

CANADIAN BROADCASTER AND TELESCREEN

Vol. 10, No. 9.

TORONTO, ONTARIO

May 2nd, 1951

ACA FACES HEAVY AGENDA AT 36th MEET

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

Topics under the Education Department are slated for Wednesday morning with an address by Dr. E. B. Hickey, president of the Babson Institute of Business Administration, Babson Park, Mass. He will speak on *Training for Industrial Statesmanship*; the president of the National Industrial Advertising Association (U.S.), Bennett S. Apple, Jr., of United States Steel, will discuss the job that lies ahead for advertising during the present defence era in an address entitled *The Challenge to Advertising*.

The speaker at the luncheon on Thursday will be Dr. Robert M. Hutchins, president of the University of Chicago. The associate director of the National Education Foundation, Pasadena, will discuss *Advertisers' Provocations to Education II*.

Two Canadian speakers will address the afternoon session on Friday. James Stewart, C.B.E., vice-president and general manager of the Canadian Bank of Commerce, will speak on *The Canadian Economic Climate*. Then Dr. J. R. Petro, director of research for the Canadian Tax Foundation, who addressed the annual dinner of the ACA in Quebec City in February, will discuss *The Impact of New Taxation on Marketing*.

Wednesday evening, the ACA members will meet for their annual dinner. This should not be confused with the annual banquet slated for Friday.

The advertising manager of the *Montreal Star*, Eric Wilson, will start the proceedings on Research Day, Thursday, with an address entitled *I See By The Paper*. His talk will be a discussion of reading habits, especially as concern various types of advertising.

This will be followed by a talk entitled *Increasing the Effectiveness of Advertising Through Research*, to be given by A. W. Lehman, managing director of the Advertising Research Council. This speaker will show why some advertising is more effective than other types, citing examples of "low score" advertisements which were improved and subsequently received "high scores".

Described as "the internationally known humorous and inspirational speaker, with a record



—National Defence Photo.

MINISTER BROOKE CLAXTON and Gordon Archibald, president of radio station CHOV in Toronto, met up last week to present the Royal Canadian Regiment with a permanent memento on this occasion. An engraved album, containing recordings made when the 2nd Battalion, RCR, was formally handed over to Col. R. A. Keane, D.S.O., was presented by Archibald. Defence Minister, right, to Lt.-Col. Peter Bingham, commanding officer of the 1st Battalion, stationed at Petawawa Military Camp near Pembroke, which was responsible for the training of its Special Force sister unit. The occasion which the album records was unusual in that it was the first time in the regiment's long history that the two battalions had appeared on parade under one commander, Lt.-Col. Bingham.

of the conference talks to business executives. James E. Green is guest speaker at the Thursday lunch at the Advertising & Sales Club of Toronto.

The luncheon on Friday afternoon, "minimizing advertising profits" and "the importance of which market research can play in setting wise government policies in these difficult times" is part of a talk entitled *Marketing Research in a Changing World* which will be delivered by C. Nielsen, president of A. C. Nielsen Inc., Chicago.

The balance of the afternoon will be devoted to "Market Research Case Histories," with three speakers: Jack Genser, Steinberg's Groceries, Montreal; J. H. Sunley, American Can Company, Hankou; and Henry King, research director, Cockfield Brown & Co. Ltd., Montreal.

The morning of the final day, Friday, May 4, Samuel Cherr,

vice-president and merchandising director, Young & Rubicam Inc., New York, talks about *Trends in Distribution*.

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

The luncheon meeting will be addressed by Hollywood movie star George Murphy, a 1950 Academy Award winner "for distinguished service to motion pictures as a goodwill ambassador."

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

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

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

Tragedy for Kay Stokes

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

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

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



"The Hallmark of Effective Radio"

NOT JUST RADIO, BUT COMMUNITY RADIO

The radio that really sells your goods is not an out-of-town salesman who travels across the country, shoving his foot in every door, delivering the same pitch from the Atlantic to the Pacific.

Rather it is a friendly neighbor, who drops in for a cosy chat about the price of coal, a different recipe, the new cars, or what the Joneses are wearing this year.

That's radio, on the community level, speaking to its neighbors in their own language, through the well-known voice of Bill Smith — old Steve's kid who used to deliver for the corner store and sing in the choir, and is now working as an announcer at Sam Green's radio station.

The service offered to business by Canada's Community Radio Stations is as simple as that.

But there is something more.

One hundred and three of Canada's privately-owned community stations are bonded together in the Canadian Association of Broadcasters for the general betterment of broadcasting.

While studiously maintaining their individuality and independence, these stations pool their collective strength to give advertisers all the advantages of a nation-wide organization, in terms of co-ordinated effort, with none of the unwieldiness and lack of flexibility of centralized programming.

When you buy time on one, some or all of the 103 CAB stations, you get better merchandising, better programming, better production, better research, better results, because you get a neighborly presentation of your message, besides all the benefits of a national organization devoting its time to these "multiple-pluses" which no individual station could possibly offer.

For Full Information

on your specific merchandising
problems, consult

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. Allard,
General Manager,
108 Sparks Street,
Ottawa.

Pat Freeman,
Sales Research Director,
37 Bloor St. W.,
Toronto.

SELECTIVE RADIO

Promoting Good Government

By Tom Briggs

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

The Radio Bureau is an organization, set up and sustained by members of the Canadian Association of Broadcasters, whose purpose it is to bring to the people all over the country the latest news of their own members' political and economic activity from the nation's capital. Through its *Report From Parliament Hill*, the Bureau offers every member of the House a chance to report regularly to his constituents, on a scheduled basis, by means of short talks recorded without charge in Ottawa. Two hundred members of Parliament have their 15-minute reports sent out on these Bureau recordings to the 67 stations, covering every part of Canada, which take the service.

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

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

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

In Saskatchewan not so long ago, several concerned farmers suddenly phoned their provincial representative, at considerable cost to themselves to tell him how to vote on an issue they had just heard debated. Their interest and action came as the result of the Legislature broadcasts, sponsored by the Saskatchewan Government,

which are aired for an hour and a quarter daily over four stations in the region during the legislative sessions. Originated by CKRM Regina, and fed to a network of stations, consisting of CHAB, Moose Jaw; CKBI, Prince Albert; and CJNB, North Battleford, the broadcasts are considered of vital interest both to members of the House and the people of Saskatchewan. The Honorable T. C. Douglas, provincial premier, feels the broadcasts are an excellent medium for keeping isolated communities posted on governmental proceedings, and a recent move by the Opposition to have the broadcasts discontinued was defeated by a large majority.

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

(Next page, please!)

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

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

The population of Sherbrooke and the 5 counties surrounding it is 251,737. Here the per capita income is the highest in all Canada, derived from its prosperous industries and rich farms. To reach the many English-speaking homes in this area, use CKTS, Sherbrooke, an all-English station. (Also CHLT, French.)

Representatives

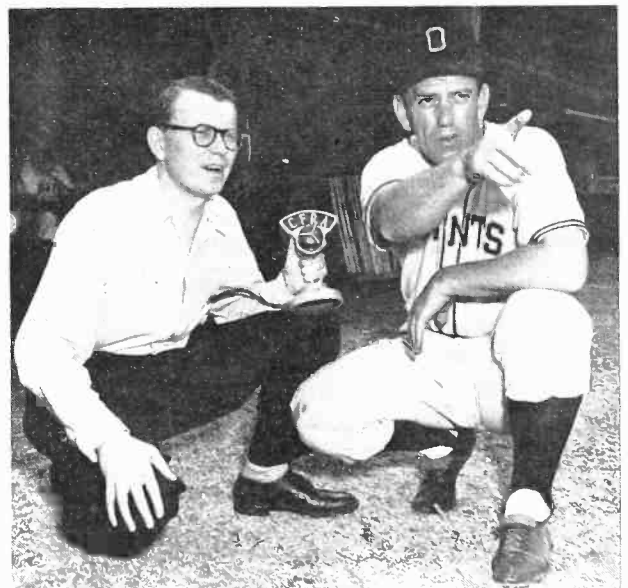
JOS. A. HARDY & CO. LTD. - CANADA
ADAM J. YOUNG, JR. INC. - U.S.A.

