Maintaining the tradition established by her grandfather, King George V, in 1932, Queen Elizabeth II will broadcast a greeting to the people of the British Commonwealth on Christmas Day. The picture was taken by United Press photographer Charles James Dawson as the Queen rode in her Irish State Coach to open Parliament last month. Shot at an estimated range with a shutter speed of 1/400 of a second, the picture brought praise from British newspapers and personal congratulations and a request for an enlargement from Prime Minister Churchill. The photographer told it was "just luck!"
In extending sincere Greetings for Christmas and the New Year, the 116 member stations of the Canadian Association of Broadcasters pledge to continue their policy of serving the people of Canada with the entertainment and information most of them want to hear most.
ACA

ACA Backs Liberal Council
Peterborough. - The board of directors of the Association of Canadian Advertisers last month voiced unanimous approval of the recommendation to the government, passed by the National Liberal Federation's advisory council, concerning private participation in television and broadcasting regulation by a separate regulatory body.

During a meeting here, the ACA directors reviewed reports of the Liberal advisory council's recommendations calling for the immediate removal of the ban on private enterprise participation in television, and the establishment of a regulatory body for radio and television divorced from the CBC. Following the meeting the directors announced their complete concurrence with these views.

"The development of television in Canada is a matter of great interest to business and public alike," said Hedleigh T. Venning, ACA president and vice-president in charge of sales and advertising for Shirriffs Ltd. "Private capital is now ready to venture into and further develop this industry, a move which would naturally add to technical employment, encourage initiative, and give more Canadians experience and a foothold, along with other nations, in this branch of the industry."

Advertisers are extremely anxious to provide program material for the public's wider information and enjoyment, he said, to independent television stations, if and when they are licensed to operate in this country. He felt the nation's best interests could only be served by the government allowing private TV stations to operate in conjunction and competition with CBC outlets.

A Note of Greetings

Ernie Courtney

Muriel Ball
Speaks as "Aunt Lucy"
Wishing her friends
A Very Happy Christmas

Here are some revealing figures*
On Radio Coverage in the Calgary Area

**TABLES:**

<table>
<thead>
<tr>
<th>TOTAL Radio Homes</th>
<th>6-7 per week Radio Homes</th>
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<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DAY TIME</strong></td>
<td><strong>DAY TIME</strong></td>
</tr>
<tr>
<td>CFCN - 141,030</td>
<td>CFCN - 76,940</td>
</tr>
<tr>
<td>48.7% more than #2 and 105.7% more than #3.</td>
<td>50.7% more than #2 and 109.9% more than #3.</td>
</tr>
<tr>
<td>Station #2 - 95,410</td>
<td>Station #2 - 53,220</td>
</tr>
<tr>
<td>Station #3 - 46,840</td>
<td>Station #3 - 38,240</td>
</tr>
<tr>
<td><strong>NIGHT TIME</strong></td>
<td><strong>NIGHT TIME</strong></td>
</tr>
<tr>
<td>CFCN - 158,850</td>
<td>CFCN - 61,630</td>
</tr>
<tr>
<td>89.2% more than #2 and 156.0% more than #3 and 8.7% more than #2 plus #3.</td>
<td>57.2% more than #2 and 132.3% more than #3.</td>
</tr>
<tr>
<td>Station #2 - 83,840</td>
<td>Station #2 - 39,200</td>
</tr>
<tr>
<td>Station #3 - 61,590</td>
<td>Station #3 - 26,530</td>
</tr>
</tbody>
</table>

*Study #5, B.B.M. 10,000 WATTS

GREETINGS...

Gathered in the Marsh living room in Courtleigh—the cast of "Brave Voyage" and friends. From the left: Jane Mallett (Mrs. Harris); Douglas Master; Ese W. Ljung (producer); Beth Lockerbie (Helen); Trudy Johnston; Ruth Master; John Rae (announcer); Pagi Brown (Emily); Jack Scott (Gordon); Sydney S. Brown (Mr. Manning); Maxine Miller (Linda, gone to bed). Inset: Valve Andre (Grethevon Sonntag) and Bill Needles (Ernie, Emily's husband).

from the award winning
All-Canadian daily network serial

"BRAVE VOYAGE"
It seems to me a goodly thing, as the festive season comes again, to put aside ink-horn and quill, and reflect quietly on the year gone by. For then heartwarming thoughts do come—of many good friends, of kindly courtesies enjoyed, of work done in harmony of minds. So it is also good to say "thank you" to the proven Stations we do represent, to Sponsors and their staffs, and to many friends in their Advertising Agencies. May they—and theirs—keep Christmas well, and find the New Year kindly.
Christmas 1952

There are so many wishes we could extend to our friends at this time of year, when the world is wont to wish its neighbours well.

The wish of happiness; but happiness cannot be reached for and plucked just like that. Happiness is an end to attain, and the means to attain that end takes finding.

The wish of wealth; untold riches; great possessions. But so often material things like these only serve to make an aimless life and the goal of contentment harder to reach.

The wish of success in business; but this is only another name for riches.

The wish of golden hours of leisure, filled with entertainment, sport, travel. But leisure is only rendered precious when it is bought and paid for with labor.

The wish of health; but content comes not of health but of how you use it.

The wish of great friendships; but friendships are earned, not found.

The wish of peace of mind and tranquility of spirit; but these come only to those who have earned the right to rest.

The wish of fame; but fame can only come to those who have made a contribution to the community.

The wish of power; but power can be as evil as it may be good; as offensive in abuse as it may be defensive in use.

The wish of laughter; but laughter is only the outward sign of a heart made light with love.

The wish of love; but love comes only when a soul is filled with understanding.

That all these boons may come to you this Christmas, and through the coming year, our one wish is for one thing, one force to bring all these boons within your reach—the force of Purpose.

Getting The Government Off The Hook

Ever since the establishment of publicly-owned television stations in Toronto and Montreal, the government has been behind the eight-ball from a standpoint of determining ways and means of raising the money with which to operate its TV service.

Projection of the radio listener license fee system into television has been discussed, but the government must realize that this could not be expected to function fairly when Canadian TV is only being broadcast in the two centres, while several other districts are well within reach of United States stations. These include Windsor and the other Border Cities, the Niagara Peninsula, and, to a limited extent, Vancouver. If license fees were only collected where CBC was operating TV stations, then it could be reasonably assumed that the licenses were issued to permit viewing specifically of CBC telecasts, because fees were only levied in CBC-served areas. Under these circumstances, Toronto viewers, for example, would have a good case for refusing to buy licenses if they claimed they only used their sets to look in on Buffalo, and perhaps even found some means of neutering the CBC channel. In Windsor, where there is no CBC service, people could scarcely be expected to pay willingly a hefty license fee to the Canadian Government, for the privilege of viewing Detroit telemcasts.

