be erected in Ottawa. This stage will soon be discussed with government authorities, Dunton revealed. The CBC's assistant general manager and co-ordinator of television, Alphonse Ouimet, told the committee this network could not be completed before late in 1953.

Further extensions of the service — one leg from Toronto to Windsor and another from Montreal to Quebec—will possibly take an additional two years to complete, Ouimet said.

Stations in Winnipeg and Vancouver are also contemplated by the CBC, and these can be in operation about 18 months after Parliamentary approval is given, Ouimet said. He estimated they will cost \$1,000,000 each and, although they will be equipped to produce some of their own telecasts, programs will consist mostly of films from eastern stations.

Washington.—The code of practices of the National Association of Radio and Television Broadcasters, designed to set standards for improved programming in the medium, was promulgated here earlier this month by the Association's television board of directors.

Calling for a reconsideration of decency and decorum and establishing tenets for improved programming and advertising on TV, the code will go into effect on March 1, according to Gene Thomas, manager of WOR-TV, New York, and chairman of the television board. (See C. B. & T., November 21 issue.)

Until this date stations and networks will have an opportunity to study the code and, if they decide to subscribe—for adherence to the code is entirely voluntary—their operations can be adjusted to its proposals. A five-member national review board, which will supervise the administration of the document's provisions, will be set up during this period.

All of the United States' 108 TV stations and four networks will be urged by the industry to subscribe to the code. Of these, 72 stations and two networks are presently members of NARTB, while 80 stations certified the original draft two months ago.

One of the most controversial parts of the code, Section 3, provides for a review board. To be selected from the industry by NARTB president, Harold E. Fellows, with the approval of the TV board, the review board is charged with: maintaining a continuing review of all television programming, especially that of subscribers to the code; receiving, screening and clearing complaints concerning television programming; defining and interpreting words and phrases in the TV code; developing and maintaining appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; and informing, expeditiously and properly, a subscriber to the code of complaints or commendations, as well as advising all subscribers concerning the attitude and desires program-wise of the American public in general.

The review board is also expected to review and monitor programs where necessary, to make recommendations and prefer charges in cases of violations, as well as to recommend amendments to the code.

Stations indicating a desire to comply with the code will be issued a seal for display on TV screens and in other places which will be withdrawn if the station is found guilty of a code infraction. The review board has the power to propose penalties for such infractions, but final decisions rest with the NARTB television board.

In promulgating this final version of the code, Thomas said the TV board gave serious attention to numerous proposals that have been made by representatives of the government, special interests, the public and other television broadcasters.

Robert D. Swezey, general manager of WDSU-TV, New Orleans, and chairman of the 12-man committee which drafted the original

(Continued on next page)

- FARMING
- FISHING
- FURS
- FORESTS

## 4-IN-1 MARKET

THE BIG FOUR WHICH SUPPLIES THE CKBI MARKET WITH A YEAR - ROUND INCOME. ADD THIS MARKET TO YOUR 1952 CAMPAIGNS

**CKBI**  
PRINCE ALBERT  
SASKATCHEWAN  
5000 WATTS



900 Kc. 1000 Watts

**SHERBROOKE**  
**QUEBEC**

The Voice of the Eastern Townships

Quebec



1240 Kc. 250 Watts

Representatives

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



### FOR THESE ARTISTS

- ARKLESS, John
- DAVIES, Joy
- CRUCHET, Jean
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILLER, Maxine
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- OULD, Lois
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange



**experience  
counts**

**in AM  
FM & TV  
...it's  
Marconi  
for all three!**

The ingredients are blended to perfection — and you'll find nothing more potent! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

**Operation** Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates the first radio station in North America.

**Consulting service** Marconi can help you with engineering, plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

**Licensing facilities** Our experts will prepare submissions and, if necessary, appear before licensing authorities to help you when applying for radio frequency licenses.

**Broadcast tubes** Marconi RVC Radiotrons, Canada's finest radio tubes, are made for every type of transmitting equipment including TV. Remember, you get greater power, longer life and better tone from Marconi RVC Radiotrons.

**Equipment** Complete service — everything from microphone to antenna, designed, installed, adjusted and guaranteed... that's the experienced Marconi service.

**Marconi-**  
the greatest name  
in radio and television



**CANADIAN MARCONI COMPANY**

Established 1902

Vancouver • Winnipeg • Toronto • Montreal • Halifax • St. John's

**TELESCREEN**

(Continued)

code, said: "The unanimity with which the nation's telecasters have acted in developing rules for self-regulation should reassure all of those among the public, in the government and associated with special groups who have expressed concern about present character and future development of this powerful instrument of communications."

With this code, the U.S. television industry hopes it has met in a positive way the public, group and government indignation that has for some time been levelled at TV programming. One of the greatest threats to the freedom the industry has enjoyed so far, it is felt here, is the Benton Bill, providing for a Citizens' Advisory Board which will annually convey to the FCC and the government its opinions of TV programming.

But while backed by Senator William Benton, former partner in the advertising agency Benton & Bowles Inc., and Raymond Rubicam, retired partner in Young & Rubicam, the bill's chances of becoming law are slim, observers here believe.