Another FIRST For CFRA

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

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

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



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

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

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

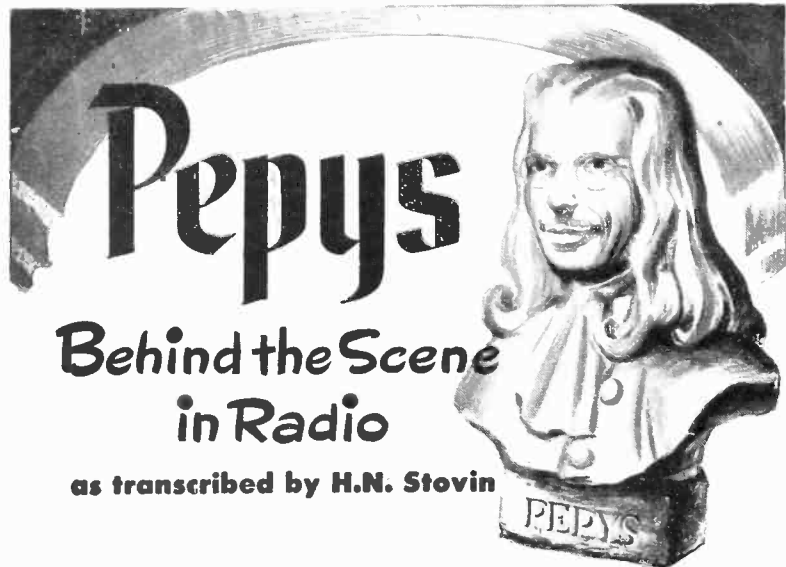
Community Conscious
in a Conscious Community

CFRA

CFRC

1000 WATTS
2X-680

Serving...
the Listener and the Advertiser
in St. Thomas, London and six of
the wealthiest Counties in Western
Ontario.



quently it is necessary to cut into the public address system to pick up unscheduled remarks.

Of the broadcasting of these sessions Premier Douglas says: "It makes the law makers much more conscious of what they are saying and makes it very necessary in preparing speeches to give more thought to what is expressed."

Events of each day in the Saskatchewan Legislature are condensed and commented upon by reporter Chris Higgenbotham for station CKCK in Regina and CFQC in Saskatoon. The 10-minute daily commentary, sponsored by Saskatchewan Public Enterprises, a branch of the government, features a detailed analysis of the day's legislative highlights and a general round-up of current

events.

Then, for 15 minutes each week, CKCK airs a discussion of a local government problem by the man who has made the news. Some of the most contentious current issues have been explained on this program. During one broadcast recently, the secretary of the Saskatchewan Wheat Pool commented on the Anglo-Canadian Wheat Agreement, followed by Regina's mayor, Garnet Menzies, discussing the city's budget estimate, the city engineer predicting dire floods in the event of a sudden thaw, and Highways Minister Douglas outlining the coming year's road program.

On the same day, Sunday, of each week, a similar period is given over by the station to the local Junior Chamber of Commerce for the promotion of civic welfare and again the officials, both civic and provincial, are brought before the microphones and kept in touch with the people.

The 13 mayors and reeves of towns in the area of CFOS in Owen Sound are given the opportunity of reaching the people they serve over this station regularly through *Town Hall Report*. This is a series of weekly 15-minute talks in which station manager Bill Hawkins reports the local residents and officials participating take a great interest.

Another program, which is also a part of the station's public service broadcasting, is *Report From City Hall*. Here the mayor, city council members and heads of civic departments, speak each week on civic affairs.

(Concluded next issue)

cics
SELLS
in
Stratford

FIRST
IN THE CITY OF SUDBURY
(by actual survey)

BBM
says . . .

CHNO

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

STATION "A"

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

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

CHNO

REPS:
William Wright
Toronto & Montreal

Adam J. Young
New York & Chicago

John N. Hunt
In Vancouver

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

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

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

CANADIAN BROADCASTER AND TELESCREEN

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

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May 2nd, 1951

Short On Understudies

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

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

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

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

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

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

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

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

It is in this skill of merchandising that our friends to the south excel and we fall by the way. Yet this is a far more important stepping stone to stardom than the



"Any of you gents be interested in a sandwich man?"

ability of a painter to transfer a sunset to a piece of canvas or a coloratura soprano to hit a high C.

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

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

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

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

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

No theatrical producer would think of opening a show without understudies for

the leading roles in his play. So isn't it just as reasonable to expect Canadian broadcasters, publishers, orchestras and others to see to it that there is always a "comer" waiting in the wings to step into the show when stellar performers break their necks or decide to hop a night plane to Chicago?

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

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

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

Britain's Labor Relations Sag

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

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

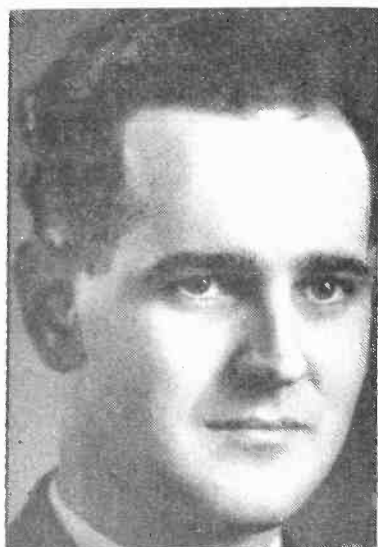
Phillips reported: "In most cases the men have real grievances. The labor-relations setup under the Labor government, however, is frustrating and the union movement's leadership has lost the confidence of the men."

"The workers in socialized industries are disillusioned over finding that they have fewer privileges than their fellow workers in the private enterprise system."

—The Wall Street Journal.

PERSONAL

Representation



Paul

MULVIHILL

offers

**PERSONAL
TORONTO
REPRESENTATION**

*Currently
Representing*

**CJCH
HALIFAX**

**CKTB
ST. CATHARINES**

AND NOW

**CKBB
BARRIE**

(Effective May 1)

has taken advantage of this personal service which might be your answer to your sales problem

Paul

MULVIHILL

21 KING ST. E., TORONTO
WAverly 6554

MUSIC

Music - A Natural Resource

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

Jean, who assists Harold Moon in the operation of the broadcaster-operated performing right and music publishing organiza-

tion, BMI Canada Ltd., takes an implied dig at the Canadian producers when she says in her article that the word "music" means *what* people play rather than *who* plays it.

"Americans have dug into their own music resources," she writes, "and in three decades have produced in their popular music one of the biggest export commodities the world has ever seen.

"BMI Canada Ltd. has the generous support and co-operation of the entire American broadcasting industry," the article continues,

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

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

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

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

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

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

"In the three and a half years since BMI Canada was organized for this purpose, a creditably wide

DID YOU KNOW?

That CKCL has proven pulling power? A 5-minute daily quiz program now under way is averaging 1,500 letters per week, and still increasing! That spells just one thing — SALES. We'd like to ring the cash registers for your client.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

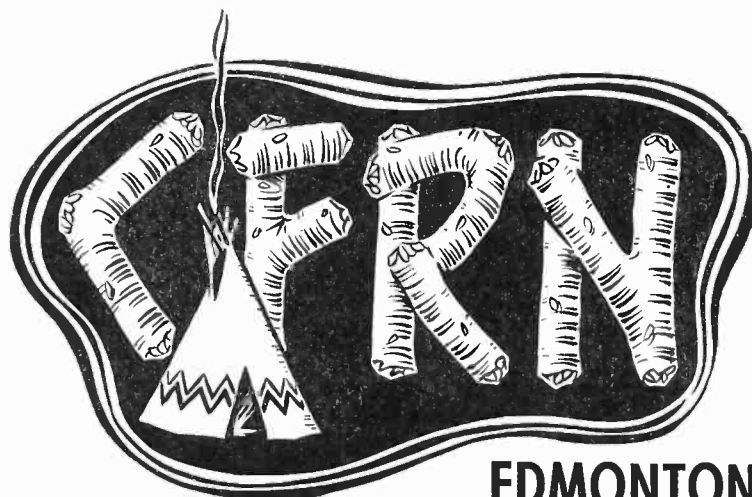
WAY OUT WEST—

THINGS ARE HAPPENING!

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

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

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



EDMONTON

RADIO REPRESENTATIVES LTD. — ADAM J. YOUNG, JR., INC.

"TOP-DOG" ON THE COAST



"Consistency does it. Elliott Haynes area studies show the CKNW rates ahead of all other every day of the week. And that is exclusive of Vancouver, New Westminster and Victoria."

selection of both classical and popular music has been found and tested. Some of it has already been exported. Pianist Reginald Godden's London recording of Kenneth Peacock's 'Bridal Suite' and Barbara Pentland's 'Studies in Line' is the first commercial recording of classical Canadian music to be recorded outside Canada for international distribution. Literally hundreds of commercial recordings of Canadian popular songs have now been made in the U.S. and Britain. 'Bluebird on Your Windowsill' was the first such song to be written, published, and exploited from Canada into an international hit. The original Canadian square-dance music of Jim Magill and his Northern Ramblers has taken hold in the U.S. via 'Saskatoon Breakdown,' 'Crooked Stovepipe,' and entire record albums of square dances released by Jarman Publications of Toronto, one of several affiliate publishers who have joined BMI Canada in the hunt and support for Canadian works.