So the CBC got itself off the hook, for the time being, by deciding that for the balance of the present fiscal year, no special TV receiver licenses will be required.

The only other plan for financing tele-

The only other plan for financing television was for Parliament to vote the CBC larger sums of money than it is already doing, and to defray operating expenses not covered by advertising revenues in this way. This scheme could not be expected to meet with public approval when it would mean, in effect, that people from all over the country would be paying the shot for television in Toronto and Montreal right now, and pretty soon in Vancouver, Winnipeg, Ottawa and Halifax. How could this system be justified — or should we say whitewashed—in the eyes of the people of Saint John, N.B., Three Rivers, Que., Lon-
don, Ont., Regina, Sask., Edmonton, Alta.?*

As you know, last month the Canadian Association of Broadcasters appeared before the Cabinet to back up the demands of the Liberal Council that private enterprise be given a chance to develop TV along with the CBC and also for the establishment of an independent regulatory body to govern the destinies of both kinds of broadcasting. This must have given some one an idea.

In the Speech from the Throne, the government indicated that it is its intention to introduce legislation which will permit the establishment of privately-owned television stations in cities and towns where the CBC has not announced its intention of establishing stations and which are not or will not be within range of such stations. It also indicated that the government would continue to leave jurisdiction virtually in the hands of the CBC by considering only such applications as the Board of Governors may recommend.

In this way the government hopes, it would seem, to delude its own steering body, the Liberal Council, into the belief that it is acceding to its Council's desire to have the doors opened to private interests, and at the same time, and at the expense of those private interests, to placate the public in its complaint that it is being compelled to contribute to the upkeep of a public television system it can neither hear nor see. No doubt the government hoped also that by demanding the establishment of the independent regulatory body, would just overlook the fact that this request had been ignored.

To us, it is absolutely unthinkable that the large number of Canadians, in public life and out of it, who have repeatedly demanded that the CBC monopoly be broken, are going to submit with docility to these bull-dozing tactics. These may appear, on the surface, to be giving private enterprise a break. But actually they are acquiring for the CBC new monopolistic national network TV coverage extending into areas where it could not possibly afford to function itself. They plan to accomplish this by graciously recommending the issuance of operating licenses in these economically doubtful areas in return for the use of the licensees' facilities for the transmission of their own CBC programs.

If this so-called Liberal government cherishes a single shred of democratic principle, it will recognize what the public wants and act. It will acknowledge that the cry is for the restoration of competition — for viewers in telecasting and listeners in broadcasting. To this end, it will make it possible for "private" and "public" broadcasters and telecasters to bid for public favor in fair competition, free of the entanglements of regulatory and monopolistic obligations.

This paper favors good broadcasting, by CBC and private stations alike. It contends, however, that high quality is impossible without the spur of fair competition.
WANTED
ANNOUNCER-OPERATOR
For Interior B.C. Station

Starting Salary $175 month plus
Bonus Plan

No Drifters
Or Prima Donnas

Send History & Tape to:
Box A-145
C. B. & T., 163 1/2 Church St.
Toronto

IN THIS OUR 24th YEAR WE
ARE PLEASED AND HAPPY
TO WISH OUR OLD AND
NEW FRIENDS A JOYOUS
CHRISTMAS SEASON AND
A VERY HAPPY NEW YEAR

As we say in Quebec:

Joyeux Noël
et
Bonne Heureuse
Année!

from
Canada's Greatest Mail Puller
Phil Lalonde, George Bourassa and the Staff at
CKAC, Montreal

*7,000,000 letters this year!

That time I have, not without
what is generally known as par-
donable and/or justifiable pride,
handed the same intelligence to
a large number of the people who
have come into my office. It has
been said in a casual off-hand
way, and, betimes, it has been
dramatized a little with a tremolo
of the if-I-am-spared order. But
whether the key was major or
minor, allegretto or rallantando,
no one, not one solitary person,
had received my admission of age
with an incredulous "no-o-o-o-o-
or even an unbelievable "no-o-o-o-

Two major things have hap-
pened in this first nine months
of my second half century. In
the first place I quit smoking. And,
secondly, I have acquired a
 television set.

... The smoking business has been
dealt with in these columns be-
fore. I haven't had a decent
cough since April 23, and a hang-
over is now a pleasure. That has
a familiar ring about it, but what
I haven't admitted before is that
when you're out for a night with
the boys, you spend a lot of time
not smoking, with results that
can be quite disastrous. What I
mean is, if you made a survey,
which God forbid, you'd find a
break-down of an evening's mid-
dle-aged revelry quite revealing.
If X represents the duration of
the party in minutes and Y the
time spent carousing, fondling or
otherwise handling your glass, you
will find that X-Y is a not in-
considerable period, and that most
of it is devoted to tapping, light-
ing, re-lighting, flicking, de-as-
shing, puffing, fingering and butting
cigarettes. So, when you quit
smoking, you find yourself left
with considerable time on your
hands, which you devote not to
an increased output of conversa-
tion or intake of listening, but to
you've guessed it—drinking. Oh,
the bitter shame of it!

... There hasn't been enough time
to judge the TV since Ken Chia-
holm completed the arrange-
tments to get my 17-inch RCA console
installed. I've been working at it,
though. I've seen CBC shows
which were admirable, with a
special mention to their 90-minute
rendition of "The Barretts of Win-
pole Street" which could only be
described as superb, the interest-
ing actualities supplied by and
depicting the United Nations, the
discussion forums which are in-
teresting to a point but whose
main justification must be their
cheapness and ease of production,
and some amateur shows in which
quite good talent was marred by
an inane emcee. I have seen
American shows which were ex-
cellent, notably "The Man on the
Park Bench," featuring Walter
Hampton, on the Robert Mont-
gomery Show, a U.S. football
game, some kids' shows that made
me wish I was young again and
others which made me glad I am
not.

There's quite a technique to
looking at TV properly. At pre-
sent, I'm not familiar enough to
know which shows rate a look
and which don't, so I'm taking
them all in. Time will come,
together—and not too far hence—
when I shall have a much shorter list of shows-to-see than of shows-to-miss. I think discrimination is an important part of getting the fullest enjoyment from the new medium. However much you like the movies, you'd sicken to death of them if you went every night. And then look what fun you would have lost.

