

CANADIAN BROADCASTER AND TELESCREEN

Vol. 11, No. 8.

TORONTO, ONTARIO

April 23rd, 1952

WEDNESDAY IS TV-DAY AT ACA

Toronto. — Television is scheduled as the major opening topic when the Association of Canadian Advertisers holds its 37th annual meeting here in the Royal York Hotel beginning April 30.

The first afternoon forum of the three-day event will feature Canadian Broadcasting Corporation chairman A. Davidson Dunton speaking on "CBC Policies on TV," to be followed by Larry Cromien of Peterson Productions, Toronto, on "The Use of Films in Television," and Mrs. Harriett Moore, director of psychological services, Social Research Inc., Chicago, on "Pitfalls to Avoid in Television Programming."

The first day's luncheon meeting is to be highlighted with an address on "The Woman's Viewpoint" by Miss Charlotte Montgomery, contributing editor of *Tide Magazine*, New York. It is to be a joint luncheon with the Women's Advertising Club and the Advertising & Sales Club of Toronto.

The Wednesday morning session will be devoted to a closed business session.

Thursday morning "The Canadian Economic Climate in 1952" will be discussed by the Bank of Nova Scotia's vice-president and general manager, C. Sydney Frost, in leading off Key Executive's Day, designed for a discussion of general business and free enterprise. Another of this session's speakers is to be Dr. Wallace Wulfeck, a vice-president with Wm. Esty Company Inc., of New York, under the title "Behavior Dynamics in Business."

"What Do We Mean, Freedom?" will be the question enlarged upon by Walter Wheeler, Jr., president of Pitney-Bowes, Inc., Stamford, Conn., during the second day's luncheon. In it he is expected to take a businessman's look at the basic elements of a free dynamic society.

Thursday afternoon's market research forum will consist of three speakers representing various parts of the sales picture. T. G. MacGowan, manager of marketing research for Firestone Tire & Rubber Company, Akron, will discuss the manufacturers' viewpoint, followed by Abe Hackman, vice-president and controller of Macy's, New York, with the retailers' approach. The national field will be dealt with by Dr. O. J. Firestone, economic adviser to the Department of Trade and

Commerce, Ottawa.

"More Things Advertisers Want To Know" will be the subject of Mark Napier, vice-president of J. Walter Thompson Co. Ltd. and chairman of the Canadian Advertising Research Foundation.

Climaxed by the annual dinner, during which the ACA's advertising awards will be presented, the final day of the meet will get under way with a session on point-of-sale material. I. D. Willis, advertising manager of General Steel Wares Ltd., Toronto, will speak on "Point of Decision," followed by a slide film presentation, "Eye-Catchers Are Sales-Catchers," loaned by the New York Point-of-Sale Institute and introduced by Harold Dymment of Dymment Limited. "How To Keep Point-of-Sale Material Out of the Wastebasket" will be the subject of James Rotto, sales and publicity director of The Hecht Company, Washington.

At the Friday luncheon the role of advertisers in expanding world freedom will be discussed by Nik Cavell, administrator of International Economic & Technical Co-operation Division, Department of Trade and Commerce, Ottawa, under the title, "Whither Asia?"

"Are Your Salesmen Sold On

Your Advertising?" is the question to be posed by Donald B. Hause, advertising manager of Armour & Company, Chicago, during the final forum devoted to sales promotion. S. R. Skelton, general manager of Saturday Night Press, will also speak on the subject under the title, "The Key To Your Promotion."



—Photo by Canada Pictures.

A NEW FIRM OF REPS appears with the formation of (left to right) Stephens and Towndrow, who kick off with the Toronto representation of CHML, Hamilton. Bill Stephens was previously with the Stovin office and Ernie Towndrow with National Broadcast Sales.



—Photo by Peter G. Gordon.

REPRESENTATIVES OF THE WHOLE GANG are seen in the above photo following the annual Crippled Children's Easter Seal Radio Show which was aired coast-to-coast from Maple Leaf Gardens April 6. Front row, left to right, are: Waldo Holden, sales manager of CFRB and chairman of the Easter Seal Show; "Timmy," the crippled children's ambassador-at-large; comedian Doug Romaine, director of American Guild of Variety Artists; (back row) singer Carl Tapscott of Association of Canadian Radio Artists; and bandleader Mart Kenney of Toronto Musicians Union. Well over a hundred men and women from the radio and entertainment world donated their talents to put the big show over.



TELEVISION WILL BE THE SUBJECT of three speakers at the first afternoon session of the Association of Canadian Advertisers annual meeting. Top: A. Davidson Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, who will reveal "CBC Policies on TV." Centre: Mrs. Harriett Moore, director of psychological services, Social Research Inc., Chicago, who will explain some of the "Pitfalls to Avoid in Television Programming." Bottom: Larry Cromien, director of productions, Peterson Productions, Toronto, who will point out "The Use of Films in Television." Inset: The first day's luncheon speaker, Miss Charlotte Montgomery, contributing editor, *Tide Magazine*, New York, who will consider "The Woman's Viewpoint."

NOW IN OUR ELEVENTH YEAR OF SERVICE TO RADIO AND ITS CLIENTS



Wherever You Go, There's Radio

SEVEN days of every week, radio reaches over 94% of Canadian homes which have at least one receiver

WHETHER you want to sell your products in towns and cities where people look to the radio for entertainment and information they want, when they want it

OR WHETHER you are looking for buyers in the roaring mining communities or the rich and fertile farming districts, where radio is often the only link between seller and buyer.

Radio will bring sales - faster - cheaper

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

OVER THE DESK

Often I didn't believe I'd ever make it. But I did, and so did 19 good friends . . . and on their own time, too. Malcolm Neill of CFNB, Fredericton and Tiny Elphicke of CKWX, Vancouver, weren't there in person, but they phoned me—prepaid.

All the above refers to April 11, which was Good Friday and also my fiftieth birthday. I was to have spent it as part of a quiet week end in Ottawa with CAB manager Jim Alford and his Alice, but my hosts let it run away with itself delightfully and blossom into a surprise party at the Rideau Club.

Now if you will re-read the first paragraph, I think you'll get the general drift.

The most distant guest at the dinner—I mean the one who had to travel the farthest—was CKBB Barrie's Ralph Snelgrove, who did a swell job of perjuring himself in my favor, when he presented me with a very snooty desk pen from my radio friends across the country. I haven't felt so happy since the last time we raised our rates. I shall treasure them always. The pen and the perjury.

Press News' Chas. Edwards and the head of his house, Marjie, made the long trek from Toronto, so that Charlie could rise soberly (it was Good Friday, remember) to his feet and point out to the assembled gathering that in honor of all this honor I had had the

back of my suit pressed too. Freddie Pemberton and his Doris put their CKSF, Cornwall, on unattended operation to add to the lustre.

Radio's reprobate, Grampa Leo Hutton, was led in by his charming wife, Ida, and gaily reminiscenced about strolling through Strathcona Park arm in arm with Sir John A. on his own fiftieth.

Jim Oastler and his missus (he from the Press Gallery) were doubly welcome because they afforded me two pairs of fresh ears into which to pour my corn.

The Montreal contingent was led by Marconi's Dorothy and Vic George, supported by Stovin's Frank Murray and Walter Dales, presumably to cover the event for *Station Break* and perhaps to slither a sample script of *Listen Ladies* in front of Vic.

Frank Ryan and Kay donned city array and came in from the farm for the do. Frank spoke glowingly of his lusty hobby—station CFRA.

Finally, there were the CAB's two Alices—Allard and Evans, who kept a perpetually watchful eye on their husbands' diets—and their husbands.

And who was the other? Oh, yes! Me.

It was quite a party.

I was festooned with about 60 telegrams—and they were all prepaid, too.

Tied for first place were CFRB's Ken Marsden's "Imagine being twice as old as CFRB"; and CHUB, Nanaimo's Chuck Rudd's "May the Good Lord bless and keep you and may the devil con-

tinue to guide your pen." I couldn't help wondering who wrote them for them.

BMI and CAPAC are said to be tumbling over one another in avid efforts to secure performing rights for the Sound-Off parody CJOC's George Browne—with an assist by Bill Guild—composed, performed, recorded and flew to me at the party. Instead of "Sound-Off" it says "Lew-is." It is quite flattering—in parts.

It all reminded me of the rather over-exuberant life insurance salesman who did not over-depress the fellow members of a club he and I belonged to when he announced that he was leaving town.

When we had recovered from our first thrill over the news, we decided to throw him a testimonial dinner.

The dinner went smoothly, and we made the presentation. Then he rose to say thanks.

He was obviously tremendously moved, and could scarcely get the words out when he told us how very much he valued the friendship and fellowship of the members. "I never realized how keenly my feelings were reciprocated," he choked on. "This evening has changed my whole outlook on life, and I have decided not to leave town after all."

The funny part is I never even said I was going away.

The party is all over now, except the after-glow, which will go on forever. I'm 50 now, which gives rise to the thought that the

first half of your first century may not be the hardest, but it's certainly the longest. CKPG's Cecil Elphicke, who went through the same experience on the same day, will know what I mean.

When you are approaching this particular milestone, there seems to be such a sense of finality about it, that you feel you must consolidate your life before you start the downward turn in your existence. You know you are not going to get any stronger or faster after 50. You feel that this is it, and you may as well make the best of what you have acquired—the wealth and the wisdom—and sit back and enjoy it as your energy slowly abates through the few remaining years of your life.

And then it happens. You gulp a bit. I freely admit that that is what I did. And then I started to wonder. I really didn't feel any different. People didn't give up their seats to me on the street car. The boys in the office treated me with the same lack of respect as they have always shown. The mirror didn't crack when I peered in it fearfully to see the awful worst. And there was a 36-page issue in the mill with this particular space crying to be filled.

So I went out and bought myself a new typewriter. This is it. And I registered a new resolve. I made up my mind that I had some years of hard work ahead if I was to consolidate my life before I started the downward turn in my existence—on April 11, 1962—my sixtieth birthday.

So—buzz me if you hear anything, huh?

—R. G. L.

IN NEWFOUNDLAND IT'S



920
KCS

CJON

5000
WATTS

The Most Powerful Private Station in the 10th Province

HOW VALUABLE IS THE NFLD. MARKET?

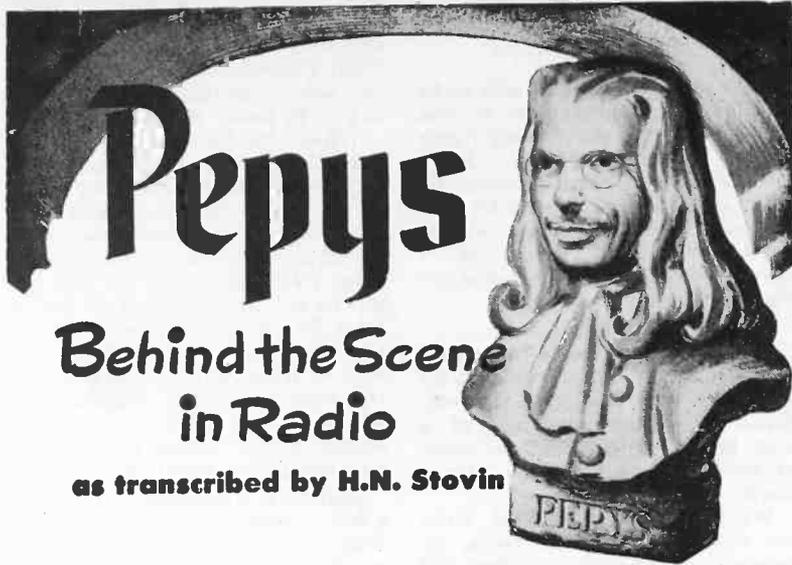
- * Retail Sales exceeded ONE HUNDRED MILLION DOLLARS in 1951 — UP 15% over 1950.
- * FIVE new industries will open within the next five months with a yearly payroll of over TWENTY MILLION DOLLARS—a big boost to Purchasing Power.
- * More Buicks and Cadillacs were sold in Newfoundland than anywhere else in Canada of comparable size.

LOCAL ADVERTISERS KNOW THE BEST MEDIA!

- * More local shows and more local advertising are heard daily on CJON than on all other Newfoundland stations combined.

REPS

All-Canada In Canada — Donald Cooke In U.S.A.



as transcribed by H.N. Stovin

"Do this day doff my Sunday beaver, and with proper pride, first, in welcome into the Stovin family of Station CKXL, Calgary, a vigorous 1,000-watter that is already 'proven' to do an XLent job, and second, to two good friends who have justly deserved the honors given them—to George Chandler, hard-working Manager of CJOR, Vancouver, who received the Canadian General Electric honor awarded to the broadcaster most active in stimulating interest in the technical development of radio broadcasting, the award being made at the recent C.A.B. Convention in Toronto—and to Horace Stovin for being made a member of the Quarter Century Club, also by the C.A.B. His active connection with radio goes back much further than twenty-five years, for his first license to operate a spark-coil transmitter was dated 1912 ● ● ● From CKOM, Saskatoon, the word that they are the first station in Canada to broadcast a two-way transatlantic telephone call, the occasion being that of an exclusive interview by Art Henderson, the station's sports director with coach, Louie Holmes of the Edmonton Mercury Hockey Team—Canada's Olympic Champions—yet another reason why this alert station is first buy in the Saskatoon market ● ● ● CJEM, Edmundston, now operating on 1,000 watts and expecting a new B.B.M. of 25,000 day and 22,000 night, which means wider coverage and still better service to advertisers ● ● ● CFOR, Orillia, now preparing for its influx of 48,000 summer tourists, a bonus audience for alert advertisers. This station merchandises itself strongly through its Tourists' Information Program, telling where to go, what to do, and giving a daily salute to other holiday resorts in the area. CFOR, Orillia, is definitely a BUY—take it from Pepys."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
VANCOUVER

Representative for
these live Radio Stations

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

Proud Of Its Purpose

A program which seems to have wakened U.S. listeners without the aid of an immoderate amount of stars, stripes, star-spangled banners or other gallery plays, is now being heard on around 30 Canadian stations for the Harold F. Ritchie Company, for their Eno's Fruit Salt, Brylcreem and Maclean's Peroxide Tooth Paste. It is the half hour series, produced and transcribed by the Frederic W. Ziv Company, distributed in Canada by the Program Division of All-Canada Radio Facilities Ltd., titled "I Was a Communist for the FBI." Placements are through Atherton and Currier.