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

pagne, are internationally celebrated. BMI Canada has published five Willan choral works, including the now famous 'Twelve Days of Christmas,' and also his 'Piano Concerto in C Minor.' Approximately 70 new classical works by some 30 different composers, diverse in style and approach, both of French-speaking and English-speaking origin, but all Canadian, have been issued in these past three and a half years.

"The BMI Canada and BMI indices and copyright and performing right lists of titles are available at each library. Prepared music scripts are there too.

"The fact that they're Canadian makes these works that much more valuable outside Canada. But Canadians themselves in all levels of the radio industry, as well as in other fields of entertainment, must first of all put their own music to use at home. When it's being used at home, then, and only then, is it ready for export. And export means more income for every Canadian — musician or layman — because

exporting Canadian music into the homes of other countries is the cheapest possible way any-

one can devise to advertise Canadian goods and Canada around the world."

GET THIS STRAIGHT!

Only
CFJR - Brockville, Ont.

Puts a Primary Signal
Into This

**RICHEST PER CAPITA
AREA IN CANADA**

And With Our New Trans-
mission Location and Facil-
ities You Are Guaranteed

BONUS COVERAGE

We Have Made Our Station
a Vital Factor in This Thriv-
ing and Rapidly Developing
Community

ASK THE STOVIN BOYS

**CKRC reaches more
radio homes
than any other
Manitoba station**

TOTAL WEEKLY BBM, 1950

FINAL FIGURES

DAYTIME - 176,860

NIGHTTIME - 170,040

CHECK FOR AVAILABILITIES ON

CKRC

WINNIPEG

630 KILOCYCLES - 5000 WATTS

Representatives: All-Canada Radio Facilities; In U.S.A. — Weed & Co.

Thanks
to the **Borden Co. Ltd.**

for 4 years of
happy association on

*Canadian
Cavalcade*

MART KENNEY

and his Western Gentlemen

THE OFFICE OF MART KENNEY — TORONTO

BOOKS

Searching Text On TV

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

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

Beginning with the mechanics and optics of his subject, Hubbell

goes on to search out the nature of television and in page after page he emphasizes the relation, and lack of it, of television to anything that has gone before. In a chapter on TV camera technique, he refuses to assume what this instrument's role is and will be until after he has discussed some basic artistic facts on its use.

■ ■ ■

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

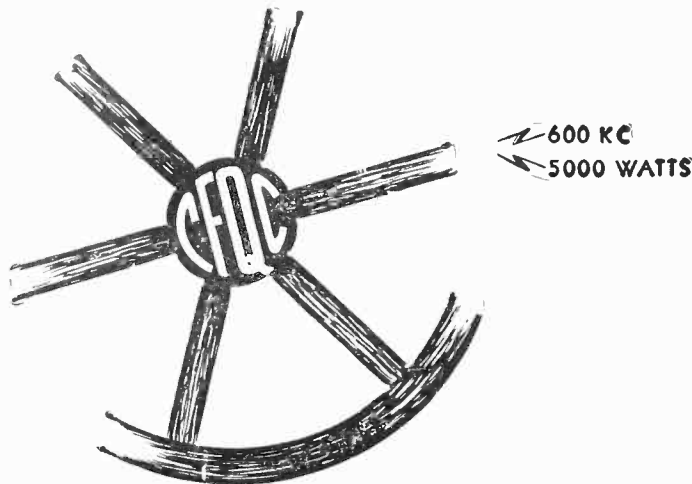
Undoubtedly, Richard Hubbell, who ranks with Seldes and Bretz, has produced a work which will be considered a standard text on the subject for some years.

—Briggs.

WANTED BY CJOB WINNIPEG

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

**CJOB
WINNIPEG**



*The radio hub
of Saskatchewan!*

**CFQC in Saskatoon — a 5000
watt wheel touching every
phase of life in Saskatchewan!**

ASK RADIO REPS
Montreal — Toronto — Winnipeg — Vancouver

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

IN CANADA . . .
Radio Representatives Limited

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

CKRM REGINA
5000 watts • 980 kc.

AGENCIES

By Art Benson

STEVENSON & SCOTT

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

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

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

WALSH ADVERTISING

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

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

(Next page, please)



FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- MATHER, Jack
- MILSON, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service
at
Radio Artists Telephone
Exchange

time buyer, time buyer,

how does a station grow?



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

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

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

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

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

If you have someone who really wants to sell London-Middlesex and/or the seven big and wealthy counties on its perimeter, then let CFPL's "Green Thumb" nourish his sales too! Buy CFPL in London. It's always . . .

BEST WISHES TO A.C.A.

from

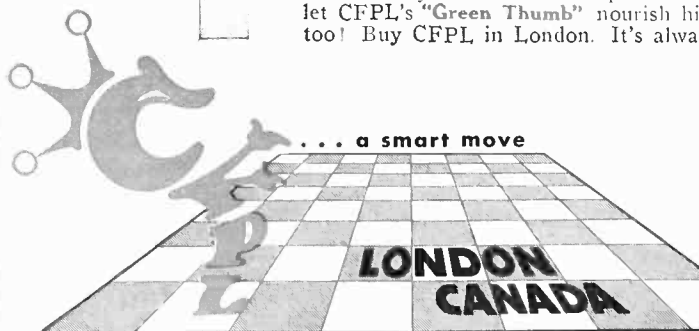
CKSB ST. BONIFACE

WESTERN CANADA'S FIRST
FRENCH LANGUAGE STATION

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

THE RESULT OF
BIG LEAGUE

PROGRAMMING
MOTION
DUCTION



your next move . . .

call All-Canada Radio
Facilities or Weed & Com-
pany in the U.S. Do it
NOW!

CFPL - LONDON, Western Ontario's FIRST Station

NORTHERN ONTARIO'S

Greatest

ADVERTISING

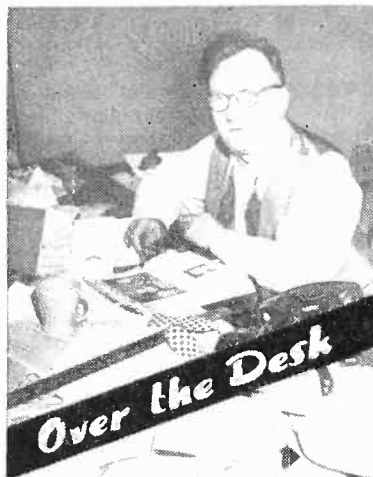
MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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



A resolution which should interest the radio industry was passed at the annual meeting of the Canadian Daily Newspapers Association in Toronto a couple of weeks ago.

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

Too much of this sort of thing discredits the impartiality of the editorial content of a newspaper or other publication. It is just as serious if it is allowed to abuse newscasts and commentary programs which are read over the air. It seems to us that this is a point on which radio and press should stand together.

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

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

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

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

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

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

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

"The first notice I read of Lloyd C. Douglas' death in a Toronto



offers you
COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING QUEBEC



ON QUEBEC MARKET No 2

"In the 5 counties surrounding Sherbrooke is a population of 251,737, with a per capita revenue that is not only the highest in Quebec Market No. 2, but also the highest in all Canada. It is an area of prosperous industries and rich farms, the output of which combines to give Sherbrooke high buying power and standards of living. The entire district is thoroughly covered by Radio Stations CHLT (French) and CKTS (English). Use them to tell your sales story to this rich market — and, for further details, ask Jos. Hardy."

For any information on
QUEBEC MARKET No. 2
and

"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to
JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

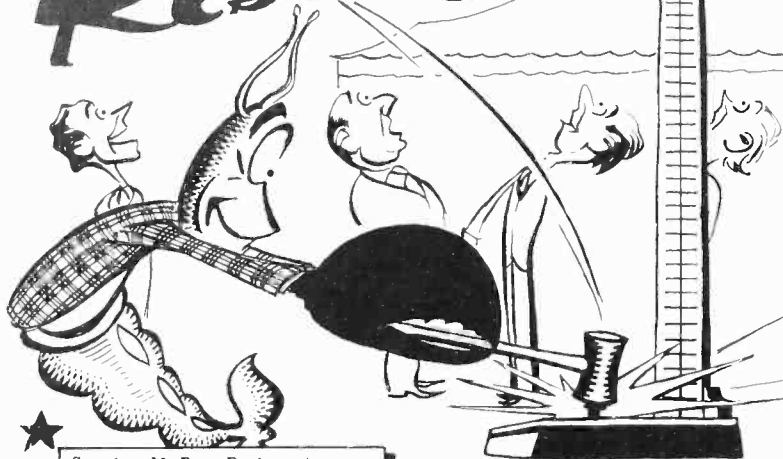
REPRESENTING

CHRC	QUEBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

We don't sell Time

WE SELL

Results!★



Serviceall Farm Equipment Company sold sixty Electric Refrigerators with ten flashes, grossing \$20,000 at a cost of about \$35,000.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

paper told all about his activities in Los Angeles, but not a word about his connection with St. James' United Church in Montreal. That omission was corrected in later reports . . ."