Also, when you take in everything, there's the incessant danger of being bored to sleep, and this is where the smoking question comes in again. I've seen people who were obviously bored to tears, puffing energetically at their weeds. But for me this stimulant procedure to overcome boredom cannot be. I quit smoking, or as we non-smokers like to say to the annoyance of our friends: "Never use them." So if you come to my house to sit in the living room and look at TV, and if you insist on looking in on programs of a soporific nature, don't be surprised if, when the lights come on, you find me sleeping peacefully in my chair, or, alternatively, out in the sun-room—it's heated—listening to radio.

Oh, I forgot. By the time this reaches you, I shall have been to the Grey Cup game in my bedroom slippers. I'm expecting a gang of the "Let's-Take-Our-Exercise-Sitting-Down-Club." I'll give a full report in the next issue

... ...

On the above-mentioned "Robert Montgomery Show," it was rather a shock to hear Gene Lockhart, pinch-hitting for Montgomery, say: "Next week you will see my daughter and I co-starring in...

... ...

Such telephonic impoliteness as "who's calling?" have received the treatment from time to time in this column. A new practice is growing in use (or abuse) which seems to me to be a pity. It goes like this:

Mr. Kgmn. tells his secretary to put in a long distance call to Mr. Drtl. In due course the connection is made and the operator says she has a call for Mr. Drtl. The girl the other end says she has him. Then Mr. Kgmn.'s secretary says "Will you put Mr. Drtl on the line." Mr. Drtl's gal says he is on the line. Then and then only does the secretary plug in Mr. Kgmn. who started the whole thing, presumably for his own advantage, but is apparently much too important, bussy, upstage, ornery or something to permit himself to have a minute of his time trespassed upon, then such treatment of Mr. Drtl couldn't matter less.

Maybe this is all very well and good if Mr. Kgmn. is about to bestow a favor on Mr. Drtl. It may not be too gross an insult if Mr. Kgmn. waits right by the phone until Mr. Drtl is on the line. But sometimes these things are subject to delay, and by the time Kgmn.'s secretary has Drtl panting expectantly into the instrument, Kgmn. may be talking on the other line, doing something or other in the plant, interviewing a client, or out for a beer. This can prove very aggravating to the traditionally patient Mr. Drtl. And even if it doesn't matter because he is on the sitting side of the desk at the moment.

(Continued on page 8)

In Extending Warmest Christmas Greetings All Of Us At CJFR, Brockville Wish to say a big thanks for the major part you have played in making the past year such a successful one for us. We trust you and yours will experience a most joyous Yuletide season.

Jack R. Radford

CJOR Vancouver carries more local advertising than any other B.C. station Local advertisers know where their advertising pulls best and this year CJOR local sales are up 35%. If you want results do as local advertisers do...

Canada's third largest market is booming. By using CJOR you are assuring your clients a healthy slice of this billion dollar market.

HAPPY DAYS!

Gordon Cook

CJOR Vancouver, Canada FIRST ON THE DIAL • 600 KC 5000 WATTS DOMINION NETWORK STATION Represented in Canada by: HORACE N. STOVIN & CO. Represented in the U.S.A. by: ADAM J. YOUNG, JR., INC.

T'was the month before Christmas And from one R.G.L. Came an early reminder That had this to tell...

"Get your copy for Christmas In our hands in good time... Go to work on your message... Be it prose or rhyme... So we grabbed up some paper, And decided that we... In our Christmas ad this year, Would chortle with glees... Of a year of good business, A year when the guts... Who place National Business Had used us and been wise... We perched at this time... And extended the hand... Of commercial-blessed friendship To all in the land... Who through wisdom or chance... Had used time on this station, Thus improving their lot... With this part of the nation... Then we thought and we thought... Tried to think of a rhyme... To impress all our clients... And sell them more time... A message of Christmas... How St. Nicholas dear... Us time on this station... Though it's just once a year... How we simply love Turkey... Basted so it will glinten... How we always talk Turkey... As our listeners listen... How we go for Mince Pie... How we drool at the chops... How we never Mince words... With the listener who shops... How we sing Christmas bells... As they tinkle and chime... How we always ring bells... THROUGH THE YEAR... EVERY TIME... Then we thought for a minute... How hollow it sounds... To ye-yak about business... When goodwill abounds... How much smarter, we thought... If we simply expressed... Heartily greetings to those... By whose friendship we're blessed... So... Up Donner and Blitzen... Down Elliott-Haynes... Up Dancer and Dasher... Down B.B.M. claims... It's Christmas and we... Who work for and are Chat... Send you every good wish... And a doff of our HAT!
Best Wishes

Northern Broadcasting Co. Ltd.

Merry Christmas
to
Dick Lewis
Art Benson
Tom Briggs
Grey Harkley
and all those friends
of the Broadcaster who
read this advertisement

Bill Cranston
and the gang
at CKOC
Use Choir & Orchestra For Chrysler Flashes

Toronto—Pulling all the stops, the Chrysler Corporation roared through a two-week saturation spot campaign, which ended last week, and marked the company’s first major venture into Canadian radio in some years.

In support of the biggest all-media campaign in Chrysler history, a two-week dramatized and jingled flash announcement series was aired over 70 English and French-language stations in selected markets from coast to coast. The occasion was the announcing of Chrysler’s new line of Plymouths, Dodges, DeSotos and Chryslers for 1953.

To “create an air of excitement about the new Chrysler line,” as Walsh Advertising’s radio director Ev Palmer put it, a 12-piece orchestra, 10 announcers, a nine-voiced mixed choir, a male quartet and incidental sound effects were employed at one time or another in making the eight transcribed announcements—two for each car. They hit the air November 15 at the rate of 10 a day for two six-day weeks.

Also among the all-Canadian talent line-up for the campaign were Johnny Burt, who handled the musical arranging and Gino Silvy, who directed the singers. Writing and production was done by Palmer.

According to Len Headley, manager of RCA’s recording division which disced the announcements, the campaign was “one of the most elaborate series of flashes” yet to be handled by RCA.

CKDA...
Victoria’s MOST LISTENED TO Station!

Special Announcement

announced an outstanding new development at the Audio Fair. If you were unable to attend the Audio Fair why not write for further information about the SINGLE CASE portable “Voyager” by Magnecord.
NEW CBC CHIEFS NAMED

manager of the Canadian Broadcasting Corporation to succeed Donald Manson who retires at the end of the year, was announced here late last month by Prime Minister Louis St. Laurent.

Ernest L. Bushnell, former director general of programs, will take over as assistant general manager, filling the post vacated by Ouimet, it was announced at the same time.

Manson was named general manager last December, following the semi-retirement of the late Dr. Augustin Frigon.

Forty-four-year-old Ouimet is considered an outstanding authority on radio engineering. He has been with the CBC and its predecessor, the CRBC, since 1934. In the past few years, as co-ordinator of television, he has been largely responsible for the building of the TV stations in Toronto and Montreal.