It was back in 1950, that the *Saturday Evening Post* ran three articles about Matt Cvetic, the man who spent nine years living the part of a rabid Communist in order to gather incriminating evidence for the American Federal Bureau of Investigation.

Next Warner Bros. made a picture of it. And then Ziv began production of the series which is now starting on the Canadian air, with Hollywood star Dana Andrews playing Cvetic.

As the series was sold and aired on a growing list of stations south of the border, interesting comment was forthcoming from a wide variety of people who seemed unanimous in the belief that this documentary series has made an important contribution in giving the American public an increasing awareness of the Communist peril.

John S. Fine, the governor of Pennsylvania, described the program as being "of inestimable value in turning aside Communist conspiracies." The governor of Ohio, Frank J. Lausche, felt that it would have "a very salutary influence upon the people . . ."

It has received diplomas and citations from the U.S. Veterans of Foreign Wars, and the Disabled American Veterans. *Variety* hoped that all stations would carry the show, and *Radio Daily* said that it "indicates the awareness of broadcasters that we must act to preserve our American way of life."

For our own part, we were agreeably surprised that it lacked the highly melodramatic technique which has always seemed part and parcel of every American program devised for the attainment of some patriotic end, but which loses its realism in most Canadian ears, which are not as well attuned to the sledgehammer tactics of the American propagandist.

From an audition of the first program—each is a complete adventure—we were impressed with its realism. To be hyper-critical, it might be said that the somewhat elaborate music bridges (composed and directed by David Rose) tended towards the artificial. But without question, this is a program with a purpose—to make people realize that fifth columnists didn't go out of style



HOLLYWOOD STAR DANA ANDREWS has taken his first shot at the radio medium in the transcribed "I Was a Communist For The FBI." He is seen above (at right) talking to Matt Cvetic, the real-life FBI agent he portrays in the show.

with World War II — and this radio series cannot fail to help accomplish that purpose.

The program got a proud send-off with non-commercial pre-promotion by means of auditions before prominent groups in places where the programs will be heard. These included clergy of all denominations, civic officials, members of Parliament, police, educationists, service clubs, veterans' organizations and the local press.

—R. G. L.

WANTED

2 OPERATOR-ANNOUNCERS

For Lakehead station. Pleasant working conditions. Blue Cross and PSI benefits. Experience preferred. Send disc and all details to:

CFPA

Port Arthur Ont.

cics

SELLS

in

Stratford

CANADIAN BROADCASTER AND TELESREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
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Editor: RICHARD G. LEWIS
 Business Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 News Editor: THOMAS C. BRIGGS
 Research Consultant: G. E. RUTTER
 Photography: ANTHONY TRIFOLI

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



Vol. 11, No. 8.

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

April 23rd, 1952

Let The Buyer Beware

The decision of the Copyright Appeal Board, under which the Composers, Authors and Publishers Association of Canada has been awarded royalties for the use of its music by radio stations at the rate of 1¾ per cent of stations' gross revenues, caused great concern in industry circles when it was released on the last day of the CAB Conference last month. Constituting as it does a major increase in operating expenses, or else the abandonment from schedules of all CAPAC music, it is easy to understand this concern.

Taking an all-over picture of it, it must be recognized that the amount of and the method of collecting these fees has been authorized by the Copyright Appeal Board, and this makes it law. Also the fact has to be faced that CAPAC is the legally authorized collector of these fees. These are the facts and no amount of name-calling or mud-slinging can accomplish anything in bringing about a change for the better.

What has actually happened is that for several years past, the broadcasters have been proclaiming that they now have their own BMI music, implying that they could get along without CAPAC. Now CAPAC, who cannot conceivably have been blind to what was going on, have simply called their bluff and said, with the Board's support, "put up or shut up."

Basically these are the two courses which are open to the industry.

Examining the situation a little more closely, there are two counts on which the Board's decision seems vulnerable.

In the first instance, the Board's ruling under which fees are computed on the basis of total volume, whether it is derived from the playing of music or the broadcasting of newscasts, sportscasts, dramas and other non-musical shows, seems unreasonable. On this basis, a hypothetical station using, let us say, only 60 hours of music a week, would be charged on the same basis as another station using 90 or 100 hours. Also, a station affiliated with a network, and not liable for the use of music fed to it by that network, which takes care of its own fees, would be making far less use of music on which CAPAC would be entitled to collect fees than would a non-network station which produces all its own shows.

Another point is the provision under which CAPAC is given access to stations' books to verify the amount collectable. This apparent violation of a business' right to withhold such information except from a duly authorized department of government should be discussed with a view to seeing if there is not some means of enter-



An executives is a man who pushes a button and somebody comes.

ing an appeal.

First and foremost, though, the course for the private stations to pursue, if they feel that the Board's decision is an unreasonable one, is to strengthen its own BMI repertoire of music to the point where it can sustain itself without using CAPAC material. There is no law which compels anyone to use CAPAC music, although only a few stations feel they can do without it at this juncture.

We are firmly convinced that broadcasters are not seeking the right to play CAPAC music without paying for it. We are equally sure that if a way can be found for them to use whatever numbers they wish to use, and to pay for those numbers and not for the ones they do not use, and if a system of collecting these fees can be devised without making their books common property, an amicable arrangement could be arrived at, without boycotts and without process of law.

The Case Of The Anonymous Dragon

One of our most precious democratic privileges is our inalienable right to have opinions and to express them. This is the cornerstone of our whole scheme of life. But one of the most flagrant abuses of this privilege is perpetrated by people who cause their opinions to be spread without having the integrity or the plain guts to disclose their authorship.

Most of such expressions of opinion are cloaked in anonymity because their authors are trying to hide the fact that their utterances are not set on paper as a contribution to the common weal as they would have it appear, but are actually inspired by the

fact that they have a personal axe to grind, an axe which would be completely blunted if it were known that they were the authors.

A case in point is a well-written piece of dialogue which was sent, in mimeographed form, to a wide list of radio, advertising and other people concerned about the shake-up in the present system of program measurement. It was called "The Two-headed Dragon."

In spite of a good deal of speculation about the authorship of the piece, and quite irrespective of the wisdom of the views it contained, it is to be hoped that this sycophantic effort to swerve opinion in an underhand manner has now been committed to waste paper baskets, one for each copy which came off the duplicator.

Things like this go a long way towards the destruction of sincere efforts to improve our industry through publicity. We are engaged in such activities ourselves and so are such people as Walter Dales of Montreal. We and he are always most anxious to obtain the hard-to-get opinions of reputable people with the courage of their conviction. We write what we think and sign it, and are only interested in others who pursue the same policy. However right or wrong they may be, the cause is hampered by such anonymous efforts as the one we have been describing.

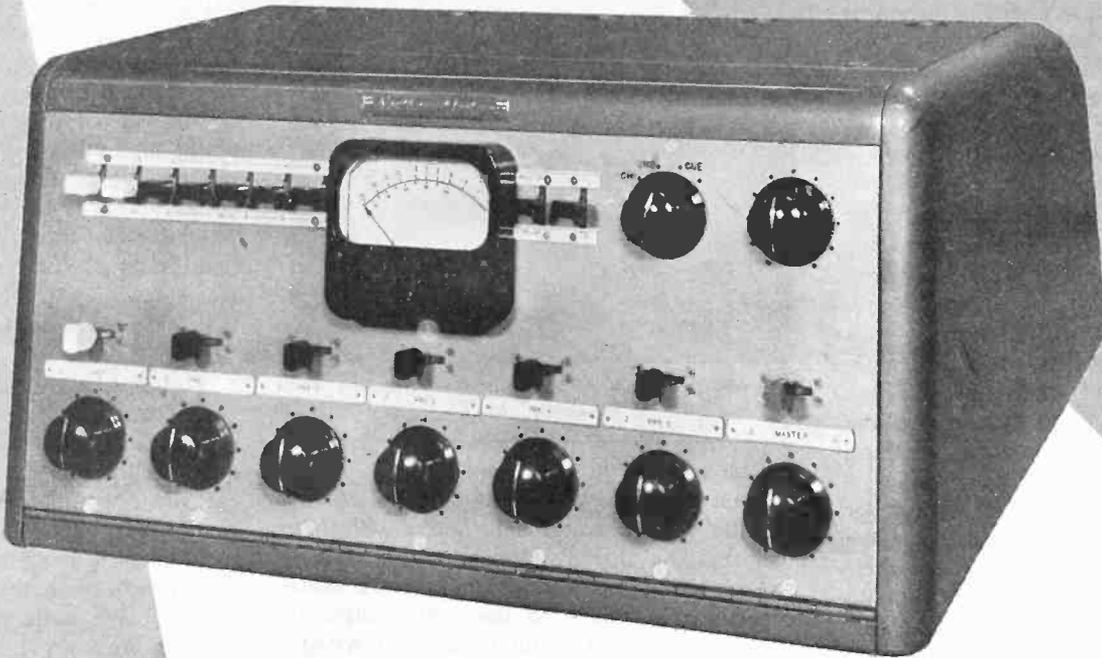
To Have & To Hold

The general practice adopted by the majority of businesses, including radio stations and advertising agencies, of securing their staffs by luring them away from their competitors is having an extremely unhealthy effect on the employee situation everywhere.

This method encourages an extremely unstable and fickle quality, wherever it obtains, because it makes an employee feel that each job is only a stepping-stone to the next, and that he or she only has to wait for a better offer. What the employer fails to recognize is that the individual he has been able to bribe onto his payroll from another house, will leave him just as readily as he joined him.

If management would spend more time selecting staff on a basis of potential capability, desire to be a part of the organization and to progress with it, this unfortunate situation would soon disappear. The continued practice of looking for help which has gained its experience at someone else's expense, is responsible for most employer-employee woes. The best way for any business to have a staff filled with experienced people is to make the experience available to them in its own office.

Top Quality...



Speech Input Equipment

- 1 Where can I buy a console that is up-to-date, will remain up-to-date and grow with my station?
- 2 Where can I buy a console with the number of microphone inputs I require?
- 3 Where can I buy a console with complete talk-back facilities?
- 4 Where can I buy a console at a reasonable price?
- 5 Where can I buy complete and up-to-date S.I.E. facilities at reasonable prices?

Northern Electric

For further details please contact

Northern **E**lectric

COMPANY LIMITED

(Branches across Canada)

1052-1

HERE and THERE

Thomson Grows South

Toronto.—Owner of the largest chain of radio stations and newspapers in Canada, Roy H. Thomson has expanded to the United States with the purchase of the St. Petersburg Independent, Florida.



Purchased by Thomson for \$750,000 two weeks ago, the Independent is an evening daily with 35,000 circulation. It becomes the sixteenth newspaper in the Thomson chain, along with three Ontario radio stations he owns outright and the two he operates with a 49% interest.

A man who 44 years ago, at the age of 14, was selling newspapers on Toronto's streets and who started his meteoric career when he launched station CFCH, North Bay, at the beginning of the depression, Thomson also announced that he would acquire other U.S. papers as they become available.

New Manager For CJIB

Vernon.—Gil Seabrook has been appointed manager of station CJIB here, it was announced earlier this month.

Since 1947 Seabrook has been with CKOK, Regina, and left the commercial managership there to accept his new post. In radio for 19 years, Seabrook got his start at CKLC (now CKRD) Red Deer,



A. G. SEABROOK

and at various times was on the staffs of Edmonton stations CJCA and CFRN.

Sales Promotion

Regina.—Roy Malone has been named commercial manager of station CKCK here, station manager Harold Crittenden announced

earlier this month. He succeeds Gil Seabrook.

Starting as an announcer, writer and operator with this station 12 years ago, Malone moved to the sales department of CKRC, Winnipeg, and returned to CKCK in 1945.

REP SWITCH

Calgary. — Effective May 15, station CKXL, Calgary, will be nationally represented by Horace N. Stovin & Company, according to an announcement made by CKXL manager Fred Shaw.

FOR MORE EFFICIENT COVERAGE

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

1000 WATTS 1280 KC

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

The best buy for your advertising \$ in Quebec

the BIG name in typewriters



It's

Underwood

of course!

Underwood Limited

Head Office: Toronto, Ontario

Branches in all Principal Canadian Cities

Flash!
CKDA
FIRST

IN VICTORIA!

(SEE PENN McLEOD & ELLIOTT - HAYNES)

Why MONTREAL Turns to 600 For NEWS!

ON MARCH 1st, Dave Rogers took charge of CFCF's new and exclusive Radio Press newsroom and CFCF's coverage of Montreal.

Dave is a graduate of the University of Maine, has had nine years of newspaper and radio experience, starting with the St. Croix Courier and ending with CFBC, Saint John.