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

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

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

Enterprising Phil Stone, who quadruples as PRO on Toronto's daytimer, CHUM, is sending out by way of a press release a mimeographed chatty column about radio people called *All Eyes and Ears*. In it he tells of the doings of the radio folks on and off the air. The interesting part is that he does not confine himself to news of his own station, but devotes a goodly part of his piece to the evening activities of the others.

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

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

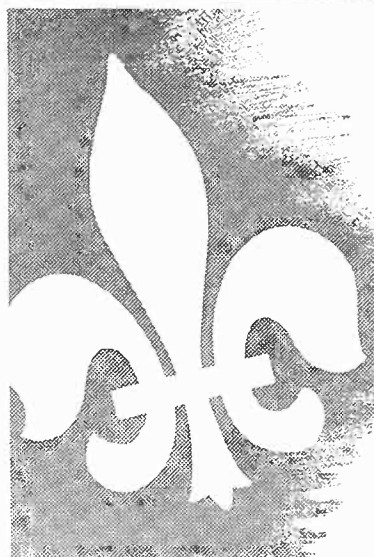
■ ■ ■
 Response to the commercial writing contest for station copy people is most encouraging, but then of course this time we are gunning for the one group of radio people we *know* can write. Particulars of the contest, list of judges and prizes will be found on page 20 of this issue. So get busy,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

■ ■ ■
 How did you like our round robin story on the reactions to the budget last issue? We would like to do some more of these, and would welcome suggestions of suitable topics. As soon as we get the ACA issue out of the way, we're going to find out just what advertisers, agencies and stations

feel about singing spots. They are booted around all over the place, but are still used in considerable quantities. It might be interesting to find out just why

this is.

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



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

CHRC

5000 WATTS 800 KC.

Representatives:
 CANADA
 Jos. A. Hardy & Co. Ltd.
 U.S.A.
 Adam J. Young, Jr., Inc.
 "La voix du vieux Quebec"

MILE ZERO ON THE ALASKA HIGHWAY

RADIO STATION

C J D C

DAWSON CREEK, B.C.

April 30, 1951

Mr. R. G. Lewis,
 Canadian Broadcaster & Telescreen,
 163 1/2 Church Street,
 Toronto Ont.

Dear Dick:

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

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

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

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

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

Lew

LEW ROSKIN,
 Manager.

P.S.—Did you know that there are 1,500 trucks registered here?

"MACKOVEE" SAYS:



"The 'OV Appleman"

BUSINESS
 IS
 BOOMING

in the young

FRUIT PROCESSING
 INDUSTRY

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

Mr. Advertiser: To sell the wealthy Okanagan market, you need the only station assuring Valley coverage. That's

CKOV

—centrally located
 in Kelowna

ASK THE ALL-CANADA MAN

RETAIL SALES

for

LETHBRIDGE

(City Only)

1948 — \$38,184,000

1950 — \$48,033,486

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

HAVE YOU ADJUSTED
YOUR ADVERTISING
BUDGET FOR THE
LETHBRIDGE MARKET?

CJOC

Serving Southern Alberta

5000 WATTS

1220 ON YOUR DIAL

STATIONS

Radio's Western Clean-Up

Winnipeg.—Last summer, CKX promotion man Archie Olson learned that in many towns and cities in Canada there was no one sparking a Clean-Up campaign. He didn't have to look beyond his

own community of Brandon to see the need for a co-ordinated campaign. The idea was discussed with station manager John Craig who gave the campaign "the green light." Craig, who is president of the Chamber of Commerce, saw the value of such a plan to all communities served by CKX.

The over-all plan was well in hand by the beginning of this year. All service clubs were in-



—Photo by Turofsky.

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

**Report TO THE
BROADCASTING INDUSTRY**
By Walter E. Elliott

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

The Sets-In-Use Index

THE Sets-In-Use Index represents that percentage of the radio homes of a given area whose sets are tuned to any and all radio programs at a given time.

Thus, in an area wherein there are 10,000 radio homes, if the Sets-In-Use Index at a particular interval is 31.5, it can be presumed that, within the limits of statistical variation, 3,150 of these 10,000 radio homes have their sets on.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
UNiversity 1519

515 Broadview Ave.
TORONTO
GERRARD 1144

vited to take part in the form of stunts, tree planting, talks to school children, essay contests and salvage pick-up—all, of course, related to community beautification. One stunt scheduled is the burning in effigy of "Old Man Grime." The essay contest, planned to bring home to younger children the fact that this is their campaign also, will be held among the older students in all local schools. The winners of the three prizes will be invited to visit CKX and read their essays on the air. Brandon Jaycees have undertaken to paint a house, with paint which has been donated free of charge.

The campaign will be officially opened on May 12 by civic officials and a well-known farmer

who will represent rural Manitoba. This date coincides with the date of the national campaign.

About 50 of the larger towns in Western Manitoba have been invited to hold their own Clean-Up campaigns at the same time, and so capitalize on the heavy spot campaign on CKX. All merchants throughout the CKX trade territory who are keenly interested in such a campaign have been informed, so that they can build window and store displays to tie in with the Clean-Up campaign.

In January, Archie Olson sent an outline of his plan to A. J. (Red) Hopps at CFRN, Edmonton. Hopps liked it and told Archie that he was interested in adopting it for their community cam-

paign. The fact that Hopps was so enthusiastic about the campaign seemed to indicate that other stations in Western Canada might also be interested in the CKX campaign for their community. CKDA, Victoria; CKOK, Penticton; CJIB, Vernon; CFCN, Calgary; CFQC, Saskatoon; CJDC, Dawson Creek; CKDM, Dauphin and CJOB, Winnipeg, were all sent a copy of the Clean-Up plan.

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

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

SERVING

- ✓ The Advertiser
- ✓ The Advertising Agency
- ✓ The Broadcasting Station

with

- Live & Packaged Programs
- Dramatized & Singing Commercials
- Continuity
- Specialized Services
- Music Libraries

We are also ready for Television

Caldwell programs are sponsored by leading national and regional advertisers

- Best Foods (Canada) Ltd.
- Canadian Westinghouse Co. Ltd.
- Carnation Co. Ltd.
- Imperial Tobacco Co. Ltd.
- International Milling Co. Ltd.
- Maher Shoe Stores Ltd.
- Marven's Ltd.

We also serve the radio needs of dealers, distributors and local representatives for national advertisers.

"It's Easy to do Business with Caldwell"

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

CFBC - ST. JOHN, N.B.
"POP THE QUESTION"
THE ELLIOTT-HAYNES STORY 1951

TIMES	URBAN RATING	AREA RATING
9.05 - 10.00 a.m.	25.0	19.9
7.30 - 8.30 p.m.	24.6	21.8

★ OVER 55,000 MAIL ENTRIES TO DATE ★

REPS: J. L. ALEXANDER — Montreal & Toronto
WEED & COMPANY in the U.S.A.

(*Sponsors' Labels enclosed—Ap. 5-51.)



We don't snow you under with Firsts!

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

CKBI
Prince Albert, Sask.
5000 Watts

CJCH HALIFAX

The
Number
One
STATION
In
The
Maritimes
Number
One
MARKET

24 HOURS
ON 5000 WATTS

REPS:

TORONTO:

Paul Mulvihill
Room 300, 21 King E.
WA. 6554

MONTREAL:

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

CJCH HALIFAX

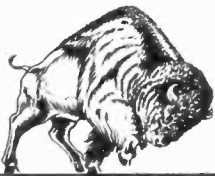
The **POWERFUL** station
with
PROVEN listener response

CKY

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

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

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



5000 WATTS



IN WINNIPEG and MANITOBA IT'S

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



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

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

METROPOLITAN BROADCAST SALES — Radio Programme Specialists — Producers of "Mother Parker's Musical Mysteries" and "Did I Say That"—EM. 3-0181. (P)

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU — Press Clipping, Lineage Research, Checking Service. 310 Spadina — Toronto; 1434 St. Catherine St. W.—Montreal. (L)

RECORD'G SUPPLIES

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

RESTAURANTS

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

SINGING

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

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

HOWARD MANNING — Baritone: "Howard Manning Show." CKEY 9.30 p.m.—Available for commercials, guest appearances. Phone HY. 7782. (G)

"TEX" BLOYE — Original western entertainment, songs, gags, etc. Just finishing "Who Am I?" Available for Radio, Stage, Recordings — LL. 5535. (R)

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

ACTING

BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, 'teen parts a specialty — English, French, Scotch dialects. HY. 3603. (Q)

ROXANA BOND — WA. 1191. (L)

RUTH SPRINGFORD — Ford, Wednesday Nights, Stages, Commercial Spots; 8 years' experience — Scotch dialects a specialty—LY. 6740. (I)

JOSEPHINE BARRINGTON — A character actress and leading woman of experience in Canadian radio and theatre. Available for calls — MA. 3904. (L)

JANE MALLET — Heard on most national programs since radio began, is available for some spots and commercials. HU. 4132. (P)

LIONEL ROSS — Juvenile—10 years' Professional Radio and Stage experience. Available for Radio — Stage — Films. 29 Northcliffe Blvd. — LA. 8612. (O)

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or MI. 7653. (P)

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

RENA MACRAE—Commercial — acting, mother-housewife type, testimonials, etc., substantial experience — Rinso, etc. Phone MO. 1593. (R)

ANNOUNCING

JAFF FORD—At your service. CFRB—Princess 5711. (L)

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2.