Bushnell, associated with radio for over 30 years as a singer, advertising agency partner and manager of two private stations, joined the CRBC in 1933 as program director for Ontario and Western Canada. Since 1944 he has been director general of programs, both domestic and international, for CBC.

A Note
to say
Happy Christmas

Lou Snider

CHRISTMAS GREETINGS

From Marjorie Purvey
and her Toronto School
of Radio Drama

The tall sentinels of the plains stand overflowing with the harvest; at this time we thank the Lord for His great blessings in 1952 . . . and hope that our friends everywhere will enjoy a very merry Christmas and continued prosperity in 1953.

The Canadian Broadcaster & Telescreen

December 3rd, 1952

NEW CBC CHIEFS NAMED

Joins with Jim Alexander and Joe McGillvra to wish you and yours Season's Greetings

J. Alphonse Ouimet

Ernest Bushnell

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STATIONS

No Language Changes

Ottawa.—Both stations CHNO, Sudbury and CJNT, Quebec, which applied for a change in language status, had their requests turned down by the board of governors of the Canadian Broadcasting Corporation here last month.

CHNO, which sought a license for a supplementary 250-watt transmitter which would allow it to broadcast simultaneously in English and French, was refused because "granting this application would mean that one company had two broadcasting licenses in the same area," the board said. It also noted that it had turned down a similar application by CKSO, Sudbury, some time ago.

English-language CJNT, Quebec, at the same time applied to the board for permission to broadcast in French, but the board decided against it since the station was originally licensed "on the basis of representations made by the applicant" concerning the area's need of an English-language station.

An application by CKCW, Moncton, for an increase in power from 5,000 watts to 10,000 watts on its present frequency was deferred by the board.

A 1,000-watt emergency transmitter license for CKY, Winnipeg and a 100-watt transmitter for CKJR, Brockville, were approved at this time.

A change in frequency and a power increase for CKRS, Jonquiere, from 250 watts on 1240 kc. to 1,000 watts on 590 kc. was also approved.

The board approved the following share transfers: 100 common shares in CJAD, Montreal, transfer of control in CKLS, La Sarre, to J. J. Gour, D. A. Gour and R. Chartbonneau; transfer of 1 common share in CJEM, Edmundston; transfer of 1 common share in CJFX, Antigonish; recapitalization of CKNW, New Westminster, to 10,000 common and 200,000 preferred shares and issuance of 81,000 preferred shares, transfer of control in CHAB, Moose Jaw, from J. E. Slaght and W. L. Davis to W. L. Davis.

Station Defies Union

Niagara Falls.—Ignoring a ban placed on it by the American Federation of Musicians, station CHVC here broadcast live the entire civic Remembrance Day service last month. Although arrangements for broadcast of the service got under way three weeks before, with the permission of civic officials, it was not until November 10 that the secretary of Local 398, A.F. of M., Louis J. Scott, warned the station against broadcasting music played at the service by its members. CHVC manager Howard Bedford said.

Bedford pointed out that the station made immediate arrangements to fill in the main parts of the service with recorded music, but even in view of the union ban, the civic authorities unanimously confirmed their permission for a complete broadcast.

With only minutes to go before the start of the Connah service, Bedford said he asked the band-leader and bugler — both union men, as were the rest of the bandmen — if the musicians would refuse to play if their music was broadcast. Bedford said his decision to broadcast the service was made after the musicians assured him they wouldn't walk out.

The station has been on the union's "unfair list" for more than six months. This resulted when, according to Bedford, CHVC refused the union's demands to break a contract with non-union men. After secretary Scott had approved earlier of the broadcasting of the non-union musicians.

It was revealed that, under the station's contract with A.F. of M., CHVC could air the work of non-union players as long as one percent of the station's revenue was going to union members.

OBITUARY

EVELYN SNELGROVE

Barrie.—A number of broadcasters attended the funeral here, on November 21, of Evelyn, wife of Ralph Snegrove, owner-manager of station CKBB. The service was held at Trinity Anglican Church, following which burial took place in Owen Sound.

LAURIE DILLABAUGH

Victoria.—Laurie Dillabaugh, chief announcer for CJVI, died here suddenly. He formerly worked for CKCK and CKRM in Regina and had been in radio 10 years.

best wishes

Wally Crouter
WE'RE SURE BUSY at the MARITIME'S BUSIEST STATION

BECAUSE . . . it's centred—where population is thickest!
BECAUSE . . . it's finest equipped—and best staffed!
BECAUSE . . . it's First—in features, popularity and sales-power!

SO . . . SELL THROUGH CHNS—BUSIEST AND BEST!

THE VOICE OF HALIFAX
THE CHOICE OF HALIFAX

SOUND EFFECTS?
WE HAVE THE BEST!

E·M·I sound effects library
and
SPEEDY-Q sound effects library

The world's finest sound effects libraries

CALL OR WRITE
YOUR ALL-CANADA MAN TODAY!

ALL-CANADA RADIO FACILITIES LIMITED
80 RICHMOND ST. W.
TORONTO

Talent Trail
Tom Briggs

It's easy to understand how thousands of people keep tuning in to Kate Aitken's two sponsored radio programs. If for no other reason, they want to know where in the world the ubiquitous, unpredictable Mrs. A will turn up next.

A leaf from this intrepid traveller's itinerary reads like the time-table for a Buck Rogers' space ship. Guaranteeing herself a white Christmas, she is going to spend it in Whitehorse, Yukon Territories; but that is a day or so after a flying trip to Britain. Earlier this month, things will be comparatively quiet for this broadcaster. She'll visit Brockville on the 12th and, two days later, Sudbury. These are but two of the stops she plans in maintaining a schedule that puts her at least once each year in each of the 31 cities with stations on the Dominion network. She views it as good and necessary public relations for her five-day-a-week network Good Luck Marble Sho.

It is travelling like this that makes her two side-kicks, organizer Horace Lapp and announcer Cy Strange, on this show (and also Your Tamblyn Broadcast on CFRT, weary just thinking about it, let alone working out details for getting themselves into the program in Toronto while Kate is broadcasting from Charlottetown. Mrs. A's vice-president in charge of a lot of things, Gail Sheard, feels somewhat like a world traveller herself, having worked on countless maps and timetables.

Then it's Johannesburg on January 21! But this is all on-the-air stuff.

What she does outside of her main tasks are hefty public relations jobs in themselves.