It was always his ambition to cover big-city news, and since his arrival one month ago, he's had plenty. He and his trusted lieutenants have coped ably with the police shooting and arrest of Toronto's two badmen, given CFCF scoops on two bank robberies and a bludgeon-murder—Big City news with a vengeance!

But Rogers doesn't confine CFCF's news to violence. His coverage extends to such activities as the 3,500-entry N.D.G. Art Festival, and homey news that people like to hear. In short, a good newsman. And a good reason why Montrealers turn to CFCF for news.

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



WRITING

Dramatization Illustrates Spots

Dramatized, dialogue and comedy commercials each have definite value, if properly conceived and used for a specific purpose.

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

In our last article we explored the thought that the spot announcement should attract attention, and hold it, before the sales message was started. We saw the way this could be done with words. Now we shall go on to a much more effective way of getting the attention of listeners — dramatization. We are bringing the technique of the theatre to bear on radio, which up till now we have seen as a medium appealing to one channel only — the ear. Radio, without dramatization and sound effects, may be compared with a printed advertisement in all-type. Now, by devices which awaken and put to use the imagination of listeners, we introduce pictures. We are still working through the ear, so these must necessarily be mental pictures, but they will be there. Without dialogue, sound effects and dramatization, radio would be as limited in its appeal as printed advertising is without illustrations, balloon captions, cartoons, strips or artwork.

WHAT DRAMATIZATION ADDS TO A COMMERCIAL

Dramatization must be used with a definite purpose in mind, and not merely for the sake of elaborating the job. Like the typeset, copy or picture in a printed advertisement, it must always subordinate itself to the commercial message—must never call attention to itself so loudly that the sponsor's story is overshadowed. Babies, animals, pretty girls, country doctors and Abraham Lincoln are all said to be sure-fire attention-getters in a printed advertisement. (It might be fun to put them all into one advertisement some time!) But watch the distaff side of the house stop and rave over the color-illustration of a pink-and-white, happy baby. When she turns the page, ask her what product the picture was advertising, and see how often you'll draw a blank! Illustrations that over-emphasize themselves, at the expense of the product, are money down the drain. So it is with radio dramatizations. Properly used, they heighten interest, increase listening to the sales message, make possible desirable integration with the program, add dramatic impact, or offer the convincing believability of one person agreeing with another. They also use, to maximum effect, the time-tested efficacy of testimonials, as the listener hears the voice of a customer endorsing a product; and they enable the advertiser to tell his story with the aid and relief of comedy.

JACK RADFORD

AND HIS STAFF AT

CFJR Brockville

Send Greetings To Delegates
And Guests at 37th Annual
ACA CONVENTION

It's a **STOVIN STATION**
with **PROVEN RESULTS**

Miss Beautiful Barrie Says—



CKBB's COVERAGE will soon include 200,000 additional tourist visitors. It's time now to plan your campaign to take advantage of the added market CKBB can offer.
Just contact our representatives.



Serving
Simcoe
County

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

YOU DON'T NEED TO
DREAM ABOUT
FUTURE
MARKETS



CKSF

IS THE ANSWER!

IT'S THE
SEAWAY
CITY!

CKSF covers an unexcelled market . . .
32,000 urban population . . . 35 industries . . . rich dairying area . . . trading zone population 65,000.

CORNWALL, ONTARIO

DUAL TRANSMISSION ON CKSF-FM AT NO EXTRA COST

National Representatives:
Horace N. Stovin (Canada) — J. Hershey McGillvra (U.S.A.)

5 WAYS TO BEGIN A DRAMATIZED COMMERCIAL

Now let's get to work. Here are five types of dramatization, all based on how the action opens:

- (1) Opens with mood-setting music. Music can indicate anything from romance to ribaldry, from the patter of little feet to soldiers on horseback.
- (2) Opens with an attention-getting sound effect—such as a door slamming, a telephone or an alarm-clock ringing, a baby's cry—any sound that is at once recognizable to the listener, but is unexpected.
- (3) Opens with a stage-setting sentence by the announcer—"Let's listen in on this conversation between Mrs. Jones and her little girl"; or, "Here's what the cash-register girl said to the store's best customer yesterday"; or "What would you do if you found yourself in a situation like this one? Listen!"
- (4) Opens with the first actor speaking to the second actor—often integrated right in with the action of the show. This is the "sneak approach" which has been so effectively used by Fibber Magee and Molly, with the assistance of "Waxy."
- (5) Opens with a straight speech by a character actor, leading up to the fact, for instance, that in order to get a job on a certain big dramatic program it is expected that you will, personally, rinse out your underwear with a certain brand of toilet soap.

5 DIFFERENT WAYS OF DRAMATIZED PLANNING

And here are another five types of dramatization, this time according to type:

- (1) Dramatization of a product-demonstration, in any one of a number of settings. "Now we'll add to our mix one whole tin of our sponsor's product." (Splashy thud.) "Gracious, dear, not tin and all! Take it over to the can-opener and cut the top off!"
- (2) Dramatization of a testimonial. This, too, can be done in a number of ways—a conversation between doctor and patient; a child falling down the cellar stairs and being soothed and comforted by the application of a sponsor's product; two women talking over the telephone or the back fence; the reproduction of an actual incident, and so on.
- (3) Dramatization of a person having a conversation with his own conscience, with some historical personage—"What would Paul Revere have thought of this modern, beautifully-crafted silverware?"—a person soliloquizing and being interrupted by an unseen voice, such as the sponsor's: "And don't forget you get 5c back on the bottle"; or even pure fantasy in which an animal or inanimate object can be made to speak, where a photograph or a bottle or his favorite dog can create action in a most unusual way. Effects of this type are usually

done with a filter mike, and can be extremely effective if kept simple. Listeners have to know what you are doing, and never stop to wonder what you are doing.

- (4) Dramatization of a newspaper reporter, a survey questioner, or similar type, interviewing somebody.
 - (5) Dramatization, in capsule form, of a quiz show, in which the announcer is the M.C., and the contestant is a pre-
- (Continued on next page)*

GOING UP!

RETAIL SALES TREBLED IN TEN YEARS

1941
\$6,000,000.00
1951
\$20,000,000.00

Added to the 160 Retail outlets for 1952 will be:

- New Safeway Supermarket
- Kresges ● Woolworths and the O.K. Economy Supermarket.

DON'T OVERLOOK THIS MARKET IN YOUR 1952 CAMPAIGNS

CKBI

PRINCE ALBERT, SASK.
5000 WATTS

Sponsor Acceptance

Yes, after one year of continuous operation, CKFH has plenty of S.A. as proved by these TOP SIX advertisers.

- TORONTO STAR— 60 minutes seven a week RENEWED for another year. More than 249,000 listeners in one year according to Elliott-Haynes survey.
- IMPERIAL OIL LTD.— Esso has added CKFH's big sports audience to the Saturday network—plus Wednesday night and all play-off games.
- LEVER BROS. LTD.— From spots and newscasts to COMPLETE sponsorship of the Junior "A" OHA series including all play-offs and the Memorial Cup Finals.
- ADDISON LIMITED— 15-minute five a week news commentary RENEWED for another year at 7 p.m.
- HENRY BIRKS & SONS— Tried for six months on a three a week late night sportscast. Renewed for further six months. Excellent results have meant another six-month RENEWAL in '52.
- ANDERSON BUICK— 10-minute sportscast six a week RENEWED for one year.

The Right Show on the Right Side of Your Dial Can Bring You Results Too—At Radio's Lowest Cost.



Radio Reps In Montreal

Midway 0921 In Toronto



Saskatchewan leads in retail sales increase!

YES, Saskatchewan led Canada in percentage increase of retail sales during 1951, over 1950's total! It was a whopping 12.3 increase—a total of \$616,330,000!!!

Want to reach this market? Use Saskatchewan's FIRST station—first in its history, first in audience, first on the schedule of leading time-buyers!

See your All-Canada man now.

CKCK • Regina, Sask.

1942 - 1952

Time Out To Say "Thanks"

To our 146,000 listeners and more than 1,000 advertisers, whose loyalty and interest have made our first decade a thrilling success story

CHEX Peterborough

A Basic "Dominion" Station
NBS In Canada — Donald Cooke In U.S.A.

VISITORS 00000000
HOME 10021010

We don't sell Time

We Sell

RESULTS

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

(Continued from page 9)

sent or prospective user of the product.

All these types can be dramatized from start to finish, or—and sometimes this is more believable and delivers greater impact — dramatized only for the opening, and closed by straight commercial by the announcer. Particularly is this latter alternative useful when instructions have to be given, or an address or telephone number emphasized.

PRACTICAL SUGGESTIONS FOR WRITING

So much, then, for the types and varieties of dramatized commercials — now for a few practical suggestions for writing them.

Your first concern will be the basic idea. You ask yourself: "What shall my playlet be about?" Think of the advertising appeal of your product or service; decide what the final result is that you are shooting for; and then lead up to that in terms of human conflict. This means that the mood induced by your brief drama is calculated to be the most favorable to the advertising objective.

On the *positive* appeal, you can bring out the primary story—the benefit of using the product—or the secondary story—the outcome of that primary benefit. This means, using life insurance as an example, that the primary benefit would be provision for your dependents, or for your own retirement. The secondary result would be security and peace of mind as to the economic future. Either of these two approaches would be a sound one for dramatic presentation. On the *negative* approach, you stress the results of *not* using the product, again with secondary end results. With a hair-rinse, for example, the result of *not* using it would be dull, mousy,

unattractive hair. The end result would be lack of glamor, romance and self-confidence. Make it easy for your listeners to fit themselves into whatever situation you build up, so that the solution—that of buying and using the sponsor's product—is one they are mentally-conditioned to accept.

SAY IT QUICKLY — MAKE EVERY WORD COUNT

Get into your action *quickly*. You have to compress a rounded-out, one-act play in 60 seconds, complete with situation, suspense and solution, and yet leave behind no sense of having been hurried. It isn't easy, but it can be done. If you are writing the type in which the announcer follows the dramatization with a hard commercial, you may have to do your job in, say, 20 seconds. In this case, your playlet cannot be a complete one; but you set the stage effectively for the announcer. Take this example, for instance:

SOUND EFFECT — Military Band — Tramp of marching feet (mix) coming closer.

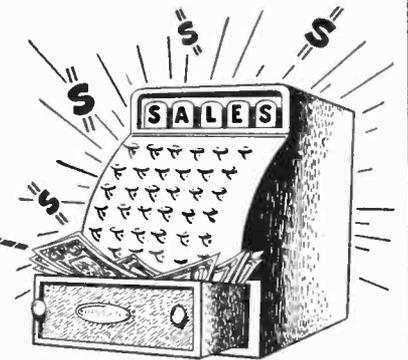
SOUND EFFECT — (Close up and over.) Child's running feet, coming to abrupt stop, as at window.

CHILD VOICE — (Excited.) "Look at the band, mummy, look at the band! Look how shiny and bright the trumpets are when the sun shines on them—it hurts your eyes!" (Pause. Change of voice.) "Do soldiers have to polish their own trumpets and things, mummy?"

ANNOUNCER—"They sure do, and what a polish they have to give them, too! They know, from experience, that nothing gives such a quick, brilliant and lasting shine on brass-

(Continued on next page)

SELLING POWER!



PROVEN

In a test conducted over a period of last six months direct response through CFCN was 10 to 2 in comparison with other stations airing program on the same day at the same time.

The client's advertising agency supplied this information.

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS

Toronto, Montreal
Winnipeg, Vancouver

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



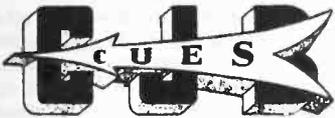
work as Brasso—yes, the same Brasso that your grocer sells." You take it from here, but please don't be cute and have the little boy deliver the punch line, "Will you buy me some Brasso, so that I can polish my little trumpet, mummy?"

■ ■ ■

DON'T LET DRAMATIC ASPIRATIONS RUN AWAY WITH YOU

Aim, above everything, at making your dramatized commercials *believable*. If they are, they will probably do a good job. If they are not believable, even though you may think them literary gems, they are no good. Intelligent casting and production *help* with believability, but if it isn't on the paper, you can never get it off. Your characters must sound natural, otherwise your listeners can never feel themselves part of the situation and solution. It is your job to keep your players from sounding like professional talent, by the words you provide for them to read. Write strictly from within your own experience—about the things and people and situations you know best—and then either read your spots aloud or, better still, learn to *hear* them as you *write*. Then, if you can, try them out on a child, and watch for reactions. It is usually true that if a child can understand them, most of the listening adults will too.

(Next issue—
Dialogue Commercials)

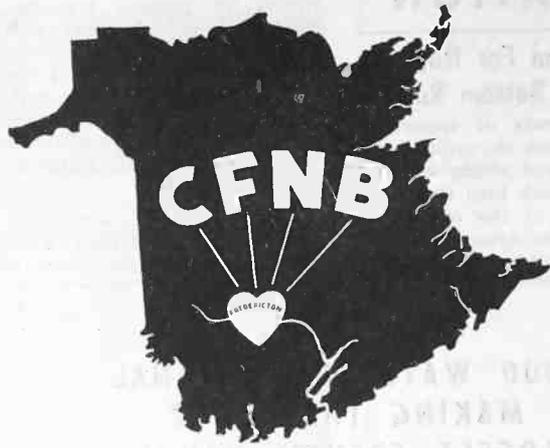


Mr. C. Roluf of Roluf's Music Centre, Belleville, who sponsors a ten-minute program, five a week, 10:45-10:55 p.m., writes:

"Last Christmas, one of our featured gift suggestions was a three-speed, self-contained record player. This item was advertised only by radio, on our own program, 'The Song Shop.' I am happy to report that several times I had to place further large orders to the distributing firm for more record players of the type we featured. In all, from December 1st to Christmas, we sold over FIFTY units—thanks to radio."