BOOKS

TELEVISION PROGRAMMING & PRODUCTION is "enlightening, good reading, most concise and informative text available," says the New York Times. Richard Hubbard, the author and a veteran of 15 years in TV and allied arts, is one of the greatest basic theorists in the medium, and his book will become a "bible" for the industry. Price \$5.25, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church Street, Toronto 2, Ont.

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

THE BOOK YOU NEED can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

EDUCATION

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

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

ENGINEERING

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

TRANS - CANADA STEEPLE-JACKS—Painting and inspection of Transmitter Towers. Fast, dependable work. 530 King St. E. — WA. 0766 — Toronto. (L)

PHOTOGRAPHY

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

PROGRAMS

PETER DONALD SHOW — Master of mirth in 66 hilarious 5-minute shows transcribed for quality. Caldwell Ltd., Victory Bldg., Toronto. (O)



NOTES TO YOU!

PROGRAM PREFERENCES

"You can keep your high ratings, your 90% penetration, your low cost per listener and high sponsor identification," said the advertising manager. "My wife just doesn't like organ music."

■ ■ ■

WE'D LIKE TO KNOW

Are present plans for the development of nationalized TV in Toronto and Montreal, at the expense of the rest of the country, in keeping with the government's efforts to curtail spending?

■ ■ ■

FLUFF IN PRINT

"25 dollars weekly, lady for housekeeping, 3 adults, private man and bath provided, live in. Box 113 . . . —Hamilton Spectator.

■ ■ ■

YOU SHOULD READ

"Broadcast English," recommendations to announcers, by A. Lloyd James, professor of the School of Oriental Studies, London.

■ ■ ■

PARODY OF THE MONTH

To take a rest,
The scribe undressed,
The silver sand to lie on.
He thought it rude
To do it nude,
So he stuck his old school tie on.

■ ■ ■

JOB'S COMFORTER

If paying tax is hard for you,
Just think of 1952.

■ ■ ■

PAN MAIL

Sir: Would you please get behind a movement to cut down the breakfast broadcasters' jokes, which detract from the interesting commercials.

—A. Gander.

■ ■ ■

PAPER SHORTAGE

The growing flood of government hand-outs containing information about new regulations, which is deluging radio stations and newspapers instead of paid advertising, is just another indication of the high cost of giving.

■ ■ ■

PRE-CONVENTION

And now, in deference to the ACA Convention, I'm off to get the front of my suit pressed.

"FAR FAR AWAY"

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

Write us
for a free disc.

FAVORITE MUSIC CO.
 21 SUSSEX AVE. TORONTO 5

Penn McLeod & Associates Ltd.

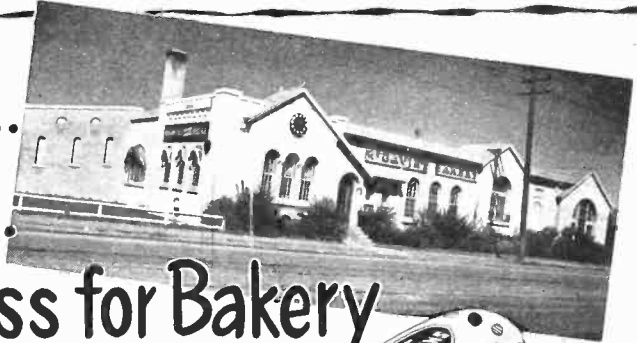
RADIO RESEARCH

VANCOUVER
 1673 West 4th Ave.
 BA. 3922

TORONTO
 365 Yonge St.
 PL. 4093

INTRODUCING ANOTHER FIRM WHICH SELLS THE CALGARY MARKET SUCCESSFULLY

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



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

"Using item advertising on a daily noonday newscast on your station, we have been able to create a wide-spread acceptance of McGavin's name and our various bakery lines, both in town and out-of-town. It does appear that we have struck a winning combination . . . in merchandising good-food items to a receptive audience, with an effective presentation.

impressive response. And even when we talk about items that are not related to food — like four lost horses, or 50 surplus steel drums . . . we get direct action. (In the case of the lost horses, a single mention on the air made our phone ring for two whole days! In the case of the steel drums, we sold the entire lot with a single mention!)

"Ever since we discontinued our door-to-door delivery service eight years ago, we have used CFAC as a home-to-home salesman. Hardly a day goes by, but what we get some specific evidence of sales-effectiveness. When business drops off in certain items, often a single CFAC plug brings it back into line. When we feature special items for special occasions, we get an immediate and

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

- 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 & Nighttime—Calgary City & Rural Area)

"The time has come to lay its

says **PAT FREEMAN** Director of Sales and
Canadian Association of Broadcasters

"The Inter-Media Story" Places **B B M** and **A B C** Side by Side

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

B.B.M. and A.B.C. need no introduction. On the directorates of each are representatives of advertisers, agencies and the medium or media concerned. The operation and ethics of both organizations are beyond reproach. In this presentation you will find B.B.M. and A.B.C. side by side. The one will tell of homes—the other of copies. It can be pointed out that a copy does not mean a home, particularly in some of the larger metropolitan centres . . . We could consider how much more time the average Canadian spends listening to his radio than he spends in all his reading combined . . . A study conducted in the United States by Batten, Barton, Durstine and Osborn, Inc., shows that the average person (in non-TV homes) spends 3 hours and 33 minutes daily listening to the radio; 48 minutes daily reading the evening newspapers. Forty-eight minutes with a newspaper containing up to 60 pages is not very much time. To read all of a front page (at 300 words per minute) would take

over 20 minutes. In the light of these figures, low advertisement readership ratings are not surprising . . . In a recent study of a major Canadian newspaper over 70% of the women interviewed stated that they had seen some of the various full department store advertisements (over 1/2 page and on a sports page) was noted by only 2% of the male readers interviewed. The same was obtained by ANY national advertisement issue was one seen by 16% of the women interviewed. A thorough knowledge, on the part of the advertiser and his agency, of actual readership figures for advertisements of all types and media is needed to bring the entire inter-media program into a clearer focus. In newspapers, particularly, the marked disparity of readership between editorial content on the one hand and advertisements on the other is amazing . . . From Knob Hill to the row, from houseboat to homestead, from Vancouver Island to Labrador, a radio set is part of almost every Canadian home. In metropolitan homes served by dailies, on rural routes where farm papers are scarce, prosper, in automobiles, in barber shops, in summer cottages and on beaches, radio is everywhere. Radio outreaches any other single advertising medium—can it reach all others combined reach radio?

RADIO - STILL YOUR BEST BUY ALL YEAR LONG

for radio facts on the table"

Research Masters

AND CIRCULATIONS AND COSTS IN ONTARIO

Radio Station
CFRB, Toronto

Radio Homes BBM
Average Day — 449,137
Average Night — 429,471

Cost
1 hour "A" time
\$285.00

Publication

Copies*

Cost*

Star Weekly

ABC for Ontario

1 hour "A" time
\$285.00

Toronto Star

502,131

1 page B & W
\$1,700.00

Readers Digest

403,227

1,355.00

Globe & Mail

264,972

750.00

Toronto Telegram

234,663

1,281.00

Can. Home Journal

200,048

1,158.00

Chatelaine

189,899

1,126.00

New Liberty

186,885

1,100.00

Family Herald & Weekly Star

172,723

659.00

Farmers Magazine

166,247

584.00

Source:

98,324

631.00

*ABC figures and costs, 1st Quarter, Can. Advertising 1951.
Costs are pro-rated on basis of Ontario circulation only.

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

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

CFRB

50,000 watts
day and night
1010 kc.

REPRESENTATIVES:

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

UND!

Canadian Broadcaster & Telescreen **Commercial Writing Contest**

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

First Prize - - \$25.00 Cash

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

JUDGES

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

WHAT YOU HAVE TO DO

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

FOLLOW THESE INSTRUCTIONS

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

HOW IT WORKS

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

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

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

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

Entries cannot be returned.

No correspondence can be entered into regarding entries.