She has given up her job as director of women's activities for the Canadian National Exhibition which, incidentally, has been taken over by CBLT announcer Mrs. Elsa Jenkins. But now Kate is deep in the fur business. She was in charge of the fur fashion show at the Royal Winter Fair, designed to give a commercial boost to the fur products of the Far North. About the middle of February she will be in Detroit, heading the first Canadian mink fashion show ever held in the U.S. Two weeks prior to this she will be directing women's activities for the first Canadian International Hobby & Homecraft Show in Toronto. Next stop: Kate Aitken's Beauty Farm, opening next September.

And if you don't think all this makes for an informed women's commentator and variegated broadcasts, ask the women who wouldn't miss a program.

UNDER YOUR TREE
from

CKRC
630 KC - 5000 WATTS
WINNIPEG, MANITOBA

Top daytime coverage
Top evening listenership

Top daytime coverage
Top evening listenership

www.americanradiohistory.com
EMPLOYMENT WANTED

Announcer-operator seeks job with future on private TV station. Married with two children but would destroy wife and one child if necessary.

VOX POOP

And now it seems that our dear government, eager to stem the wane of its popularity, is about to risk everything, in order to give the voters TV on a nationwide scale, even if it costs private enterprise its last dollar.

NEVER A DULL MOMENT

This paper would like to hear from people interested in the development of the art of smelllevision as a completely private enterprise.

HEAP BIG PARTY

During the Grey Cup celebrations here last week-end, we were thinking how wonderful it would be if the Indians ever gave Toronto back to the white men.

DEPT. OF ADMONITIONS

When you want to go to bed this festive season, be sure and go home first.

IN SCREENO VERITAS

Isn’t it strange how many people’s faces lose all character when you see them on the TV, until you meet them in person and realize that their faces never had any character anyhow.

FOR SALE

No reasonable offer will be refused for a large bundle of Christmas cards, received by us over the past five years, which might prove useful to someone without too many friends, desiring to fill in vacant spots on the mantelpiece.

TRUISM

Money is the thing you buy with happiness. —K.C.M.

SEASONAL

Our warm Christmas and New Year greetings are made possible by the advertising which appears in this issue.

Greetings from “Your Good Neighbours”

Seated, from left to right: Pat Brown, Tamblyn’s; Ida Duffield, Tamblyn’s; Mrs. “A”; Nancie Patterson, Lever Broadcasts. Standing, in the same order: Gail Sheard, Production and Publicity; Mary Whiteley, Special Events; Horace Lapp, Musical Director; Gaynor Laing, First Secretary; Edie Houzer, Fashions; Isabel Bramson, Lever Broadcasts; Helvi Kerst, Lever Broadcasts; Sheila Snider, Lever Broadcasts; Kay Saunders, Hobby and Homecraft; Mary Aitken Hortop, Mrs. “A’s” Right Hand; Cy Strange, Announcer.

KATE AITKEN and ASSOCIATES
## RADIO STATIONS AND THEIR REPRESENTATIVES

**Listed Alphabetically by Provinces**

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**CFCY**

Sends greetings to the industry from the private station with the greatest Radio Home Circulation east of Montreal.

5000 W. CFCY 630 KC.

"The Friendly Voice of the Maritimes"

CHARLOTTETOWN, P. E. I.

New GE Transmitter and RCA Designed Directional Antenna for 5 KW. Night-time Operation.


---

**XMAS POME**

For more that Kringles than just Kris,
For series 'cross the board — that's bliss,
For starring roles, for new accounts,
For new style cheques that never bounce,
For songs that often are sang-over,
For bottles full with no hang-over,
For scripts that never need re-writing,
For Kaffees-Klatch with no back-biting,
For shows as good as their rehearsals,
For much success and no reversals,
For twelve good months in fifty-three —
A Christmas wish to you from me.

Barry Wood
### ALBERTA

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you make or break your schedule here in B.C.'s biggest listener area -- the

VANCOUVER MARKET
where 980 dominates urban skyline and airlanes alike. You need 'WX -- the figures below prove it -- they're sales figures, too!

STUDY No. 5, 1952

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In British Columbia it's CKWX

most people DIAL 980

GREAT OTTAWA IS
42% FRENCH*
WITH AN ANNUAL INCOME OF $90,177,825

CKCH
Studies—121 Notre Dame St., Hull, Que.

*Over 100,000 French-speaking Canadians.
### MANITOBA

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**Merry Christmas!**

May the joy of the holiday season be with you every day of the year.

---

1952 Crop:

**460,000 Tons Sugar Beets**

Enough for 130,000,000 lbs. of sugar is being refined in Southern Alberta's three gigantic sugar factories — another indication of Southern Alberta's wonderful prosperity. Sell this rich market effectively via www.americanradiohistory.com
From all the men and women of Canadian General Electric ... from Newfoundland to Vancouver Island in plants, in offices, in the far places where their special skills are needed ... comes this old, old Yuletide Greeting:

May you, and all whom you love, find much joy this Christmas ... and may good fortune, good health and the warmth of true friendship be yours in the year that lies ahead.

Canadian General Electric Company Limited
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**NEWS FLASH!**

WE INTERRUPT OUR REGULAR PROGRAMME TO BRING YOU
THIS SPECIAL GREETING

Best Wishes for a Merry Christmas

FROM THE MANAGEMENT AND ALL THE STAFF

OF CKRM

STAND BY FOR A

**Happy New Year**

REGINA 980

[Link to AmericanRadioHistory.com]
More radio homes for less?

Yes... on CJCA

1944

A ¼-hour, Class “A”, 260-Time Rate Gave You ONE THOUSAND POTENTIAL RADIO HOMES For...

1952

A ¼-hour, Class “A”, 260-Time Rate Gives You ONE THOUSAND POTENTIAL RADIO HOMES For...

Based on Total Weekly BBM

1944—(D) 74,190 Homes (N) 75,350 Homes

1952—(D) 138,560 Homes (N) 131,320 Homes

* An All-Canada Broadcasting Station
December 3rd, 1952

Canadian Broadcaster & Telescreen

Page Twenty-One


Sarnia      CHOK  Paul Malvini in Toronto  Nat'l Broadcast Sales in Montreal  Donald Cooke, Inc.  Karl Monk  Art O'Hagan  Lang-Worth  PN


St. Thomas CHLO  Radio Reps.  Donald Cooke, Inc.  John Warder  ———  Lang-Worth  PN


Stratford CJCS  All-Canada  Weed & Co.  Frank Squires  Stan Tapley  World  BUP

Sudbury CHKO  Omer Renaud  Adam Young  Rene Riel  ———  Associated  PN

Sudbury CYSO  All-Canada  Weed & Co.  Will Woodill  ———  Thesaurus  PN

Timmins CEGL  Omer Renaud  L. Saint-Amand  Rene E. Barrette  Sacco  BUP

Timmins CKGB  Nat'l Broadcast Sales  Donald Cooke, Inc.  H. C. Freeman  Wally Rewagen  Lang-Worth  PN