CJBQ

BELLEVILLE — TRENTON



Located in the heart
of New Brunswick

CFNB can be the heart
of your New Brunswick
sales campaign

See

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



New Brunswick's
Most Listened-To
Station

more people
listen to
CKRC
than to
any other
Manitoba
station

for instance —
TOTAL WEEKLY
BBM 1950 FINAL FIGURES
DAYTIME 176860
NIGHTIME 170040

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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

IN GREATER
Montreal
IT'S
CJAD



• The ENGLISH language Montreal MARKET is one of the top buys in Canadian radio. Thickly populated ... spread through with high income families ... this concentrated market is part of a metropolitan area with a total population of 1,728,857* and a retail sales volume of nearly one billion and a half (\$1,434,987,000).**

And CJAD can do a real selling job for you in this Montreal area. With its high local acceptance and listener loyalty, it is the leader in Montreal among English language stations (B.B.M. and Elliott-Haynes).

5Kw ON 800Kc
AFFILIATED WITH CBS

Representatives

RADIO TIME SALES LTD.

Montreal and Toronto

ADAM J. YOUNG JR., INC.

New York and Chicago

*Lovell

**Dominion Bureau of Statistics

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

EDUCATION

Lots Of Room For Novices On Radio's Bottom Rung

There are plenty of opportunities for beginners in radio, both for young men and young women, who want to break into the business, but many of the opportunities are at the typewriter, in record libraries and other off-the-

air jobs. This is the general deduction which comes out of a survey of private stations just conducted by *Canadian Broadcaster & Telescreen*, in which an effort was made to determine just what opportunities exist for the growing number of graduates from the various schools which conduct courses in radio broadcasting.

There were 37 replies to our questionnaire, and these disclosed 22 male job openings for which

novices would be considered.

MALE NOVICES

Seven of these stations indicated openings for announcers in the male novice class, and one more wants a summer replacement man, with the notation that "he must be good." Still another wants a combined writer-announcer, one a news reader. Two more are on the lookout for announcer-operators. This means that these 37 stations have 12 openings for announcers of one type or another, and all seem willing to consider graduates from the various broadcasting schools.

Five stations are interested in operators, one is looking for a male librarian. Three stations intimate openings for male writers, with accent on ability to handle commercials.

FEMALE NOVICES

On the distaff side, easily the most sought after are those with capabilities along writing lines. Six stations intimated that they have openings for commercial writers, and five for continuity writers. Further investigation produced the information that in most cases writers are called upon primarily to write commercials, with preparation of continuity more or less a side issue. From the replies we received, it would appear that there is a preference for female writers over male ones, and that the most important capability is writing commercials.

Other fields were disposed of as follows: operators, 2; combined commentator and commercial writer, 1; commentator, 1; announcers, none.

DO THEY EMPLOY GIRLS?

In an attempt to determine what opportunities are offered to girls, irrespective of immediate openings, the stations were asked in the questionnaire to indicate whether they employ or are likely to employ girls in seven different categories. The replies tabulated like this:

(a) Announcers	none
(b) Commentators	10
(c) Operators	7
(d) Record librarians	25
(e) News writers	5
(f) Commercial writers	26
(g) Continuity writers	26

It should again be pointed out that in almost every case, the commercial writer takes care of continuity too.

One final question went as follows: "When you hire a novice, do you favor graduates of a broadcasting school?" Twenty-eight out of 37 said "yes," four said "no" and five gave no answer.

Industry Must Assist If Academy To Survive

Toronto.—If the radio industry wants the Academy of Radio Arts to continue as a radio training centre for station personnel, it will have to assist the Academy's continued existence.

It was at the close of his valedictory address to the graduating students of the Academy, Tuesday of last week, that Lorne Greene, founder and principal of the school, put it bluntly up to the industry to decide whether it wanted the Academy to continue, and, if so, (Continued on next page)

Now

**1000 WATTS DIRECTIONAL
MAKING THIS YOUR
LARGEST FRENCH MARKET
IN THE MARITIMES**

AN INCREASE FROM 250 WATTS WITH SAME RATE CARD

CJEM

EDMUNDSTON, N.B.

1380 ON YOUR DIAL — 1000 WATTS
In effect since March 24th

Ask Horace N. Stovin or Adam Young in the States.

You Cannot Miss ...

TV Day at the ACA

(Wednesday afternoon, April 30)

— 3 IMPORTANT PANELS —

2.30 P.M.—CBC POLICIES ON TV

A look into the past, present and future of Canadian television by A. Davidson Dunton, Chairman of the CBC Board of Governors.

3.25 P.M.—PITFALLS TO AVOID IN TV PROGRAMMING

The show, the product and the commercial, by Mrs. Harriett Moore, Director of Psychological Services, Social Research Inc., Chicago.

4.00 P.M.—THE USE OF FILMS IN TV

By L. L. Cromien, Director of Productions, Peterson Productions, Toronto.

TICKETS FOR THIS 3-PANEL SESSION — \$3.50

At the ACA Convention Office, Royal York Hotel

OR

ASSOCIATION OF CANADIAN ADVERTISERS

SUITE 701, FEDERAL BUILDING, TORONTO

QUEBEC STATIONS ORGANIZE



Montreal. — French-language Canadian radio stations formed their own association within the Canadian Association of Broadcasters during a meeting held here late last month.

It becomes one of five regional broadcaster groups spread across Canada and will be known as Radiodiffuseurs Français du Canada (French Broadcasters of Canada).

The executives of the new association, seen in the above picture, are, left to right: director Dr. Charles Houde, CHNC, New Carlisle; secretary-treasurer Flavivus Daniel, CHLP, Montreal; vice-president Jean-Paul Lemire, CKCH, Hull; president Henry LePage, CHRC, Quebec; and director Phil Lalonde, CKAC, Montreal.

(Continued from page 12) to do something about it.

He pointed out that there were many things it could do and suggested that one step might be for the CBC and the private stations to "select from the communities they serve the most talented and potentially successful young man or woman. This young Canadian," he said, "could be given a scholarship by the station and be sent to the Academy to become a trained radio professional. In this way," he continued, "I feel that the radio stations of Canada will be encouraging the development of our young talent, of which there is a great deal, and further

their own interests at the same time."

Amplifying his plan whereby stations would invest in future personnel for their own stations by underwriting all or part of their Academy fees and other expenses, Greene said: "I will go so far as to invite a board of trustees of the industry's selection to supervise the administration of the Academy, because I do not desire to make this a profit venture. I am interested only in seeing to it that the Academy of Radio Arts continues to exist as a radio training centre of the highest calibre."

announcer opportunity!

RADIO STATION CFPL needs an announcer with at least three years of practical experience. In addition to the requisites of good voice and personality, a mature and businesslike approach to broadcasting would be a deciding factor. Initial minimum earnings amount to \$3,000 a year. Please list your station experience and references; also send an audition disc with your application.

Address to:

R. A. Reinhart,
Program Director,
CFPL,
London, Canada.



CFPL, LONDON

SASKATCHEWAN IS SOLD ON CFQC

—hyperbole? No—understatement!

A listener in Marwayne, Alberta, writes to CFQC:

"We think you have a wonderful radio station. We like the friendliness of the personnel and the high calibre of your programs."

Saskatchewan Is Sold On CFQC —

—indeed! And here is a PLUS—not confined to this province's boundaries!

Take your cue from this radio listener. Get your campaign on the station with the "high calibre" programs!



ANN ADAM HOMECRAFTERS'

Cooking School of the Air
PARTICIPATING PROGRAMME

Continuously

SINCE 1930

BY REMOTE CONTROL
OVER CFRB

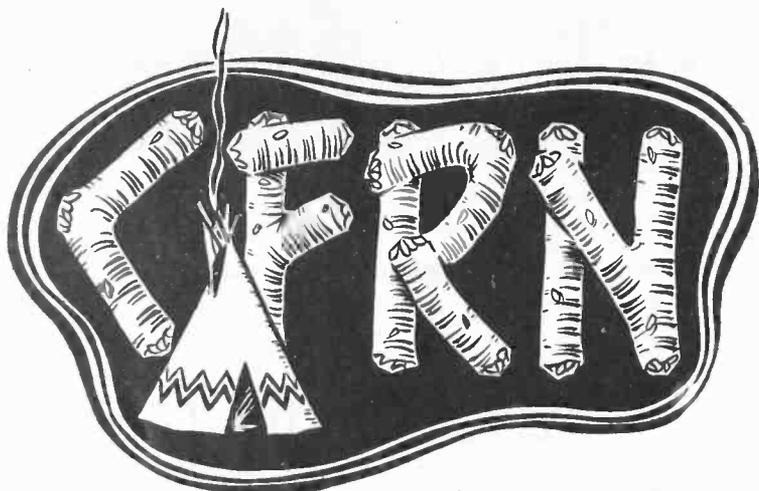
9.20 A.M. Daily From Our Own Kitchens

TORONTO 12

MOHAWK 2379

FACTS DEPT.

3 ten minute portions
OF
DETECT & COLLECT
BRING IN
12,278
ALPHA MILK LABELS



RADIO REPRESENTATIVES LTD.
Montreal — Toronto — Winnipeg
Vancouver

ADAM J. YOUNG, JR., INC.
New York — Chicago — St. Louis
San Francisco

GOVERNMENT

**Support From All Sides
Yet Bill Shelved**

Ottawa. — Freedom of radio, along with that of the press, was stressed as one of the major items in a motion for the immediate consideration of a Canadian Bill of Rights, presented in the House here late last month by John Diefenbaker, Conservative member for Lake Centre, Sask.

The motion read in part: "That in the opinion of this House, immediate consideration should be given the advisability of introducing a bill or declaration of rights to assure amongst other rights: freedom of religion, freedom of speech, freedom of the press and of radio." After discussing it for the greater part of a day, members voted for the indefinite adjournment of debate.

Support for the motion came from spokesmen on all sides of the House. David Croll, Liberal member for Spadina (Toronto) pointed out that "our philosophy has always been and must continue to be that the individual comes first, that the State is here to serve him, not to tell him what he must say or what he must think or what he must believe in." He felt that "freedom of the press and of radio and other equally important freedoms" would be protected by a Bill of Rights since "it would set up limits beyond which neither the individual nor the State could go."

Speaking in favor of the bill, Alistair Stewart (CCF, Winnipeg North) suggested that freedom in the press should provide two-way protection: for newspapers from interference by the State, and for the people from a disregard by the press of its responsibility to them. He expressed alarm over the decreasing competition in the newspaper field. It is a fallacy, he felt, that anyone "can always start another newspaper" since "starting a daily newspaper is a hobby in which only the extremely rich can afford to indulge."

The freedom of all media of information, said Phileas Coté (Lib., Matapedia-Matane), "cannot be reasserted and reassured and dedicated in a clearer and a more lasting form than in a charter which becomes part of the law . . ."

CCF Leader M. J. Coldwell quoted at length from the Saskatchewan statute — "the most comprehensive civil rights bill" in Canada and possibly North America—part four of which states: "Every person and every class of persons shall, under the law, enjoy the right to freedom of expression through all means of communication, including speech, the press, radio and the arts."

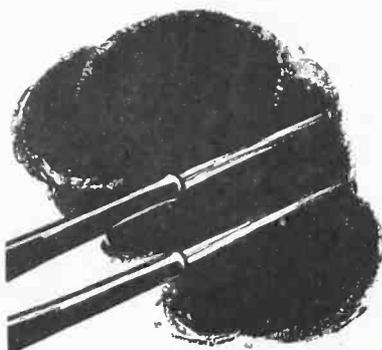
Opposition to the motion was based largely on the fear that a federal Bill of Rights would invade provincial jurisdiction and it was recommended that a ruling be obtained from the Supreme Court of Canada.

**NORTHERN
ONTARIO'S
Greatest
ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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



**Under The
Big Guns
Of The City
Stations**

YES, we're right under the Big Guns.

But, the Penetrating Fire from station CKLB has proved time after time far more effective in this 62 million dollar Oshawa market.



"The Biggest Little Station
In The Nation"

Greetings
**To Delegates
At The ACA
Conference**

CHLP covers
461,000 radio
homes in
Montreal

CHLP brings RESULTS

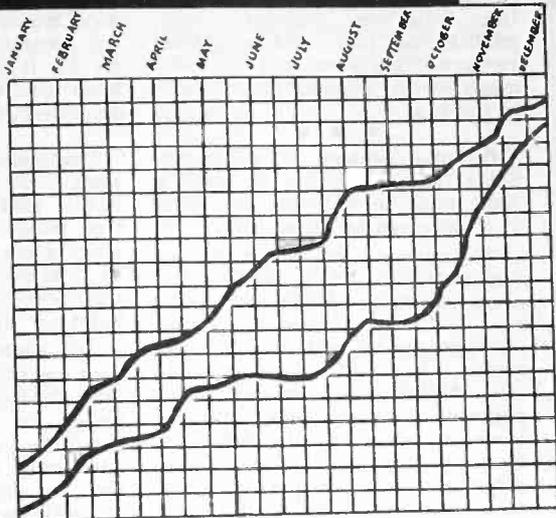
CHLP is a MUST

CHLP

MONTREAL

1410 ON YOUR DIAL

**S
A
L
E
S**



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

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

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

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

CKLW

AM and FM

800 KC

THE GOOD NEIGHBOR STATION — — WINDSOR, ONTARIO

REPRESENTATIVES: ALL-CANADA RADIO FACILITIES — ADAM J. YOUNG, JR., INC., UNITED STATES



CANORA - ONE OF MANY!