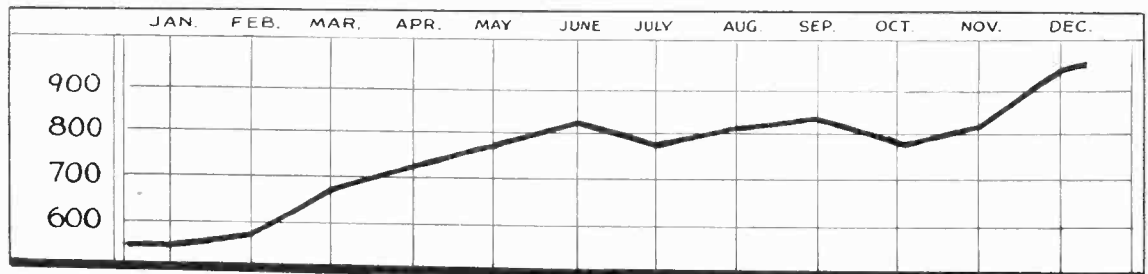
The decisions of the judges are final.

WRITERS! MAIL IN YOUR ENTRIES NOW!

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

NO HIATUS!

DURING THE
PEAK SUMMER
MONTHS



Stay on the Air-and on the Ball-on CFNB
Ask the ALL-CANADA MAN

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
● BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	—	Cole	BUP
Dawson Creek	CJDC	Radio Reps.	Donald Cooke Inc.	Lew Roskin	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	MacGregor	PN
Kelowna	CKOV	All-Canada	Weed & Co.	J. W. B. Browne	Dennis Reid	Lang-Worth Thesaurus World	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke Inc.	Mrs. Mary Sutherland	—	World	{BUP PN
Nelson	CKLN	H. N. Stovin	Adam Young	A. R. Ramsden	—	—	PN
New Westminster	CKNW	Nat'l. Broadcast Sales	Forjoe & Co.	William Rea, Jr.	Phil Baldwin	Associated Cole World	{BUP PN
Penticton	CKOK	Radio Reps.	Donald Cooke Inc.	Harry O. Watts	Jean Griffiths	Standard	PN
Port Alberni	CJAV	Nat'l. Broadcast Sales (John N. Hunt in Vancouver)	—	Chas. Rudd	—	Cole	BUP
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Ralph Spencer	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
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	William Wright (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 Reps.	Donald Cooke Inc.	Howard Thompson	—	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	{Thesaurus World	PN
Victoria	CKDA	Radio Reps. (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Forjoe & Co.	D. A. Armstrong	Dave Hill	Standard	BUP

It's An Inside Job

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

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

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

CJKL - Kirkland Lake
5000 WATTS 560 KCS.

Get the facts from

NATIONAL BROADCAST SALES

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

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

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



Bovine Bill

WESTERN CANADA!

BBM 1950

Day 71,730 homes

Night 59,600 "

Average increase over 1948—16,500



Wheat Stalk Willie

CJGX
Yorkton
SASKATCHEWAN

940 on your radio dial.

"Western Canada's Farm Station"

Representatives:

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

● ALBERTA

Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	A. R. MacKenzie	Associated Thesaurus World	BUP PN
Calgary	CFCN	Radio Reps.	Adam Young	H. G. Love	E. H. McGuire	Lang-Worth Standard	BUP PN
Calgary	CKXL	Nat'l. Broadcast Sales (Inland in Winnipeg)	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	—	BUP
Edmonton	CBX	CBC	CBC	Dan Cameron	—	—	CP BUP
Edmonton	CFRN	Radio Reps.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth Standard	BUP PN
Edmonton	CHFA	Omer Renaud & Co. (Inland in Winnipeg)	—	J. A. Gallant	L. Hiller	—	BUP PN
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Roife Barnes	Thesaurus Standard	PN BUP
Edmonton	CKUA	Non-commercial	—	John Langdon	—	Associated	BUP
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	World Sesac	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	Cam Perry	Associated Thesaurus	PN BUP
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	—	Standard	BUP
Red Deer	CKRD	Radio Reps.	Weed & Co.	G. S. Henry	—	Standard	BUP

● SASKATCHEWAN

Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Bowling	N. Skinele	—	BUP
North Battleford	CHAB	H. N. Stovin	—	Hume Lethbridge	—	World	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	Ed. Rawlinson	—	Thesaurus	PN
Regina	CKCK	All-Canada	Weed & Co.	Hal Crittenden	G. L. Seabrook	World	PN BUP
Regina	CKRM	Radio Reps.	Adam Young	Norm Botterilli	Don Oaks	Lang-Worth	PN BUP

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

Presenting ★ Your Story To

47% of the RADIO HOMES
 46% of the POPULATION
 44% of the RETAIL SALES

★ BASED ON 50% BBM AREA

BBM DAY 134,310
 NITE 128,460

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

5000 Watts Day & Nite — 630 Kilocycles

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

CKBB
BARRIE

announces

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

Paul Mulvihill
 21 King St. East — WA. 6554

In Montreal by:

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

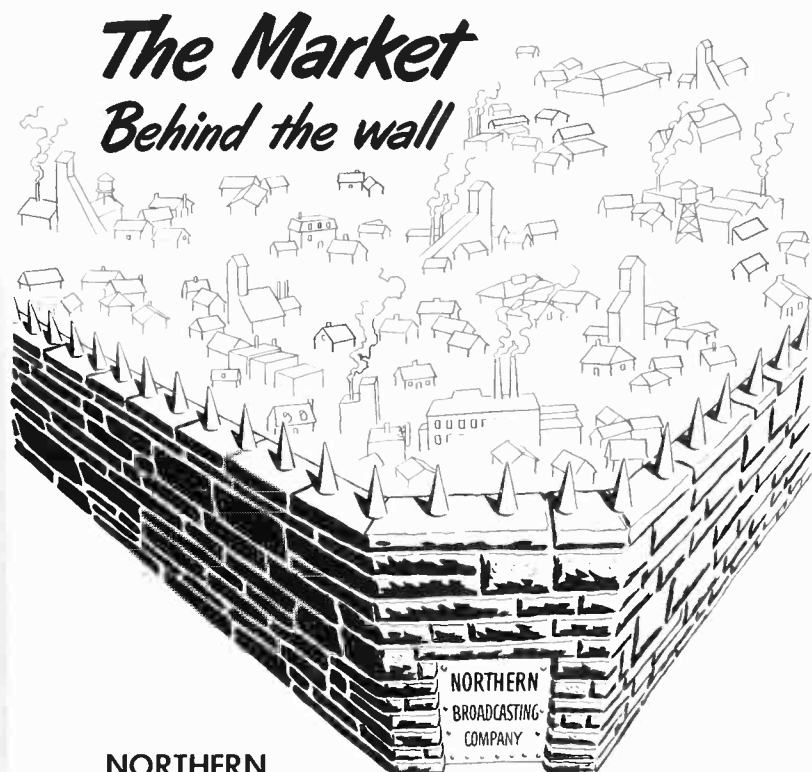
City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Saskatoon	CFQC	Radio Reps.	Adam Young	Vern Dallin	Blair Nelson	Associated Lang-Worth Cole Standard	{BUP PN
Saskatoon	CKOM	H. N. Stovin	Weed & Co.	R. A. Hosie	—	Thesaurus	BUP
Watrous	CBK	CBC	CBC	J. N. Moggridge	W. G. Carpentier	—	{CP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

MANITOBA

Brandon	CKX	Radio Reps. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	John Craig	Ernest Holland	{Thesaurus World	PN
Dauphin	CKDM	Radio Reps.	Donald Cooke, Inc.	Ken Wright	Geo. Gallagher	—	PN
Elgin Flon	CFAR	H. N. Stovin	Adam Young	C. H. Witney	—	Lang-Worth	PN
St. Boniface	CKSB	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	Roland Couture	Armand Dussault	{Associated World	BUP
Winnipeg	CBW	CBC	CBC	J. N. Moggridge	W. G. Carpentier	—	{CP BUP
Winnipeg	CJOB	Radio Reps. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	J. O. Bick	A. J. Messner	{Associated Thesaurus Standard World	{BUP PN
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	{Lang-Worth Standard	{BUP PN
Winnipeg	CKY	H. N. Stovin	Adam Young	Lloyd Moffat	Marsh Ellis	{Capital Sesac	{BUP PN

ONTARIO

Barrie	CKBB	Nat'l Broadcast Sales	—	Ralph Snelgrove	Art Harrison	—	PN
Belleville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	{Thesaurus World	PN



**NORTHERN
ONTARIO**

SERVED EXCLUSIVELY BY
CKGB-TIMMINS
CFCH-NORTH BAY
CJKL-KIRKLAND LAKE

Represented by:
NATIONAL BROADCAST SALES
 Toronto — Montreal

248,000 PEOPLE

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

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

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

A 50% PLUS FOR YOUR PRODUCT

When Nationally Advertised In

The Market Behind The Wall

CFCH North Bay **CKGB Timmins**
 1000 Watts 600 Kcs. 5000 Watts 680 Kcs.