Toronto CBL  CBC  H. J. Boyle  Walter Powell  Lang-Worth  ICUP  BUP

Toronto CFHB  All-Canada  Adam Young  E. L. Moore  Waldo Holden  Thesaurus  World  BUP  PN


Toronto CJJC  H. N. Storin  H. N. Storin  Bob McGull  ———  Lang-Worth  BUP  BUP

Toronto CKIT-FM  ———  Eric Palin  ———  ———  Associated  BUP

Toronto CKYX  Nat'l Broadcast Sales in Montreal  Donald Cooke, Inc.  Hal Cooke  Jack Turrell  Capital  Associated  World  BUP  PN

Toronto CKFH  Radio Reps. in Montreal, Winnipeg and Vancouver  Weed & Co.  Howard Canal  Len Smith  Thesaurus  PN  BUP

Windsor CBE  CBC  CBC  M. L. Poole  Walter Powell  ———  ICUP  BUP

Windsor CKLW  All-Canada  Adam Young  J. E. Campeau  I. W. Wardell  Thesaurus  World  BUP  INP

Wingham CKNX  J. L. Alexander (John N. Hunt in Vancouver)  Adam Young  W. T. Cruickshank  John Cruickshank  Thesaurus' Standard World  BUP

Woodstock CKOX  Omer Renaud (John N. Hunt in Vancouver)  ———  M. J. Werry  Geoff Lewis  Lang-Worth  World  BUP

Quebec

Amos CHAD  Omer Renaud (John N. Hunt in Vancouver)  Weed & Co.  David Gourd  ———  BUP

Chicoutimi CRJ  CBC  CBC  Vilmont Fortin  ———  ICUP  BUP

Season's Greetings from all of us at

DIAL 1050

YULE LOG

STATION LOG—CKOV
Chronic Broadcasters Ltd.
Canadian Broadcasting Co.

THURSDAY — DEC. 24, 1952

6:00 A.M. — 12 A.M.

*A MERRY CHRISTMAS TO ALL*

THE JIM BROWN AND STAFF

HOLIDAY SPIRIT

630 K. Okanagan Valley
At this happy season we gladly set aside scripts and disks and story boards, long enough to say a sincere "thank you" and a warm Merry Christmas to all our friends, everywhere.

RADIO AND TELEVISION DEPTS.

MacLAREN ADVERTISING CO., LIMITED

TORONTO • MONTREAL • WINNIPEG • VANCOUVER • LONDON, ENGLAND
Salaams from Sinclairs!!

Maybe we aren’t the only father and son team in Canadian radio.

Maybe we aren’t even the only father and son team with the same name.

But by gosh we ARE the only father and son team named Gordon Sinclair.

Gordon Allan Sinclair  
CFRB and The Toronto Star

Gordon Arthur Sinclair  
CFCF, Montreal

What Happens When You Forget?

Chances are someone in your office covers the play, picks off the rebound and the outside world never becomes aware of your lapse.

As assistants are too frequently taken for granted—but not at CJCH. The alertness of the understudy frequently saves embarrassment, but regularly, every hour of every day makes important contributions to efficiency of the department and the station.

Jo Robertson is assistant to the Traffic Manager at CJCH. Her calm efficiency and great capacity for detail and routine means that you get time quotations by return mail. There are no “snarls” in Traffic. And that’s just one more reason why it’s so satisfactory to use CJCH, the top-rated Halifax station.

TOORONTO REPRESENTATIVE:  
Paul Mulvihill, 21 King St. E., Toronto

MONTREAL REPRESENTATIVE:  
Radio Times Sales (Quebec) Limited  
King’s Hall Building, Montreal, Que.
Another year—a very important year as measured in the hourglass of history—is drawing to a close. Another Christmas, too, has come around—a good time perhaps to take stock—and to count one’s blessings. High on the list of those things for which we here at CKLW feel sincerely grateful is the host of wonderful associations of the past year—our clients—our agency friends—all who have done so much to make 1952 our biggest year.

To them we pledge to continue our policy of providing top-flight, varied programs—of public service—of resultful advertising from the biggest radio voice in Western Ontario—covering one of Canada’s richest, most populous markets.

WHEREVER YOU GO . . . THERE’S RADIO!

Representatives:
ALL-CANADA RADIO FACILITIES LIMITED
ADAM J. YOUNG, JR., INC., UNITED STATES
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<td>Jos. A. Hardy</td>
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<td>Leon Trapanier</td>
<td>Maurice Dantin</td>
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<td>Radio &amp; Television Sales Inc., (Toronto and Montreal)</td>
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- **NEW BRUNSWICK**

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- **PRINCE EDWARD ISLAND**

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**I've just enough strength left to say:**

**"Merry Christmas"**

after reading the thousands of letters from kiddies all over the Ni a g a r a Peninsula, sent to me care of

**CKTB**

Get the Facts About -

THE JERRY GREEN SHOW • QUEER QUIRKS
NEWSSTAND NOVELTIES • I QUOTE • THE WORLD IN PRINT
BOOKS OF ALL YEARS • I SEE BY THE PAPERS
101 QUIZ QUESTIONS • TO THE WOMEN
LISTEN LADIES

Write for samples to

WALTER A. DALES
Radioscripts
907 KEEFER BUILDING  MONTREAL  PHONE UN. 6-7105

May Christmas be the most joyous
and the New Year
the most prosperous.

Jack Salter
and the gang at . . .

Radio Representatives Ltd.
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?

For further details please contact

Northern Electric
COMPANY LIMITED
Distributing across Canada
### NOVA SCOTIA

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<td>J. L. Butler</td>
<td>Mengie Shulman</td>
<td>Theatres, World</td>
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**BUILD FUTURE SALES AIR YOUR WARES OVER**

**CHRC**

The only 5000 watt station in Quebec City.

**"TOP FRENCH RADIO VOICE"**

Big families are typically French-Canadian... they need every sort of merchandise and services... and CHRC reaches 250,000 radio homes!

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

Advertisers
Agencies
Broadcasters

In the Front Offices
And in the Back Rooms

A Merry Christmas
and
A Prosperous New Year

Three Great Services in One
The Canadian Press
Reuters
The Associated Press

Press News

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<tr>
<th>City</th>
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| TIME OUT FOR A WORD from SANTA | 

"Happy Christmas"

Jack Dennett

December 3rd, 1952
Season's Greetings
from
CKCR and CKCR-FM
KITCHENER
ONTARIO'S RICHEST MARKET
ASK
Omer Renaud & Co.