Canora, Saskatchewan, is just one town covered by CJGX. Every year farm equipment dealers in Canora sell \$750,000 worth of equipment to people who depend on CJGX for their news, information and entertainment.

AND THERE ARE A LOT OF "CANORAS" IN OUR AREA!

Be sure you contact our reps and make this, our 25th Anniversary Year—your big year too!



940 ON YOUR RADIO DIAL

CJGX

Yorkton
SASKATCHEWAN

1927-52 — 25 Years of Community Service

Representatives

Horace N. Stovin & Co., Toronto, Montreal
Inland Broadcasting Service, Winnipeg
Adam J. Young, Jr., Inc., U.S.A.

CAB

Here's What The Man Said

(Continued from last issue)

Radio stations can be no more prosperous than the community they serve and anything that helps the community helps the station, Ken Soble told CAB Conference delegates.

Soble, president of CHML, Hamilton, also stressed that radio advertising has to be sold to local sponsors on its results, during the panel discussion on "How To Increase Local Sales."

Management has to decide what the potential of a station is, as the first step toward boosting local business, he said. A complete schedule, based on good programming, must be drawn up to show at a glance how much business the station can properly handle, he pointed out in revealing details of a system started at CHML some time ago.

No other type of business can operate without some system of inventory, the speaker claimed, and it is about time radio took stock of what it has to sell. Radio time is a very perishable commodity, he said, and suggested steps be taken to find out how much of the product "went bad" in the past.

On the subject of personnel, Soble felt it is better to teach a radio man to sell than to bring in a salesman to learn radio.

He warned that program ratings should never be used to any great extent in selling local business. Talk in terms of results and not size of audience, he suggested. It would be a pity, Soble said, if ratings are refined to the point of accuracy where we are forced to use them to sell locally, because then some of our good community programs would have to be dropped due to low ratings, even though they have proved to be a good vehicle for selling.

Soble also told the broadcasters that they must re-invest some of

their income in building better programming to gain the respect of the community and its business. This is not only a debt which the station owes its area, but good business sense, he said, since the community will like you better for it and the advertisers will keep coming back for even more sponsorship.

Continuing the discussion in the same vein, W. T. "Doc" Cruickshank told Conference delegates that public service in radio starts when a station offers its facilities to local advertisers through which they can increase business and build up the community.

The president of CKNX, Wingham, he pointed out the fact that local business is often the barometer by which national advertisers assess the economic "weather" of a market. Therefore, he suggested, if the number of local accounts is high a station can expect to get a good share of national business.

Cruickshank considers banks are an important source of added revenue often overlooked, and he said that since they are spending considerable sums on advertising in other media he urged stations to approach them on the local level.

In local programming, Cruickshank said his experience confirmed that local talent is good for building audience and advertisers. He warned against forgetting about women's programs, since they are responsible by far for most of the retail buying.

The speaker also counselled stations to be reasonable in the claims made in commercials. You can only push so much down people's throats, he said, before they lose faith in both the goods advertised and radio itself.

The Conference's final scheduled speaker was W. E. Wallbridge, manager of WWJ-TV, Detroit, who captured one of the heartiest rounds of applause of the four-day meet.

Speaking on the subject "Getting Into Television," a digest of Wallbridge's address will appear in an early issue.

Among many of the points he

"It's A Sure Bet"

"The Heart of the Valley Market"

1000 WATTS — 1350 KCS.

PEMBROKE ONTARIO

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



enlarged upon, Wallbridge said that the phenomenal development of American television, unequalled in any other country, was the result of its existence under a free-enterprise system. The private broadcasters of Canada have American sympathy and support in their fight for freedom, he said, and if his station can be of help in providing facilities for observation by Canadian radio men new to television, the welcome mat is out to them.

After Toronto's mayor, Allan Lamport, thankfully credited radio with his being able to appear in an official capacity at the Canadian Association of Broadcasters' annual dinner—he fought his campaign via Toronto radio stations and without press support—some 17 radio pioneers were formally extended membership in the CAB's Quarter Century Club.

Two of the 25-year awards were made posthumously to Clyde Mitchell, late manager of CKCR, Kitchener and William Browne, late commentator and announcer on CJOR, Vancouver.

Other names added to the club roster, which was inaugurated last year, included: Ralph Parker, owner of CFPA, Port Arthur; Jack Slatter, general manager of Radio Representatives Ltd., Toronto; Frank Makepeace, chief engineer of CFRN, Edmonton; W. T. "Doc" Cruickshank, general manager of CKNX, Wingham; Arthur Chandler, vice-president of CJOR; W. Thompson Ross, CKPR, Fort Wil-

liam; Lloyd Moore, Wes McKnight and Jack Sharpe, respectively manager, program manager and engineer of CFRB, Toronto; A. W. Hooper, chief engineer of CKRC; Jack Barnaby, chief engineer of CFCH, North Bay; Foster Hewitt, sportscaster and owner of CKFH, Toronto; R. S. Dakin, account executive of CFCF, Montreal; and Horace Stovin, president of Horace N. Stovin & Co.

CBC

\$15 TV License Fee

Ottawa.—The Canadian Broadcasting Corporation has recommended a television receiver license fee of \$15 to the government, it was revealed here last month. It is felt likely that the government will act on this recommendation and approve legislation this session. However, government opinion of the amount of the fee has not been assessed as yet.

In a story in the *Toronto Telegram*, staff reporter Norman Campbell also said that the CBC will ask Parliament for an additional grant of \$7,000,000 to carry on its TV development program. So far, the CBC has been granted \$6,000,000 of public funds to get TV rolling, and CBC chairman A. Davidson Dunton is quoted by Campbell as saying that \$4,200,000 of this has gone for capital costs in the installations at Toronto and Montreal, while the remaining \$1,800,000 is being used to meet current training and program expenses.

Dunton is said to have explained that this further \$7,000,000 will be for the construction of separate stations in Winnipeg and Vancouver, as well as stations in Windsor and Quebec which are expected to become part of the Toronto - Ottawa - Montreal link shortly after their establishment.

According to the report, he said: "There is no thought of an early trans-Canada television network. The stations at Winnipeg and Vancouver, when built, will be independent operations. It would be quite possible for them to be hooked into U.S. networks, but the extremely high cost of a trans-Canada network rules that out for the time being."

In dealing with TV sponsorship, Dunton is said to have stated the CBC has received many inquiries and he hoped there would be some commercial participation. "The more commercial programs we have the less would be the cost of producing our non-sponsored programs," he said. Dunton also said that eventually the combined revenue from licenses and commercial programs will make CBC television self-sustaining. Five years, he said, might be a reasonable estimate of the time required until revenue from these two sources will equal operating costs. In the meantime, government grants will be required to meet the deficits.

CKXL...

Announces the appointment of Horace N. Stovin & Co. as Canadian Representatives effective May 15

- For complete information on how CKXL can sell the Calgary Trading Area (100-mile city radius) contact your local Stovin Rep.

CKXL representation by Horace N. Stovin & Co. in Vancouver & Winnipeg is extended to include Toronto & Montreal effective May 15th.

CKXL

CALGARY'S PROGRESSIVE STATION



FOR THESE ARTISTS

- ARNOLD, Audrey
- BLACKMAN, Honor
- DAVIES, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- MOSS, Len
- OULD, Lois
- PACK, Rowland
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra

Day and Night Service
at
Radio Artists Telephone
Exchange

(RECIPE)

CJOB is a favourite media dish with food advertisers simply because its blended appeals reach food interested women with healthy marketing budgets — i.e. Winnipeg's best home-makers!

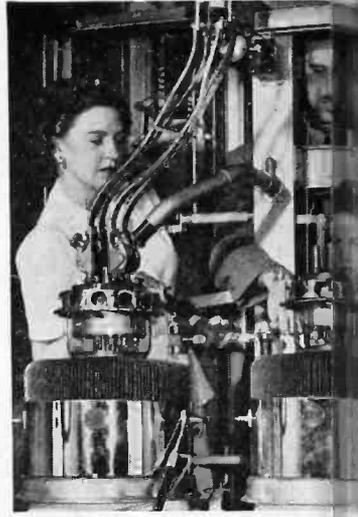
CJOB

See our reps...
Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver
Adam J. Young, Jr., Inc.
New York, U.S.A.

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



1940 During the war years, John Collingwood Reade, veteran reporter and news analyst, brought CFRB listeners on-the-spot news from every allied front.



1948 With the opening of the transmitter in 1948, CFRB became the most powerful station in the area. Stars Adrienne Clarkson and Douglas part...



1937 To the Ladies! Kate Aitken and Claire Wallace . . . well-loved commentators . . . made their first broadcasts over CFRB in the middle thirties.



1931 Wes McKnight: Popular CFRB Announcer since 1928 took over the first regular sports' program in 1931. This was the year CFRB grew to 5,000 watts!



1927 THE SEEDLING! CFRB's first transmitting station at Aurora. Ninety-eight feet high . . . wooden towers . . . 1,000 watts!



50,000 watt trans-
Commonwealth's
dio station. Here
ows CFRB singing
rriagan and Eileen
installation.



GISELLE! Canada's own cello-voiced
songstress—heard weekly, CFRB, on Bob
Crosby's Club 15.



How that seedling grew!

From 1,000 watts to 50,000!

 FROM THE world's first batteryless radio station in the British Commonwealth! From a handful of listeners in 1927 to Canada's No. 1 Station in Canada's No. 1 Market . . . with the only CBS affiliation in that market!

We are proud of this record! We are grateful to all our friends who have helped us make it . . . advertisers and public alike. And on this our twenty-fifth anniversary, we pledge to keep CFRB "Canada's No. 1 Station" . . . first for service, information and entertainment!

CELEBRATING A QUARTER CENTURY
OF BROADCASTING

CFRB

TORONTO

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

Greater OTTAWA is 42% French

USE CKCH — THE ONLY FRENCH STATION IN THE OTTAWA VALLEY — TO SELL THIS RICH FRENCH-SPEAKING MARKET WHICH HAS AN ANNUAL INCOME OF — — **\$90,177,825.00**

CKCH

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



Consider the
"SALES PERSONALITY"
of your
RADIO PERSONALITIES!

Your radio salesmen, like your field men, must have a knowledge of their subject to win and hold customer respect. They must have something else—a "sales personality."
Danny Gallivan is the recognized sports authority on the Maritimes—with a following that has made his name a byword after ten years as a sports commentator.
When you sponsor sports on CJCH, Danny's sports knowledge holds listeners—and his "sales personality" clicks on the commercials.
Consider the "sales personality" of your radio personalities to better understand why CJCH gets top ratings in Halifax.

Toronto Representative:
Paul Mulvihill, 21 King St. E., Toronto

CJCH. HALIFAX. 5000 WATTS



PROFESSIONAL AND SERVICE Directory

RATES—6 Months (12 Issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 Issues) 20 words minimum—\$40.80
Additional words, add 8 1/2c per word, each issue.
Casual Insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed each issue.
Agency commissions cannot be allowed on these advertisements.

PROGRAMS

CANADIAN EDITION OF RADIO ADVERTISING FOR RETAILERS will be included in this monthly service for broadcasters commencing with the March issue. The Canadian edition is designed to meet the specific requirements of Canadian broadcasters. Nothing has been removed from the original service. Remember, Radio Advertising for Retailers is chock full of program ideas, promotion tips, commercial continuity, management and promotion and sales digest. Written and produced by experienced writers with appreciation for your problems. Available exclusively through the Program Division of All-Canada Radio Facilities, Ltd., Toronto.

ACTING

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

ANNOUNCING

JAFF FORD—At your service. CFRB — PRinces 5711 or BAldwin 1-4103. (S)

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$7.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2.

EDUCATION

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

EDUCATION

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

ENGINEERING

MCCURDY RADIO INDUSTRIES 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)

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'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappa's' resharpening needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each... \$2.75 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

RESTAURANTS

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

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

Reservations KI.5402 5.00 - 10.30 p.m. or by special arrangement

CHEZ MOI TAVERN

Specializing in European dishes with tempting hors d'oeuvres from our Parisienne buffet.

30 Hayden Street Toronto First block south of Bloor, east of Yonge

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.



ACCOUNT EXECUTIVE

One who sits it out with the advertising manager while both wait to endorse the decision both know will be sent down from the twentieth floor.

RADIO PRODUCER

What a prominent jeweller is giving away absolutely free with every stopwatch. (Still a good gag.)

TIME BUYER

An individual who tries to look busy while sitting on his BBM.

STATION MANAGER

One who queers his rep's pitch by coming to town once a year to befuddle the agency with technical details of millivolt contours and ultra high frequencies.

NATIONAL REP

The guy who sells the sponsor the City Hall with a fence around it and then throws it in the station's lap to deliver.

RESEARCH DIRECTOR

A learned character who devotes his time to proving how wrong the public can be.

TRADE PAPER MAN

One who devotes his days and nights to rendering unselfish, expert and altruistic service to the industry he represents at 22 cents per agate line.

RADIO DIRECTOR

He surrounds himself with a large number of brainy people and then develops an ulcer doing all their work over again after they've gone home.

COMMERCIAL WRITER

Someone who can write what he or she is told to write without appearing to be correcting the boss' mistakes in English.

NIGHT JANITOR

A program director who once had a swell idea for an elaborate sustaining program.

FREELANCE ANNOUNCER

A performer who must be much better than the local announcer because he costs so much more.