CJKL Kirkland Lake
 5000 Watts 560 Kcs.

Announcing the new portable

AMPEX 400

MAGNETIC TAPE RECORDER

SAME HIGH PERFORMANCE AND FIDELITY AT FAR LOWER COST

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

Check these features

- ✓ **CUEING** is exact with instantaneous start and stop.
- ✓ **EDITING** is easy with the simple, fast forward and rewind control.
- ✓ **MONITORING** is positive by the off-the-tape amplifier feeding VU meter and phones.
- ✓ **DESIGNED** and built to the same critical standards which have established Ampex as the *leader* in the tape recording field.
- ✓ **SIMPLE** and dependable operation effected by the unit housing that completely encloses the three magnetic heads.
- ✓ **INCOMPARABLE** performance and quality at 7½ i.p.s. tape speed.



Tape saves you money by increasing the efficiency of your present studio facilities. Many Ampex machines have paid for themselves in two to four months' operation.

AMPEX

"standard of the great radio shows"

Distributed and serviced in Canada exclusively by

CANADIAN GENERAL ELECTRIC COMPANY

LIMITED

HEAD OFFICE: TORONTO — Sales Offices from Coast to Coast

51-RT-4

ranford	CKPC	J. L. Alexander	—	Mrs. F. M. Buchanan	—	World	BUP
rockville	CFJR	H. N. Stovin	Adam Young	J. R. Radford	—	—	BUP
hatham	CFCO	—	—	J. Beardall	P. A. Kirkey	Cole	BUP
ornwall	CKSF	H. N. Stovin	J. H. McGillvra	Fred Pemberton	Garfield Baker	World	PN
ort 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
ort William	CKPR	Radio Reps. (H. N. Stovin in Winnipeg)	Adam Young	Hector Dougall	G. D. Jeffrey	(Thesaurus MacGregor)	PN
uelph	CJOY	Radio Reps.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalf	Lang-Worth	PN
amilton	CHML	Nat'l Broadcast Sales in Montreal and Toronto (John N. Hunt in Vancouver)	Adam Young	Tom Darling	Denny Whitaker	(Associated Standard)	BUP
amilton	CJSH-FM	—	—	D. I. Ker	—	Associated	PN
amilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	(Thesaurus World)	PN
enora	CJRL	H. N. Stovin	Donald Cooke, Inc.	Geo. McLean	Tom Lavers	Thesaurus	PN
ingston	CKWS	Nat'l Broadcast Sales	Donald Cooke, Inc.	Roy Hofstetter	El. Jones	(Lang-Worth World)	PN
irkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke, Inc.	Harry Edgar	Don Lawrie	(Lang-Worth Thesaurus Standard)	PN
itchener	CFCA-FM	—	—	Carl Pollock	(Miss) Chris Fairley	World	PN
itchener	CKCR	William Wright	Adam Young	W. C. Mitchell	Gib Liddle	Associated	PN
ondon	CFPL	All-Canada	Weed & Co.	Murray Brown	Keith Chase	(Lang-Worth Standard World)	PN
Niagara Falls	CHVC	J. L. Alexander (John N. Hunt in Vancouver)	Donald Cooke, Inc.	B. H. Bedford	—	World	BUP
orth Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke, Inc.	Keith Packer	—	(Lang-Worth Standard)	PN
Brillia	CFOR	H. N. Stovin	Adam Young	Gord Smith	Russ Waters	Cole	BUP
shaw	CKLB	J. L. Alexander	J. H. McGillvra	Larry Solway	Tug Wilson	(Associated MacGregor World)	PN
ttawa	CBO	CBC	CBC	Chas. P. Wright	—	—	(CP BUP)
ttawa	CKOY	Nat'l Broadcast Sales	Donald Cooke, Inc.	Edgar Guest	Dan Carr	(Associated Lang-Worth)	(PN BUP)
ttawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	George Gowling	Standard World Cole	BUP
wen Sound	CFOS	H. N. Stovin	Adam Young	W. N. Hawkins	—	World	PN
embroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	Ramsey Garrow	(Thesaurus Sesac)	BUP

★ **D.O.P.** means something
in SUMMERSIDE, P.E.I.

HERE'S AN EXAMPLE . . .

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

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

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

CJRW

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

*Depth of Penetration.

THE AGENCIES

Know the Score!

See
1950 B.B.M.

the Figures for CFCN are proof of value!


OVER 60%

. . . Yes, over 60% of radio placements made by Calgary's three National Agencies

ARE ON CFCN

These on-the-spot agencies and national sponsors—home town firms—are aware of CFCN's greater audience.

ASK THESE
ON-THE-SPOT
TIME BUYERS
They Know!



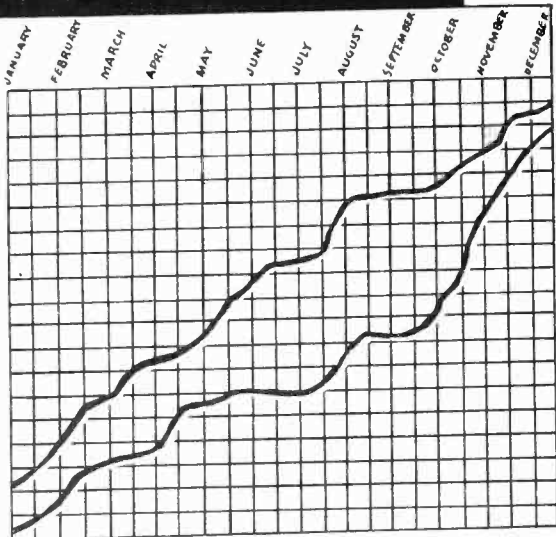
CFCN

10,000 WANTS

Calgary

"The Voice of the Prairies Ltd."

**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 far 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 LTD. — ADAM J. YOUNG, JR., INC., UNITED STATES

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Peterborough	CHEX	Nat'l Broadcast Sales	Donald Cooke, Inc.	Russ Baer	Ed. Bowser	{Lang-Worth World	PN
Port Arthur	CFPA	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	—	{Lang-Worth Standard	PN
Port Huron	CHOK	Nat'l Broadcast Sales	Donald Cooke, Inc.	Karl Monk	Art O'Hagen	{Lang-Worth Standard	PN
Port Catharines	CKTB	Paul Mulvihill in Toronto Radio Time Sales (Quebec) Ltd. in Montreal (John N. Hunt in Vancouver)	J. H. McGillvra	Cliff Wingrove	Vince Lococo	{MacGregor Thesaurus	PN
Port Thomas	CHLO	Radio Reprs.	Donald Cooke, Inc.	John Warder	George Miller	{Associated Lang-Worth	PN
Port Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	Basil Scully	World	PN
Port St. Catharines	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Port St. Catharines	CHNO	William Wright (John N. Hunt in Vancouver)	Adam Young	Rene Riel	—	Associated	PN
Port St. Catharines	CKSO	All-Canada	Weed & Co.	Wilf Woodill	—	Thesaurus	PN
Port St. Catharines	CKGB	Nat'l Broadcast Sales	Donald Cooke, Inc.	H. C. Freeman	Gord Burnett	{Lang-Worth Standard	PN
Port St. Catharines	CBL	CBC	CBC	H. J. Boyle	E. A. Weir	—	{CP BUP
Port St. Catharines	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Holden	{Associated Thesaurus World	{BUP PN
Port St. Catharines	CHUM	—	J. H. McGillvra	Bob Lee	—	MacGregor	BUP
Port St. Catharines	CJBC	H. N. Stovin	H. N. Stovin	Bob McGall	—	{Lang-Worth Standard	{CP BUP
Port St. Catharines	CJRT-FM	—	—	Eric Palin	—	Associated	{BUP CP
Port St. Catharines	CKEY	Nat'l Broadcast Sales in Montreal and Vancouver	Donald Cooke, Inc.	Hal Cooke	Jack Turrell	{Lang-Worth Associated Standard World	{BUP PN
Port St. Catharines	CKFH	Radio Reprs in Montreal, Winnipeg and Vancouver	—	Howard Caine	Len Smith	Thesaurus	PN
Port St. Catharines	CBE	CBC	CBC	M. L. Poole	—	—	{CP BUP
Port St. Catharines	CKLW	All-Canada	Adam Young	J. E. Campeau	E. W. Warcell	{Standard World	{INS BUP
Port St. Catharines	CKNX	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	{Cole Standard World	BUP
Port St. Catharines	CKOX	William Wright (John N. Hunt in Vancouver)	—	M. J. Werry	—	{Lang-Worth World	BUP