Live Programmes
Custom Transcription
Singing Commercials

OUR FOUR
PERSUASIVE WHATS!!

What a market!
What a year!
What a Merry Christmas
We Wish You!
What a Happy New Year too!

CKBI
5000 WATTS

BMI CANADA LTD.
TORONTO
129 Yonge St.
EMpire 4-0317

Montreal
1600 St. Catherine W.
Fitzroy 2152

And Our Affiliated Music Publishers and Composers

Our Sincere
Season's Greetings
are that you may enjoy
A Merry Melodious Christmas
and
A Happy Harmonious New Year

Our Four Persuasive WHATS!!

What a market!
What a year!
What a Merry Christmas
We Wish You!
What a Happy New Year too!

CKBI
5000 WATTS

PRINCE ALBERT
SASKATCHEWAN

*Apologies to Bob Buss
NORTHERN ONTARIO'S
Greatest ADVERTISING MEDIUM

CKSO
NORTHERN ONTARIO'S HIGH-POWERED STATION
ASK ALL-CANADA IN CANADA WEED & CO. IN U.S.A.

FREQUENCY MODULATION STATIONS

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

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

CFCO - 630 Kcs - Chatham

SARNIA IS AN INLAND PORT
Improvements to the value of a quarter of a million dollars will be spent on Sarnia Harbor. Grain vessels pour record grain volumes through the Sarnia elevators for export and for Eastern mills. French, Swedish, Dutch and Norwegian ocean-going vessels carry high-grade synthetic rubber for overseas markets.

Rep: Mylhill in Toronto B.N.S. in Montreal
Donald Cooke in U.S.A.

SARNIA O.N.T.
WHY RIMOUSKI?

- Cultural and shopping centre of Eastern Quebec.
- Centre of Quebec's richest Pulp and Paper industries.
- New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- Gross income of the area is $267,000,000.00.

82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 71,380

CJBR
5000 WATTS ON 900 KCS.
RIMOUSKI
ASK
HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.

B.C. cities with population over 10,000

1951 CENSUS

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
RADIO REPS
U.S.A.
DON COOKE

NATIONAL SALES REPRESENTATIVES

CANADA

JAMES L. ALEXANDER
Toronto: 100 Adelaide St. W.  J. L. Alexander
Montreal: Drummond Building  Frank Edwards

ALL-CANADA RADIO FACILITIES LTD.
Toronto: Victory Building  John Tregge
Montreal: Dominion Square Building  Burt Hall
Winnipeg: Galt Building  M. V. Chesnutt
Calgary: Taylor, Pearson & Carson Building H. R. Carson
Vancouver: 198 W. Hastings St.  J. E. Baldwin

BROADCAST REPRESENTATIVES LTD.
Winnipeg: Lindsay Building  A. J. Messner

CANADIAN BROADCASTING CORPORATION
Toronto: 354 Jarvis St.  Walter Powell
Montreal: Radio Canada Building  Maurice Valiquette

JOSE A. HARDY LTD.
Montreal: 1015 Dominion Square Bldg.  Mrs. B. Wells
Toronto: 67 Yonge St.  Bruce Butler

JOHN N. HUNT & ASSOCIATES
Vancouver: 198 W. Hastings St.  J. N. Hunt

PAUL MULVHILL
Montreal: 21 King St. East (Room 300)  Paul Mulvhill

NATIONAL BROADCAST SALES
Toronto: 222 Simcoe St.  R. A. Leslie
Montreal: 1396 St. Catherine St. West  Ed Kavanagh

OMER RENAUD & CO.
Montreal: 1411 Stanley Street  Omer Renaud
Toronto: 170 Bay St.  Ken Davis

RADIO REPRESENTATIVES LTD.
Toronto: 4 Albert Street  Jack Slatter
Montreal: Dominion Square Building  Wilf Dippie
Winnipeg: Lindsay Building  A. J. Messner
Vancouver: 198 W. Hastings St.  J. N. Hunt

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

RADIO TIME SALES (QUEBEC) LTD.
Montreal: King's Hall Building  Jim Tapp

RADIO & TELEVISION SALES INC.
Toronto: 19 Adelaide St. East  A. A. McDermott
Montreal: Windsor Hotel  Andy Wilson

STEPHENS & TOWNDROW
Toronto: 35 King St. West  Bill Stephens

HORACE N. STOVIN & CO.
Toronto: Victory Building  Ernie Towndrow
Montreal: Keefe Building  H. N. Stovin
Winnipeg: Childs Building  Ralph Judge
Vancouver: 848 Howe Street  T. C. Maguire

UNITED STATES

DONALD COOKE INC.
New York: 531 Fifth Avenue  Donald Cooke
Chicago: 228 North La Salle Street  Fred Jones
Los Angeles: 111 North La Cienega Blvd.  Lee O'Connell
San Francisco: 233 Sansome St.  William Ayres
Detroit: 1072 Penobscot Building  Chas. J. Sheppard

JOSEPH HERSHEY MCGILLIVRA INC.
New York: 366 Madison Avenue  J. H. McGillivra
Chicago: 185 North Wabash Avenue  Hub Jackson
Los Angeles: 111 North La Cienega Blvd.  Lee O'Connell
San Francisco: 233 Sansome Street  William Ayres

WEED & CO.
Chicago: 203 North Wabash Ave.  Peter A. McGurk
Detroit: Book Building  Cornelius C. Weed
San Francisco: 66 Post Street  Lincoln P. Simonds
Boston: Stalter Building  Mollie Eastman
Atlanta: Palmer Building  Henry Greene

ADAM J. YOUNG JR. INC.
New York: 22 East 40th Street  Adam J. Young, Jr.
Chicago: 55 East Washington Street  Wm. J. Reilly


don Cooke
fred jones
lee o'connell
william ayres
j. h. mcgillivra
hub jackson
lee o'connell
william ayres
joseph j. weed
peter a. mcgurk
cornelius c. weed
bernard pearce
lincoln p. simonds
mollie eastman
henry greene
adam j. young, jr.
wm. j. reilly
william l. wallace
jack theherting
### STATIONS OF THE CBC AND SUBSIDIARY NETWORKS

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<th>French Network</th>
<th>CFCQ Châteauguay</th>
<th>CFBV Quebec</th>
<th>CFBQ Quebec</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Basic)</td>
<td>CFBV Quebec</td>
<td>CFBQ Quebec</td>
<td>CFBQ Quebec</td>
</tr>
<tr>
<td>(Supplementary)</td>
<td>CFBV Quebec</td>
<td>CFBQ Quebec</td>
<td>CFBQ Quebec</td>
</tr>
</tbody>
</table>

### Subsidiary Networks

<table>
<thead>
<tr>
<th>French Radio Associates</th>
<th>CHGB Ste Anne</th>
<th>CKAV Quebec</th>
<th>CKRL Quebec</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Basic)</td>
<td>CHGB Ste Anne</td>
<td>CKAV Quebec</td>
<td>CKRL Quebec</td>
</tr>
<tr>
<td>(Supplementary)</td>
<td>CHGB Ste Anne</td>
<td>CKAV Quebec</td>
<td>CKRL Quebec</td>
</tr>
</tbody>
</table>

### Sherbrooke, Que.

Sherbrooke, which has increased 38.2% in population in the past decade, has some 71 industries operating in the city, employing 9,976 people. Rich farm lands surrounding Sherbrooke add to the prosperity and wealth of the important market served by CHLT (French) and CKTS (English) Radio Stations.