SPONSOR

The gentlemen we tell once a year what swell guys they are, in the hope they will buy large gobs of time from the private stations, who will, in turn, take space from us, in order that we may survive until the next AOA Clambake to start it all over again.

We're in the Black

THREE FACTS

1. During 1951, 64% of CKNX advertising revenue was placed by local businesses.
2. The vast area where these businesses are located is indicated on the map.
3. A total of 182 cities, towns and villages within the black area were represented by local advertisers on CKNX last year.

CKNX WINGHAM

The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL

HERE'S convincing evidence of the esteem in which CKNX is held as an advertising medium by the merchants and business men within its own listening area.

WE CHALLENGE ANYONE TO FIND A RADIO STATION IN CANADA WITH A LARGER AND RICHER LOCAL ADVERTISING TERRITORY.

Got those Budget Blues?



IF WASTE CIRCULATION IS CUTTING INTO YOUR ECONOMY . . .

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

IF LOCAL APPEAL IS OUT OF THE QUESTION . . .

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

IF TIME OF IMPACT IS UNPREDICTABLE NOW . . .

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

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

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

ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Radio's Foremost Advertiser Service Organization

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	Cole	BUP
Dawson Creek	CJDC	Radio Reprs.	Donald Cooke Inc.	Lew Roskin	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	World	PN
Kelowna	CKOV	All-Canada	Weed & Co.	J. H. Browne	Dennis Reid	{Lang-Worth Thesaurus	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke Inc.	Chas. Rudd	Sheila Hassell	World	{BUP PN
Nelson	CKLN	H. N. Stovin	Adam Young	A. R. Ramsden	—	—	PN
New Westminster	CKNW	Nat'l. Broadcast Sales	Forjoe & Co.	William Rea, Jr.	Rolly Ford	{Associated Cola World	{BUP PN
Penticton	CKOK	Radio Reprs.	Donald Cooke Inc.	Roy Chapman	Fred McDowell	Standard	PN
Port Alberni	CJAY	Nat'l. Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke Inc.	K. Hutcheson	—	{Capitol Cole	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Carbutt	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	—	—	—
Trail	CJAT	All-Canada	Weed & Co.	John Loader	Don Marshall	—	PN
Vancouver	CBR	CBC	CBC	Ken Caple	Harold Paulson	—	{CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	{Thesaurus MacGregor	{BUP PN
Vancouver	CKMO	Omer Renaud (A. J. Messner in Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	—	{Sesac Standard Associated	{PN BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	{Lang-Worth World	{BUP PN
Vernon	CJIB	Radio Reprs.	Donald Cooke Inc.	Gil Seabrook	—	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	Thesaurus	PN
Victoria	CKDA	Radio Reprs. (A. J. Messner in Winnipeg)	Forjoe & Co.	D. A. Armstrong	Gordon Reid	Standard	BUP

ALBERTA

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

SASKATCHEWAN

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

INTRODUCING ANOTHER CALGARY FIRM WHICH SELLS THE CALGARY MARKET SUCCESSFULLY

Calgary Furrier Beats Downward Business Trend

- Garbert's, "Calgary's Leading Furrier," Creates Demand For Furs Through Radio.
- Invests 85% of 1952 Advertising Dollars with C F A C.

Last year, fur sales in Canada fell off, but one Calgary furrier was able to halt this downward trend by carefully-planned advertising. GARBERT'S — "Calgary's Leading Furriers"—enjoy a current fur revenue which is 16% higher than the industry average across the country in terms of this year's revenue compared to last. Here is the story as told by Mr. Garbert:



"OUR current campaign with C F A C (At Home thru Friday) is by far the most resultful advertising we have ever used. The impact of our sales messages on this program is so positive that we can actually create a demand for the specific fur we wish to stimulate. Over and over again, we find that the fur we promote on our program is the one the ladies come in to see . . . even though the demand for that particular fur may have been slow. The advantages of being able to create an immediate, specific demand for merchandise are obvious.

"In addition to bringing in measurable cash-register sales, our radio advertising gives us significant long-term returns in helping to build public confidence in GARBERT'S as a good store with which to deal. Preference for one store rather than another is built on many things, and

we find aggressive merchandising is one of the most important. And we find radio the best way to tell the GARBERT'S story.

"Our experience is that by creating a daily impact on our prospects, we are in a position to capitalize fully on ALL the advantages of radio. Our consistent, day-by-day advertising brings us consistent day-by-day results. Some measure of our confidence in radio's ability to carry the ball for us is the fact that we are now investing 85% of our advertising dollars with C F A C.

"All in all, it seems we now have a good, workable combination. Quality merchandise . . . attractive prices . . . PLUS C F A C advertising to reach out and influence the right prospects at the right time in the right way to pre-sell them that Garbert's is the best place to spend their fur dollars."

Signed "ROBERT T. GARBERT."

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

THE STATION
MOST
LISTENERS DIAL



THE STATION
MOST
ADVERTISERS BUY

(Check ELLIOTT-HAYNES AUDIENCE REPORTS — Daytime and Nighttime — Calgary City and Rural Area)

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

● MANITOBA

Brandon	CKX	Radio Reprs. {A. J. Messner in Winnipeg}	Adam Young	John Craig	Ernest Holland	{Thesaurus World	PN
Dauphin	CKDM	Radio Reprs.	Adam Young	Glen Hjalmarson	—	—	PN
Flin Flon	CFAR	H. N. Stovin	Adam Young	C. H. Witney	—	—	PN
St. Boniface	CKSB	Omer Renaud {John N. Hunt in Vancouver}	J. H. McGillvra	Roland Couture	—	{Associated World	BUP
Winnipeg	CBW	CBC	CBC	J. N. Mogridge	—	—	{CP BUP
Winnipeg	CJOB	Radio Reprs. {A. J. Messner in Winnipeg}	Adam Young	J. O. Blick	A. J. Messner	{Associated Langworth Thesaurus Standard World	{BUP PN
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	{Lang-Worth Standard	{BUP PN
Winnipeg	CKY	H. N. Stovin	Donald Cooke Inc.	Al Mackenzie	Wilf Collier	{Associated Capitol Sesac	{BUP PN

● ONTARIO

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

THE RADIO PANEL OF CANADA

CONDUCTED BY
INTERNATIONAL SURVEYS LIMITED

Provides the **ULTIMATE**
In Program Analyses for
Both English and French

- Total Radio Homes Listening for Canada, Region and City Size. (Including Farms)
- Measurement of the Extent and Characteristics of the Listening Audience. (Age, Economic Class, Presence of Children, Education, Occupation.)
- Cost Per Radio Home Delivered.
- Duplication of Program Audiences Study.
- Measurement of Sales Efficiency of a Program.
- Market and Audience Characteristic Profiles.
- Flow of Audience.
- Cumulative Audience.
- Sets-In-Use Reports.
- Station Area Reports.
- Special Analyses on Television Audiences Available.

You have to study the size, characteristics and potential market of your listening homes **BETWEEN OCTOBER AND MAY** before you can efficiently program for your fall schedules.

For additional information - contact

**INTERNATIONAL SURVEYS
LIMITED**

TORONTO
Marjorie Stepan
Norman Russell, Peter Culos
1251 Yonge Street — PR. 3088

MONTREAL
Paul Haynes
Dorothy Roberts
1541 Crescent Street — LA. 4209

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Port Arthur	CFPA	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	—	Standard	PN
Sarnia	CHOK	Paul Mulvihill in Toronto Nat'l Broadcast Sales in Montreal	Donald Cooke, Inc.	Karl Monk	Art O'Hagan	{Lang-Worth Standard	PN
St. Catharines	CKTB	Paul Mulvihill in Toronto Radio Time Sales (Quebec) Ltd. in Montreal	J. H. McGillvra	Cliff Wingrove	Vince Lococo	Thesaurus	PN
St. Thomas	CHLO	Radio Reps.	Donald Cooke, Inc.	John Warder	—	{Associated Lang-Worth	PN
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	Basil Scully	—	PN
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Sudbury	CHNO	Omer Renaud (John N. Hunt in Vancouver)	Adam Young	Rene Riel	—	Associated	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	—	Thesaurus	PN
Timmins	CFCL	Omer Renaud	—	Conrad Lavigne	L. Saint-Amand	—	BUP
Timmins	CKGB	Nat'l Broadcast Sales	Donald Cooke, Inc.	H. C. Freeman	Doug Manning	{Lang-Worth Standard	PN
Toronto	CBL	CBC	CBC	H. J. Boyle	Walter Powell	—	{CP BUP
Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Holden	{Thesaurus World	{BUP PN
Toronto	CHUM	J. L. Alexander in Montreal	J. H. McGillvra	Bob Lee	—	{Capitol Lang-Worth	{BUP PN
Toronto	CJBC	H. N. Stovin	H. N. Stovin	Bob McGall	—	{Lang-Worth Standard	{CP BUP
Toronto	CJRT-FM	—	—	Eric Palln	—	Associated	BUP
Toronto	CKEY	Nat'l Broadcast Sales in Montreal	Donald Cooke, Inc.	Hal Cooke	Jack Turrell	{Capitol Associated Standard World	{BUP PN
Toronto	CKFH	Radio Reps in Montreal, Winnipeg and Vancouver	—	Howard Caine	Len Smith	Thesaurus	{PN BUP
Windsor	CBE	CBC	CBC	M. L. Poole	—	—	{CP BUP
Windsor	CKLW	All-Canada	Adam Young	J. E. Campeau	E. W. Wardell	{Thesaurus World	{INS BUP
Wingham	CKNX	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	{Cole Standard World	BUP
Woodstock	CKOX	Omer Renaud (John N. Hunt in Vancouver)	—	M. J. Werry	—	{Lang-Worth World	BUP

• QUEBEC

Aïnos	CHAD	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	—	—	{CP BUP
Granby	CHEF	Radio & Television Sales Inc. Toronto and Montreal	Donald Cooke, Inc.	G. Laliberte	Ray-Marc Dube	—	BUP
Hull	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	J. P. Lemire	—	—	BUP
Jonquiere-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Tom Durham	—	World	BUP
Lasarre	CKLS	Omer Renaud	—	David Gourd	—	—	BUP
Matane	CKBL	Jos. A. Hardy	—	Rene Lapointe	—	Associated	BUP
Montreal	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	—	{CP BUP
Montreal	CBM	CBC	CBC	Don McGill (Actg.)	{Through Toronto}	—	{CP BUP
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Hammond	Tom Quigley	{Standard Associated	BUP
Montreal	CHLP	J. L. Alexander (John N. Hunt in Vancouver)	J. H. McGillvra	Flavius Daniel	F. Bergevin	Associated	{BUP PN
Montreal	CJAD	Radio Time Sales (Quebec) Ltd. in Montreal Radio Time Sales (Ont.) Ltd. in Toronto (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	—	{Capitol Associated Lang-Worth Thesaurus World	{BUP PN
Montreal	CKAC	Omer Renaud	Adam Young	Phil Lalonde	Georges Bourassa	Associated	{BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	—	—
Quebec	CBV	CBC	CBC	Guy Dumais	M. Valiquette	—	{CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	Lang-Worth	{BUP PN
Quebec	CJNT	Radio Time Sales in Toronto and Montreal	J. H. McGillvra	Guy Caron	—	Sesac	PN
Quebec	CKCV	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	Paul LePage	—	{MacGregor World	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Andre Lecomte	—	{MacGregor Standard	PN
Riviere-du-Loup	CJFP	Omer Renaud	Adam Young	Armand Belle	Henri Bourdeau	—	BUP
Roberval	CHRL	Omer Renaud	—	Lionel Morin	—	—	BUP
Rouyn	CKRN	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Ste Anne de la Pocatiere	CHGB	Omer Renaud (John N. Hunt in Vancouver)	J. H. McGillvra	G. T. Desjardins	P. E. Hudon	Sesac	BUP
Shawinigan Falls	CKSM	Omer Renaud	—	Alan Rogerson	—	Thesaurus	BUP
Sherbrooke	CHLT	Jos. A. Hardy	Adam Young	A. Gauthier	—	{Thesaurus Lang-Worth	PN
Sherbrooke	CKTS	Radio Time Sales Ltd. (John N. Hunt in Vancouver)	Adam Young	A. Gauthier	—	—	PN



WHEN you are sitting at your desk, aiming your sales messages at North-

ern Ontario's "Market

Behind the Wall", do

you smash them to

smithereens because

you just can't dent a wall by bashing

your head against it, or

do you let us deliver

your message right into

the ears of 248,000 in-



dustrious people over

Northern Ontario's

Only Three Radio

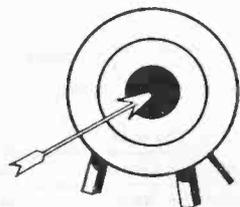
Stations which pene-

trate this prosperous area. Check the

surveys — any survey. You'll find that

more people listen more in the North

Country.



CFCH - CJKL - CKGB

North Bay

Kirkland Lake

Timmins

— ASK —

NBS In Canada — Donald Cooke In U.S.A.

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J. L. Alexander
Frank Edwards

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Toronto: Victory Building
Montreal: Dominion Square Building
Winnipeg: Childs Building
Calgary: Taylor, Pearson & Carson Building
Vancouver: 198 W. Hastings St.

John Tregale
Burt Hall
Percy Gayner
H. R. Carson
J. E. Baldwin

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A. J. Messner

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Toronto: 354 Jarvis St.
Montreal: Radio Canada Building

Walter Powell
Maurice Valiquette

JOS. A. HARDY LTD.

Montreal: 1015 Dominion Square Bldg.
Toronto: 11 Jordan St.