"The broadcasters aren't worried about the bill, but about the frame of mind the bill represents," Gilbert Seldes contends, writing in the U.S. advertising journal, *Printers' Ink*. The prominent author and TV's original producer-director, says, however: "In reply to the Benton bill they (TV broadcasters) have come out with a code. Those who know the history of previous codes in broadcasting will know what that means."

The only way out, Seldes believes, is a counter-proposal by the industry, consisting of what he envisages as "the committee of a thousand." Representative citizens, one from each of the one thousand prominent national organizations and clubs in the U.S., should be formed into a body by the telecasters, and its annual findings would therefore constitute the true voice of the people, he contends.

**Movies Unscared  
of CBC-TV**

Toronto.—Television has caused a six per cent drop in the motion picture theatre business in the Windsor area, according to H. C. D. Main, chairman of the TV committee of the Motion Picture Theatres Association of Ontario.

Speaking at the Association's annual meeting here last month, Main said that in the Windsor area the distribution of television receivers had almost reached the saturation point, with an average ownership of about one set for every two families.

But as yet, he said, there was nothing to worry about in Canada and would not be for about a year, as far as competition from Canadian TV stations was concerned. The CBC, he observed, would probably continue its radio practice of "catering to intellectuals and those they are trying to make into intellectuals — a limited group not prominent in the exhibitors' potential audiences."

Although the average drop in theatre business was from five to six per cent, Main pointed out that in some small towns in the area, where viewers had the choice of programs from as many as five stations, the decrease has been as high as 10 per cent.

In discussing subscription systems of television, like Zenith's Phonevision, Main asserted that such systems came within the province of motion picture exhibition and must become part of the theatre industry. He forecast a plan whereby the public would have the choice of seeing the same film either at home on television or in the theatre.



**Picmakers Elect Board**

Toronto.—F. R. Crawley was elected president of the Association of Motion Picture Producers and Laboratories of Canada at the annual meeting held here recently.

In addition to the president of Crawley Films Limited of Ottawa, other officers elected were: Dean Peterson, Peterson Productions, Toronto, as vice-president; James Campbell of Montreal, secretary-treasurer.

*Greetings*



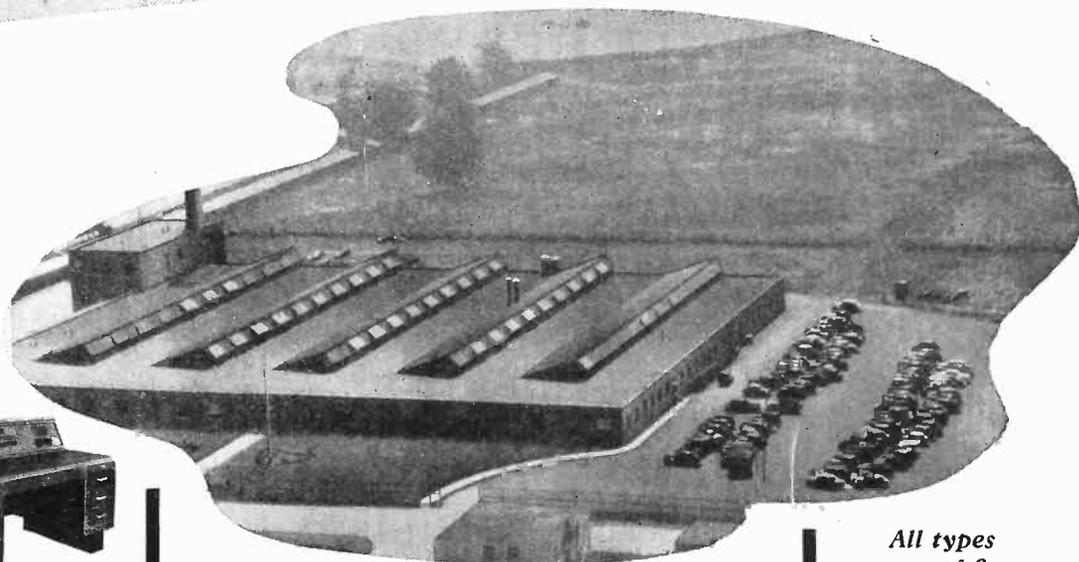
We acknowledge with sincere thanks our gratefulness to the Advertisers and Advertising agencies for their continued support and co-operation and extend heartiest greetings and best wishes to them for a very Merry Christmas and a Bright and Prosperous New Year.

CROC

REPRESENTATIVES  
**OMER RENAUD & G.**  
TORONTO • MONTREAL  
IN U.S.A.  
**WEED & CO.**

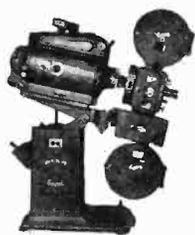
*The most progressive station in Quebec city...*

# ACHIEVEMENT AT BELLEVILLE

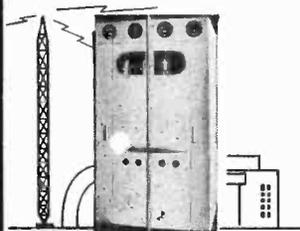


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



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

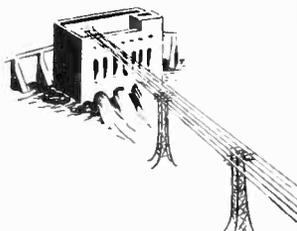


THE HAMMOND ORGAN Music's most glorious voice

For Church and Home



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



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



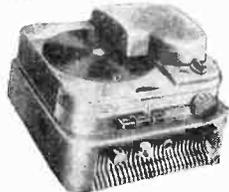
Fire Alarm equipment and systems for buildings or municipalities.