**May your Christmas be merry...**

**your New Year filled with happiness and prosperity.**

**CHLO 1000 WATTS 680 KCS.**

Covering St. Thomas and London
Vancouver Sun Demands CBC Reform

Vancouver. — The Vancouver Sun, which recently ran a series of bitter page one attacks on the CBC's TV programs in Eastern Canada by reporter Jack Webster, has continued its campaign with a number of editorials blasting the CBC's handling of the TV license situation.

Both before and after the Throne Speech, the paper went straight down the line condemning the Corporation's actions.

"Members of Parliament in all parties should fight furiously at this session for real reform in Canada's dictatorial TV setup," the paper said the day after the Throne Speech.

"They'd better backlash head-on government plans to mock the demand for private TV stations and to fasten the CBC stranglehold tighter than ever on all TV.

"Television reform" offered in the Speech from the Throne is about 10 per cent of the reform Canada must have. Other sections of the government announcement indicate that in return for a crumb, the few private TV stations permitted must submit body and soul to CBC dictation," it went on.

"All Canadians will be tied closer than ever into the captive audience the CBC is determined to hold wherever possible. There'll be no Canadian competition to force the CBC to provide TV reasonably satisfactory to most Canadians."

In another editorial the paper said, "If anything urgently needs reform, it's the suppressive dog-in-the-manger CBC policy, backed to now by all-too-acquisitive MPs on both sides of the House."

And again, "Probably the most naive defence of CBC's dictatorship over all private broadcasting and radio comes from the people who argue CBC is 'only carrying out the orders of Parliament.' Surely these people have heard at least something of the unending pleas of CBC chairman A. Davidson Dunton for no change whatsoever in the 15-year-old Radio Act under which the CBC holds absolute sway.

"These hardly support the innocent picture of Mr. Dunton as a reluctant dictator. Any recent CBC submission to the Commons radio committee echoes the same old refrain."

### Slight Gain for CBC Teleratings

Toronto.—The television audience in this area shifted slightly toward CBC over the previous month, it was revealed in the November report of Teleratings, compiled by Elliott-Haynes Limited.

The average share of audience for CBLT during the first week of November was 29.9 per cent. Obviously, the remainder of 74.1 per cent went to WBEN-TV, Bufalo, since other TV stations do not penetrate this area enough to be considered.

Westinghouse's The Big Revue went into its third month as the top-rated show on CBLT with 66.9 per cent of the audience and a rating of 54.3. This is more than a 20 per cent increase over its October rating. However, the slot fails to come within eight rating points of the last of the top ten on WBEN-TV, the report shows.

A new telecast from CBLT this month, NHL Hockey started out with a whopping 44.6 rating in the face of strong competition from the Buffalo station. Sponsored by Imperial Oil Limited, it forced the second highest-rated

### HOW THEY STAND

The following appeared in the current Elliott-Haynes Teleratings on the top television programs, based on coincidental telephone surveys in the Toronto, Hamilton and Niagara areas.

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBLT</td>
<td></td>
</tr>
<tr>
<td>WBEN-TV</td>
<td></td>
</tr>
<tr>
<td>I Love Lucy</td>
<td>76.4</td>
</tr>
<tr>
<td>Election Returns (Philco)</td>
<td>71.6</td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>71.1</td>
</tr>
<tr>
<td>All-Star Revue</td>
<td>69.1</td>
</tr>
<tr>
<td>Kraft TV Theatre</td>
<td>68.5</td>
</tr>
<tr>
<td>Colgate Comedy Hour</td>
<td>64.5</td>
</tr>
<tr>
<td>Gracie Moore</td>
<td>63.8</td>
</tr>
<tr>
<td>Philco Playhouse</td>
<td>63.5</td>
</tr>
<tr>
<td>Back Circus Hour</td>
<td>63.2</td>
</tr>
<tr>
<td>T-Man In Action</td>
<td>62.3</td>
</tr>
<tr>
<td>Jack Benny Show</td>
<td>62.2</td>
</tr>
</tbody>
</table>

### Sets Average Over $450

A change in the trend toward costly sets was noted in the report. About 40% of the sales were table model sets with a suggested list price of under $400. Another 25% were console models valued at less than $500. However, almost half of the month's sales were sets with 17-inch picture tubes or larger, indicating a new swing toward bigger screens. The average set value for the month remained virtually unchanged at $343.83.

A distribution of the total number of sets in operation, according to R-TMA, is as follows: Toronto-Hamilton—67,905 or 38.4%; Windsor—45,249 or 26.3%; Niagara Peninsula—25,944 or 15.1%; Montreal—23,406 or 13.6%; and other areas—9,774 or 5.6%.

### MERRY CHRISTMAS AND A HAPPY NEW YEAR TO EVERYBODY

Joyeux Noël et Bonne Heureuse Année

CKSB
1000 WATTS
ST. BONIFACE, MAN.
1250 KCS.

"The Key to the purchasing power of 66,000 French-speaking Canadians of Manitoba."

Peggy Brooks
In 25 years of wishing...
MAY THIS BE THE MERRIEST ONE YET!

Were you there 25 years ago? Was your porridge-filled tummy turning over with excitement? Were you being a jumping-jack... letting on you were trying to scare those mighty giants, when you were really only trying to scare the damp chill out of your long-underweared legs? Or were you holding Junior on your shoulders? He was really too young! When silent, you wondered if he'd frozen... when screaming, you wished he'd keep quiet. He was your excuse for being at the exciting, wonderful Santa Claus Parade.

CFRB was a baby then too... a brand new station feeling its way into the wide unexplored business of selling by radio. Today, 25 years later, a sure and confident leader, CFRB wishes you... our own folks in the big Canadian radio family... the best, most "to-be-remembered" Christmas ever!

Sincere Christmas Wishes to one and all—CFRB TORONTO