Jos. A. Hardy
Bruce Butler

JOHN N. HUNT & ASSOCIATES

Vancouver: 198 W. Hastings St.

J. N. Hunt

PAUL MULVIHILL

Toronto: 21 King St. East (Room 300)

Paul Mulvihill

NATIONAL BROADCAST SALES

Toronto: 90 Richmond St. West
Montreal: Medical Arts Building

R. A. Leslie
Ed Kavanagh

OMER RENAUD & CO.

Montreal: 1411 Stanley Street
Toronto: Bank of Nova Scotia Bldg.

Omer Renaud
T. C. Maguire
Ken Davis

RADIO REPRESENTATIVES LTD.

Toronto: 4 Albert Street
Montreal: Dominion Square Building
Winnipeg: Lindsay Building
Vancouver: 198 W. Hastings St.

Jack Slatter
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A. J. Messner
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Norm Brown

RADIO TIME SALES (QUEBEC) LTD.

Montreal: 1231 St. Catherine St. West

Jim Tapp

RADIO & TELEVISION SALES INC.

Toronto: 10 Adelaide St. East
Montreal: Windsor Hotel

A. A. McDermott
Andy Wilson

STEPHENS & TOWNDROW

Toronto: 35 King St. West

Bill Stephens
Ernie Towndrow

HORACE N. STOVIN & CO.

Toronto: Victory Building

H. N. Stovin
Ralph Judge
Frank Murray
Jack Whitehouse
Jim Stovin

Montreal: Keefer Building
Winnipeg: Childs Building
Vancouver: 846 Howe Street

UNITED STATES

DONALD COOKE INC.

New York: 551 Fifth Avenue
Chicago: 228 North La Salle Street
Los Angeles: 521 North La Cienga Blvd.
San Francisco: 233 Sansome St.
Detroit: 1323 Penobscot Building

Donald Cooke
Fred Jones
Lee O'Connell
William Ayres
Chas. J. Sheppard

JOSEPH HERSHEY MCGILLVRA INC.

New York: 366 Madison Avenue
Chicago: 185 North Wabash Avenue
Los Angeles: 684 S. Lafayette Pk. Place
San Francisco: 68 Post Street
Atlanta: Mortgage Guarantee Building

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Rex S. Gay, Jr.
R. W. Walker
Roger Parratt
Dora Dodson

WEED & CO.

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Chicago: 203 North Wabash Ave.
Detroit: Book Building
Hollywood: 6331 Hollywood Blvd.
San Francisco: 68 Post Street
Boston: Statler Building
Atlanta: Palmer Building

Joseph J. Weed
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Mollie Eastman
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St. Louis: 6 N. 7th St.

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Wm. J. Reilly
William L. Wallace
Jack Hetherington

STATIONS OF THE CBC AND SUBSIDIARY NETWORKS

Trans-Canada Network

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

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

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

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

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

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

Pacific Region (Basic)

CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

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

Dominion Network

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

Mid-Eastern Region (Basic)
 CKTS Sherbrooke
 CFCF Montreal
 CKOY Ottawa
 CHOV Pembroke
 CFJR Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)

CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 KKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CJBQ Belleville

CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury
 CKLW Windsor

Prairie Region (Basic)

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

Prairie Region (Supplementary)

CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)

CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)

CJIB Vernon

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocatiere
 CJBR Rimouski
 CHNC New Carlisle
 **CKRN Rouyn
 **CKVD Val d'Or
 **CHAD Amos
 **CKLS Lasarre

CHLT Sherbrooke
 CJEM Edmundston
 CJFP Riviere du Loup
 CKLD Thetford Mines

Subsidiary Networks

French Radio Associates

(Basic)
 CKVL Verdun
 CKCV Quebec
 OHLN Trois Rivieres
 CHLT Sherbrooke
 CJSO Sorel
 CHEF Granby

(Supplementary)

CHGB Ste Anne de la Pocatiere
 CJFP Riviere du Loup
 CKBL Matane
 CHRL Roberval
 CKLD Thetford Mines
 CFDA Victoriaville

Trans-Quebec Radio Groupe

(Basic)
 CKAC Montreal
 CHRC Quebec
 OKRS Jonquiere-Kenogami

(Affiliated)

CHNC New Carlisle
 CKVM Ville Marie
 CKLD Thetford Mines
 CKBL Matane

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

**A REAL "PUNCH"
 FOR YOUR SALES STORY
 USE**

"TOP FRENCH RADIO VOICE"



CHRC

Make your product
 the first choice
 in Quebec area.

The only 5000 watt station in Quebec City.
 Reaches 250,000 radio homes and a \$908,288,000 net effective buying income.*

*Sales Management, May, 1951.

Our Representatives:
 Canada: Jos. A. Hardy & Co. Ltd.
 U.S.A.: Adam J. Young, Jr., Inc.



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.

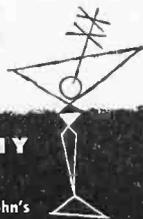
Licensing facilities Our experts will prepare submissions and, if necessary, appear before licensing authorities to help you when applying for radio frequency licenses.

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.

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in radio and television



CANADIAN MARCONI COMPANY
Established 1902

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

STATION FREQUENCIES AND POWER

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

Toronto	CJBC	860	50,000
Toronto	CKEY	580	5,000 DA-L
			1,000 DA-N
	CKFH	1400	250
Toronto	CJAT	610	1,000
Truro	CKCL	1400	250
Val d'Or	CKVD	1230	250
Vancouver	CBU	690	10,000
Vancouver	CJOR	600	5,000 DA
Vancouver	CKMO	1410	1,000
Vancouver	CKWX	980	5,000 DA
Vancouver	CKVL	980	1,000 DA
Verdun	CJIB	940	1,000
Vernon	CJVI	900	1,000 DA
Victoria	CKDA	1340	250
Victoria	CFDA	1380	1,000 DA-N
Victoriaville	CKVM	710	1,000 DA-N
Ville Marie	CBK	540	50,000
Watrous	CFAB	1450	250
Windsor, N.S.	CKLW	800	50,000 DA
Windsor, Ont.	CKBE	1550	10,000 DA
Windsor, Ont.	CKNX	920	1,000 DA-N
Wingham	CBW	990	50,000
Winnipeg	CJOB	1340	250
Winnipeg	CKRC	630	5,000 DA-N
Winnipeg	CKY	580	5,000 DA
Winnipeg	CKOX	1340	250
Woodstock	CJLS	1340	250
Yarmouth	CJGX	940	1,000
Yerkton			

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Brantford	CKPC-FM	94.7	250
Cornwall	CKSF-FM	104.5	522
Edmonton	CFRN-FM	100.3	279
Edmonton	CJCA-FM	99.5	414
Edmonton	CKUA-FM	98.1	352
Edmonton	CKPR-FM	94.3	250
Fort William	CHNS-FM	96.1	250
Halifax	CHML-FM	94.1	400
Hamilton	CJSH-FM	102.9	9,200
Hamilton	CKWS-FM	96.3	350
Kingston	CJKL-FM	93.7	250
Kirkland Lake	CKCR-FM	96.7	350
Kitchener	CFPL-FM	95.9	4,440
London	CBF-FM	95.1	10,940
Montreal	CBM-FM	100.7	4,510
Montreal	CFCF-FM	106.5	7,700
Montreal	CFCH-FM	106.3	250
North Bay	CBO-FM	103.3	380
Ottawa	CFRA-FM	93.9	383
Ottawa	CFRA-FM	93.9	383
Peterborough	CHEX-FM	101.5	250
Quebec	CHRC-FM	98.1	595
Rimouski	CJBR-FM	101.5	570
St. Catharines	CKTB-FM	97.7	250
Saint John	CHSJ-FM	100.5	325
Sarnia	CHOK-FM	97.5	250
Sault Ste. Marie	CJIC-FM	100.5	250
Sydney	CJCB-FM	94.9	630
Timmins	CKGB-FM	94.5	425
Timmins	CKGB-FM	94.5	425
Toronto	CBL-FM	99.1	5,580
Toronto	CFRB-FM	99.9	600
Toronto	CJRT-FM	91.1	9,900
Toronto	CJRT-FM	91.1	9,900
Vancouver	CBU-FM	105.7	1,400
Verdun	CKVL-FM	96.9	10,200
Windsor, Ont.	CKLW-FM	93.9	250
Winnipeg	CJOB-FM	103.1	250
Woodstock	CKOX-FM	106.9	262

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

METROPOLITAN ONTARIO STATION HAS OPENING FOR EXPERIENCED ALL-ROUND ANNOUNCER

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Mr. Sponsor

IF YOU want to see your sales curve take an upward swing, make sure the following markets are on your next spot radio campaign.

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

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Paul Mulvihill

Radio Station Representative
21 KING ST. EAST WA. 6554 TORONTO

After Montreal and Quebec City

THE LARGEST FRENCH-LANGUAGE MARKET IN CANADA

*can be reached best **

over

CJBR Rimouski

5000 watts on 900 kcs.

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

ASK

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

The **MARITIME MARKET** *and*

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CFCY SUCCESS FOR ROBIN HOOD OATS!

On Robin Hood's "Lone Ranger" show—Canadian National Exhibition Trip contest, CFCY not only drew the most entries, BUT even more significant received over ONE QUARTER (28%) of the total mail sent in to the 10 Maritime stations used in the campaign.