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



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

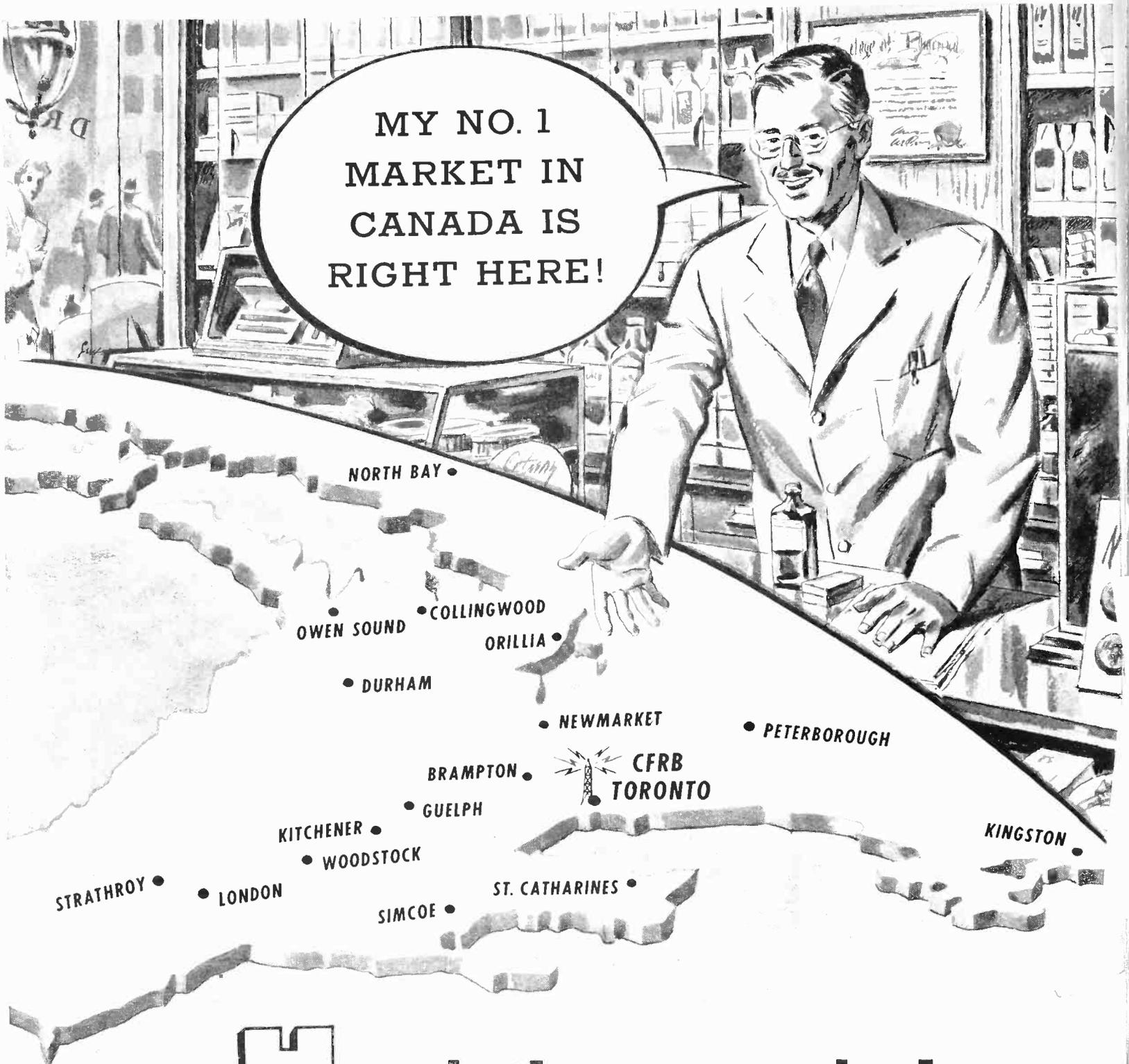


Electronic Soundwriters Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

## Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA



# Here is the economical way to reach this No. 1

## Drug Store Market!

WITHIN CFRB'S BBM area, one-quarter of Canada's population lives, shops and buys! Drugstore sales alone amount to \$66,761,000\* a year—more than one-third of the national total! And within this area more people listen regularly to CFRB than to any other single independent station.

So whether your product is aspirins or automobiles . . . chewing gum or gasoline . . . you can reach this No. 1 Canadian market more economically and more effectively through CFRB. It will pay you to get the facts about this No. 1 Station!

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

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

# CFRB

50,000 WATTS 1010 K.C.

Representatives:

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