BBM — Day 146,180 - Night 140,920

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

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

5000 WATTS DAY & NIGHT 630 KILOCYCLES

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

RADIO ADVERTISING AGENCIES

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

Alkin-McCracken Ltd.	2 Toronto St., Toronto	EM. 6-6286	Phyllis Judson
Ardiel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	MA. 6541	Clark Wright
Associated Broadcasting Co. Limited	37 James St. South, Hamilton	7-9284	S. P. Westaway
Atherton & Currier Inc.	1139 Bay St., Toronto	PR. 1111	Gordon Allen
Baker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	EM. 3-5418	W. E. McDonald
Benton & Bowles Inc.	1315 Yonge St., Toronto	PR. 2101	Jack Horler
John McKenney Bingham Ltd.	1557 Mackay St., Montreal	HA. 9247	Gabriel Langlais
Burns Advertising Agency Ltd.	91 Yonge St., Toronto	EM. 3-8222	W. H. Fleischman
S. W. Caldwell Ltd.	86 Adelaide St. E., Toronto	EM. 6-2516	J. H. Titherington
Canadian Advertising Agency Ltd.	1500 St. Catherine St. W., Montreal	FI. 5257	Ralph Novak
Garry J. Carter of Canada Ltd.	80 Richmond St. W., Toronto	EM. 6-8727	Spence Caldwell
Cockfield, Brown & Co. Ltd.	Sun Life Bldg., Montreal	UN. 6-7111	Reg Dagg
Don H. Copeland Advertising Ltd.	80 King St. W., Toronto	EM. 3-3051	Irvin Teitel
Crombie Advertising Co. Ltd.	Dominion Bldg., Vancouver	TA. 1938	Wm. Surphlis
Dancer-Fitzgerald Sample (Canada) Ltd.	59 Avenue Rd., Toronto	PR. 2505	Bob Howe
A. J. Denne & Co. Ltd.	Canada Cement Bldg., Montreal	HA. 4171	R. W. Harwood
Dominion Broadcasting Co.	Metropolitan Bldg., Toronto	EM. 4-9201	C. W. McQuillin
Ellis Advertising Co.	Electric Railway Chambers, Winnipeg	923538	J. Burke-Gaffney
W. H. Emmett (Canada) Ltd.	Royal Bank Bldg., Vancouver	PA. 7557	Milt Tisdale
Robert J. Enders Advertising Inc.	442 Sherbourne St., Toronto	KI. 3119	Don Copeland
Erwin Wasey of Canada Ltd.	474 St. Alexis St., Montreal	LA. 2139	V. P. Gray
Ferres Advertising Service	24 King St. W., Toronto	EM. 4-7204	Ed. Davie
James Fisher Co. Ltd.	Royal Bank Bldg., Toronto	EM. 3-2851	Gilbert Nunns
Harry E. Foster Advertising Ltd.	90 King St. W., Toronto	EM. 4-3444	Lillian Ryan
William Gent Advertising Co.	4 Albert St., Toronto	EM. 3-3383	H. B. Williams
J. J. Gibbons Ltd.	77 York St., Toronto	WA. 9902	B. Dennis
Gordon & Gotch (Canada) Ltd.	Drummond Bldg., Montreal	PL. 6928	H. P. Diehl
Grant Advertising of Canada Ltd.	1176 Sherbrooke St., Montreal	PL. 9146	R. J. Enders
F. H. Hayhurst Co. Ltd.	1121 St. Catherine St. W., Montreal	RA. 5187	E. H. Smith
L. J. Heagerty Ltd.	1170 Bay St., Toronto	3-1116	Bea McCullough
Heggie Advertising Co.	63 Duke St., Hamilton	3-1116	E. B. Heaven
Publicite J. E. Huot	204 Richmond St. W., Toronto	WA. 8091	David Fenn
Hutchins Advertising Co. of Canada Ltd.	Sun Life Bldg., Montreal	UN. 6-9745	Godfrey Humphrys
Imperial Advertising Ltd.	149 Alcorn Ave., Toronto	PR. 4681	Dick Wakeley
Albert Jarvis Ltd.	128 Sun Life Bldg., Montreal	UN. 6-8981	Jacques Herdt
Russell T. Kelley Ltd.	Dominion Bldg., Vancouver	TA. 1172	Leagh Webster
Kenyon & Eckhardt Ltd.	71 George St., Halifax	3-9373	Ervin Murray
Locke, Johnson & Co. Ltd.	120 Bloor St. East, Toronto	KI. 9259	Joanne Stout
James Lovick & Co. Ltd.	200 Bay St., Toronto	EM. 4-2111	Doug Marshall
MacLaren Advertising Co. Ltd.	Dominion Square Bldg., Montreal	UN. 6-5805	(Through Toronto)
McConnell Eastman & Co. Ltd.	272 Scott Block, Winnipeg	927373	A. B. Johnston
McGuire Advertising Ltd.	Province Bldg., Vancouver	PA. 0157	Charles Heap
McKim Advertising Ltd.	Renfrew Bldg., Calgary	M. 5437	A. J. Swanson
Jack Murray Ltd.	Credit Foncier Bldg., Edmonton	27512	(Through Calgary)
Muter, Culiner, Frankfurter & Gould Ltd.	Leader Bldg., Regina	6141	R. P. Wilson
O'Brien Advertising Ltd.	43 Victoria St., Toronto	EM. 3-2556	Irene Weaver
O'Neill, Larsen & McMahon	103 Church St., Toronto	EM. 3-3396	Robt. Amos
Wm. Orr & Company	38 King St. W., Toronto	EM. 4-9263	(Through Toronto)
Robert Otto & Co.	1510 Drummond St., Montreal	HA. 0131	L. J. Heagerty
Paul-Taylor-Phelan Ltd.	19 Melinda St., Toronto	EM. 6-3791	John Chiman
Payeur Publicite Ltd.	57 Bloor St. West, Toronto	PR. 1443	Andre Audet
Elton M. Plant Co.	353 St. Nicholas St., Montreal	PL. 4131	H. C. Caverhill
Alford R. Poyntz Advertising Ltd.	1244 Dufferin St., Toronto	KE. 2737	Austin Moore
Thornton Purkis Ltd.	71 George St., Halifax	3-9373	Albert Jarvis
E. W. Reynolds Ltd.	73 Adelaide St. W., Toronto	EM. 3-2438	H. P. Kelley
Ronalds Advertising Agency Ltd.	447 Main St. E., Hamilton	2-1155	Volney Irons
Ruthrauff & Ryan Inc.	Royal Bank Bldg., Vancouver	PL. 4621	E. W. Desbarats
Schneider, Cardon Ltd.	480 Lagauchetiere W., Montreal	PL. 4621	P. H. Boulbee
R. C. Smith & Son Ltd.	80 King St. W., Toronto	EM. 3-8314	Jim Mumford
Spitzer & Mills Ltd.	Harbor Commission Bldg., Toronto	EM. 4-6271	Florence Asson
Stewart-Bowman-Macpherson Ltd.	789 West Pender, Vancouver	TA. 3371	Margaret Stanley
Tandy Advertising Agency Ltd.	800 Bay St., Toronto	MI. 9887	Gwen Miles
J. Walter Thompson Co. Ltd.	Dominion Square Bldg., Montreal	UN. 6-8391	Leslie White
Vamplow Advertising	Wales Hotel, Calgary	M. 4445	Dave Wood
Vickers & Benson Ltd.	Lafleche Bldg., Edmonton	EM. 4-0321	Hugh Horler
Walsh Advertising Co. Ltd.	372 Bay St., Toronto	EM. 4-0321	Mary Moran
Armond S. Weill Inc.	Dominion Square Bldg., Montreal	UN. 6-9751	E. P. Thomson
Woodhouse & Hawkins	Electric Railway Chambers, Winnipeg	926321	J. P. Hoyland
Young & Rubicam Ltd.	Province Bldg., Vancouver	MA. 6268	W. F. Harrison
	111 Sparks St., Ottawa	5-4301	Austin Moran
	147 University Ave., Toronto	EM. 3-7004	W. M. Page
	Huron & Erie Bldg., London	4-4528	R. M. Archer
	Dominion Square Bldg., Montreal	PL. 1146	Brydon McCrear
	Trust & Loan Bldg., Winnipeg	935541	Andrew McGuire
	Stock Exchange Bldg., Vancouver	MA. 2161	Wilf Charland
	Bank of Commerce Bldg., Windsor	2-7297	Frank Flint
	1510 Drummond St., Montreal	LA. 5192	A. A. Brown
	47 Fraser Ave., Toronto	KE. 3561	Mrs. Muriel Murray
	National Trust Bldg., Winnipeg	923491	Eddie Gould
	Province Bldg., Vancouver	MA. 3284	R. J. Perrault
	727A Bayview Ave., Toronto	HY. 0497	Bob Kesten
	1121 Bay St., Toronto	PR. 3778	Wm. Orr
	928 West Pender St., Vancouver	PA. 9174	Athol Stewart
	447 Jarvis St., Toronto	PR. 4481	Ernie Pauf
	464 Yonge St., Toronto	PR. 3708	G. H. Payeur
	225 Mutual St., Toronto	EM. 3-7726	E. M. Plant
	169 Yonge St., Toronto	EM. 3-6047	A. R. Poyntz
	639 8th Ave., Quebec	4-3028	Maurice Lalonde
	303 Bartlett Bldg., Windsor	4-1159	Miss G. Race
	95 King St. E., Toronto	EM. 3-8716	Don Fairbairn
	4109 St. Catherine St. W., Montreal	GL. 4245	Alan Morrison
	330 Bay St., Toronto	EM. 3-3762	Frank Starr
	145 Yonge St., Toronto	WA. 6157	Ray Avery
	Marine Bldg., Montreal	LA. 3745	Ramsay Lees
	Keefe Bldg., Montreal	UN. 6-9471	J. G. Gales
	108 Peter St., Toronto	EM. 3-0237	G. A. Phare
	2 Toronto St., Toronto	EM. 6-1515	Ralph Hart
	2024 Peel St., Montreal	MA. 8024	Paul Corbeil
	80 King St. W., Toronto	EM. 4-9396	Wallace Telford
	50 King St. W., Toronto	EM. 6-2811	Ross Hawthorne
	Dominion Square Bldg., Montreal	HA. 9147	Ross Smith
	67 Richmond St. W., Toronto	EM. 6-5454	Sam Young
	University Tower Bldg., Montreal	UN. 6-9361	R. A. Hunter
	100 Adelaide St. W., Toronto	EM. 3-1166	Hubert Watson
	402 West Pender St., Vancouver	PA. 5824	Irene Tufts
	Province Bldg., Vancouver	PA. 3531	W. M. Kerr
	337 West 8th Ave., Calgary	M. 1432	J. M. King
	Brock Bldg., Edmonton	25107	A. C. Haight
	88-90 Richmond St. W., Toronto	WA. 8648	Mariette Mineau
	294 Portage Ave., Winnipeg	924346	Phyllis Sivell
	66 Portland St., Toronto	EM. 3-6362	Tom Vamplow
	Dominion Square Bldg., Montreal	UN. 6-6771	Roland Beaudry
	80 Richmond St. W., Toronto	EM. 3-9402	Peter Harricks
	1175 Bay St., Toronto	MI. 5589	T. L. Marchant
	Keefe Bldg., Montreal	UN. 6-7701	Ev. Palmer
	380 Victoria St., Toronto	EM. 4-6301	Alan Waters
	Guaranty Trust Bldg., Windsor	2-7224	A. McGregor
	508 University Tower, Montreal	UN. 6-8921	Jean F. Palletier
	44 King St. West, Toronto	EM. 3-3053	W. D. Byles
	225 Mutual St., Toronto	EM. 3-5112	
	1175 Bay St., Toronto	KI. 4864	
	University Tower Bldg., Montreal	UN. 6-8941	
	44 King St. W., Toronto	EM. 3-5035	

The
WESTERN
RADIO
PICTURE

is

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without

OUR

1000

PERSUASIVE

WATTS!

*NEAREST STATION

110 MILES DISTANT

NEXT NEAREST

200 MILES DISTANT

CHAT

MEDICINE HAT

An All-Canada-Weed Station



Procter & Gamble,

big soap name,

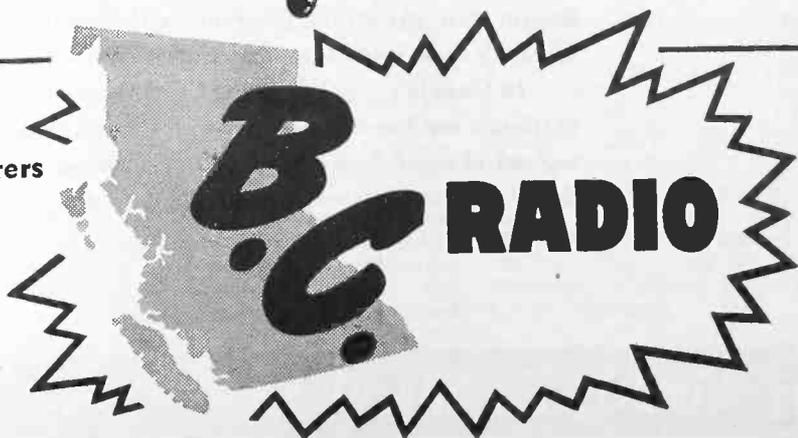
uses B. C. Radio

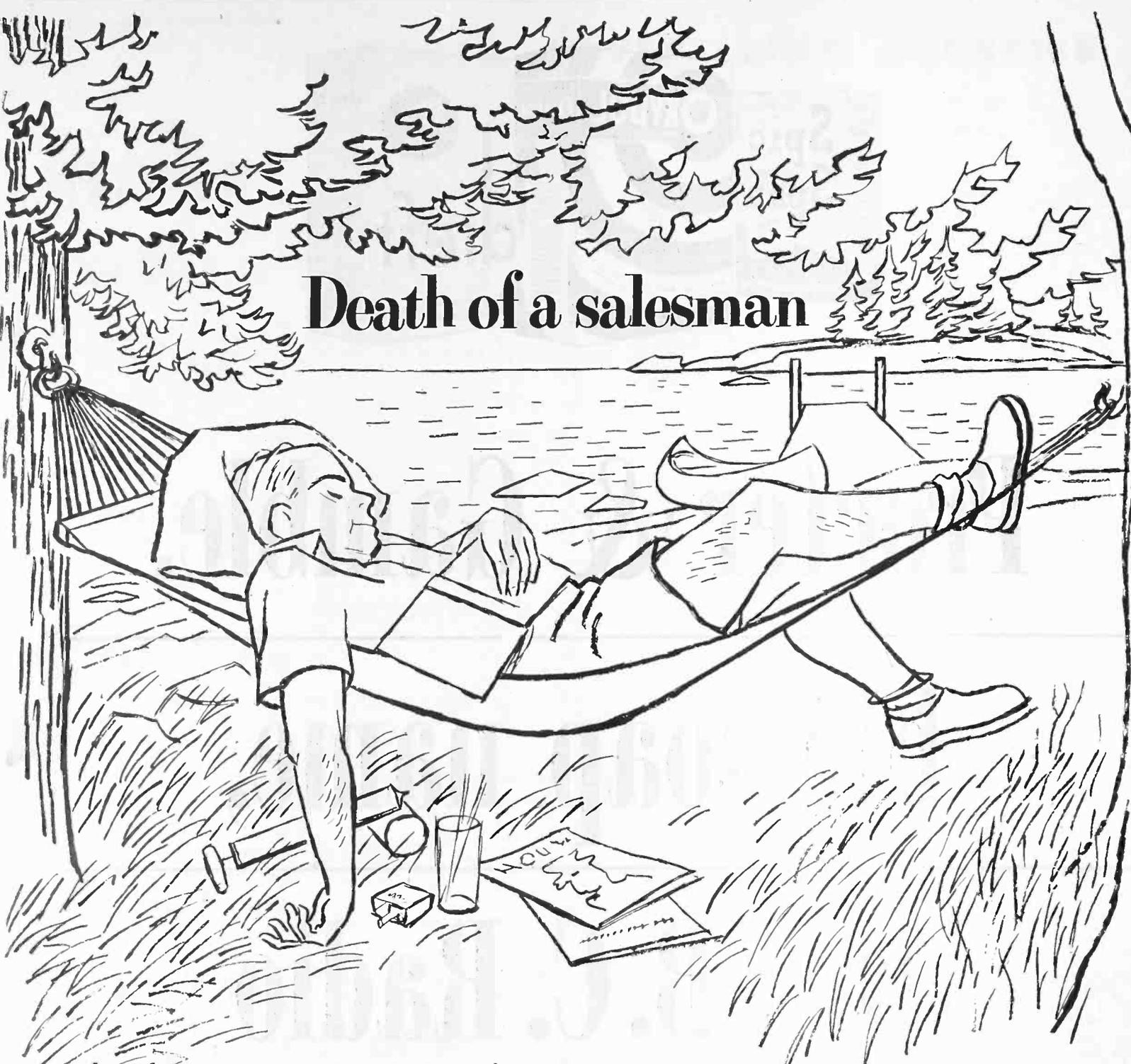
extensively!

The British Columbia Association of Broadcasters

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni

- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria





Death of a salesman

... while our friend slumbers in the summer sun, someone else is selling in Canada's No. 1 Market. Sure, summer is a national pastime—but it will never take the place of radio!

Come summer, consumer demand for ice cream, soft drinks, sports equipment, summer clothing, delicatessen foods, gas and oil—all are heavier than ever.

The consumer takes a holiday but radio *never!* That's why many advertisers, before hitting the hammock, line up their advertising program for the summer on Canada's most listened-to independent station . . . CFRB.

In Canada's No. 1 Market, CFRB is the No. 1 Station, a top summer salesman in the market where one out of every four retail sales in Canada is made! Get the facts on summer selling from a representative of CFRB.

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