QUEBEC

Port St. Catharines	CHAD	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Port St. Catharines	CBJ	CBC	CBC	Vilmont Fortin	—	—	{CP BUP
Port St. Catharines	CHEF	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	G. Laliberte	—	—	—
Port St. Catharines	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	J. P. Lemire	—	—	{PN BUP
Port St. Catharines	CKRS	Jos. A. Hardy	Adam Young	Tom Burham	—	World	{BUP PN
Port St. Catharines	CKLS	Omer Renaud & Co.	—	Jean Senecal	—	—	BUP
Port St. Catharines	CKBL	Jos. A. Hardy	—	Rene Lapointe	—	Associated	PN
Port St. Catharines	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	—	{CP BUP
Port St. Catharines	CBM	CBC	CBC	W. J. O'Reilly	(Through Toronto)	—	{CP BUP
Port St. Catharines	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Hammond	Tom Quigley	Standard	BUP
Port St. Catharines	CHLP	J. L. Alexander (John N. Hunt in Vancouver)	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Associated	{BUP PN
Port St. Catharines	CJAD	Radio Time Sales (Quebec) Ltd. in Montreal Radio Time Sales (Ont.) Ltd. in Toronto (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	—	{Associated Lang-Worth Thesaurus World	{BUP PN
Port St. Catharines	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Bourassa	{Associated World	{BUP PN
Port St. Catharines	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	—	—
Port St. Catharines	CBV	CBC	CBC	Guy Dumais	M. Valiquette	—	{CP BUP
Port St. Catharines	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	{Lang-Worth Thesaurus	{BUP PN
Port St. Catharines	CJNT	J. L. Alexander	J. H. McGillvra	J. N. Thivierge	—	Sesac	—
Port St. Catharines	CKCV	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	Paul LePage	St. Georges Cote	{MacGregor World	PN
Port St. Catharines	CJBR	H. N. Stovin	Adam Young	Guy Caron	—	{MacGregor Standard	PN
Port St. Catharines	CJFP	Omer Renaud & Co.	Adam Young	Armand Belle	—	—	BUP
Port St. Catharines	CHRL	Omer Renaud & Co.	—	L. Morin	—	—	BUP
Port St. Catharines	CKRN	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	L. Duchesnay	—	—	BUP
Port St. Catharines	CHGB	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	G. T. Desjardins	—	Sesac	PN
Port St. Catharines	CKSM	Omer Renaud & Co.	—	Jean Legault	Allan Rogerson	Thesaurus	BUP
Port St. Catharines	CHLT	Jos. A. Hardy	Adam Young	A. Gauthier	—	{Thesaurus MacGregor	PN
Port St. Catharines	CKTS	Jos. A. Hardy (John N. Hunt in Vancouver)	Adam Young	A. Gauthier	—	—	—

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Sorel	CJSO	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	M. Boulianne	—	—	BUP
Thetford Mines	CKLD	Jos. A. Hardy	—	H. Lagueux	—	MacGregor	—
Trois Rivieres	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier	—	MacGregor	PN
Val D'Or	CKVD	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	Maurice Dubois	—	—	BUP
Verdun	CKVL	H. N. Stovin	Donald Cooke, Inc.	Jack Tietolman	Corey Thomson	{Lang-Worth MacGregor	{BUP PN
Victoriaville (Under construction)	CFDA	—	—	Pierre Brisson	—	—	BUP
Ville Marie	CKVM	Jos. A. Hardy	—	Louis Bilodeau	—	MacGregor	{BUP PN

● NEW BRUNSWICK

Campbellton	CKNB	William Wright	Weed & Co.	C. S. Chapman	—	—	—
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	World	—
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	Austin Moore	{Thesaurus Standard	BUP
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	Hubert Button	World	BUP
Newcastle	CKMR	William Wright (John N. Hunt in Vancouver)	—	Jack Coalston	—	Standard	BUP
Saint John	CBBC	J. L. Alexander (John N. Hunt in Vancouver)	Weed & Co.	Bob Bowman	—	Standard	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	{Associated Lang-Worth World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—	{CP BUP

● PRINCE EDWARD ISLAND

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

● NOVA SCOTIA

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

● NEWFOUNDLAND

Cornerbrook	CBY	CBC	CBC	C. V. Hierlihy	—	Standard	{CP BUP
Gander	CBG	CBC	CBC	A. Barrett	—	—	{CP BUP
Grand Falls	CBT	CBC	CBC	John J. Grace	—	—	{CP BUP
St. John's	CBN	CBC	CBC	W. F. Galgay	—	{Standard Associated	{CP BUP
St. John's	CJON	All-Canada	—	Geoff Stirling	—	Lang-Worth	PN
St. John's	VOCM	H. N. Stovin	Weed & Co.	J. L. Butler	M. Shulman	{Thesaurus World	PN

CJCA
EDMONTON

1950 - 177 MILLION

1948 - 128 MILLION

1946 - 83 MILLION

EDMONTON'S RETAIL SALES

CJCA

RADIO ADVERTISING AGENCIES

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



**YOUR
SALES MESSAGE
KEEPS COMPANY
WITH THE STARS
ON CANADA'S
FIRST STATION**

- ★ Edgar Bergen
- ★ Leslie Bell Singers
- ★ Amos 'n' Andy
- ★ Ozzie & Harriet
- ★ Ford Theatre
- ★ Beulah
- ★ Jack Smith
- ★ Club 15
- ★ The Great Gildersleeve
- ★ Don Wright Chorus
- ★ Lonesome Gal
- ★ Cavalcade of Sports
- ★ Dennis Day
- ★ Treasure Trail
- ★ Burns Chuckwagon
- ★ Our Miss Brooks
- ★ Henry Aldrich
- ★ Twenty Questions

**PLUS
Many Other
PROVEN
Montreal Favorites**



Reps:
ALL-CANADA — WEED & CO.

Aikin-McCracken Ltd.	2 Toronto St., Toronto	PL. 6286	Mrs. 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	K. C. Utley
Benton & Bowles Inc.	1375 Yonge St., Toronto	PR. 2101	Jack Horler
John McKenney Bingham Ltd.	1557 Mackay St., Montreal	HA. 9247	Gabriel Langlais
S. W. Caldwell Ltd.	91 Yonge St., Toronto	EM. 3-8222	W. H. Fleischman
Canadian Advertising Agency Ltd.	86 Adelaide St. E., Toronto	PL. 2516	Jack Bingham
Garry J. Carter of Canada Ltd.	80 Richmond St. W., Toronto	PL. 8727	Spence Caldwell
Cockfield, Brown & Co. Ltd.	Sun Life Bldg., Montreal	PL. 8046	Colin Kane
Don H. Copeland Advertising Ltd.	80 King St. W., Toronto	EM. 3-3051	Irvin Teitel
Crombie Advertising Co. Ltd.	Dominion Bldg., Vancouver	TA. 1938	Harry Madden
Dancer-Fitzgerald Sample (Canada) Ltd.	59 Avenue Rd., Toronto	PR. 2505	Bob Howe
D'Arcy Advertising Agency	Canada Cement Bldg., Montreal	HA. 4171	R. W. Harwood
A. J. Denne & Co. Ltd.	Metropolitan Bldg., Toronto	EM. 4-9201	C. W. McQuillin
Dominion Broadcasting Co.	Electric Railway Chambers, Winnipeg	923538	J. Burke-Gaffney
Ellis Advertising Co.	Royal Bank Bldg., Vancouver	PA. 7557	Milt Tisdale
W. H. Emmett (Canada) Ltd.	442 Sherbourne St., Toronto	KI. 3119	Don Copeland
Erwin Wasey of Canada Ltd.	474 St. Alexis St., Montreal	LA. 2139	Keith Crombie
Ferres Advertising Service	24 King St. W., Toronto	EM. 4-7204	Brian Skinner
James Fisher Co. Ltd.	Royal Bank Bldg., Toronto	EM. 3-2851	Gilbert Nunnes
Harry E. Foster Advertising Ltd.	90 Broadview Ave., Toronto	GL. 7591	C. F. Goodman
J. J. Gibbons Ltd.	90 King St. W., Toronto	EM. 4-3444	Miss L. Ryan
Gordon & Gotch (Canada) Ltd.	4 Albert St., Toronto	EM. 3-3383	H. B. Williams
Grant Advertising of Canada Ltd.	96 King St. W., Toronto	WA. 9902	A. B. May
F. H. Hayhurst Co. Ltd.	Drummond Bldg., Montreal	PL. 6928	H. P. Diehl
L. J. Heagerty Ltd.	1121 St. Catherine St. W., Montreal	PL. 9146	E. H. Smith
Heggie Advertising Co.	1170 Bay St., Toronto	RA. 5187	Bea McCullough
Publicite J. E. Huot	63 Duke St., Hamilton	3-1116	E. B. Heaven
Hutchins Advertising Co. of Canada Ltd.	204 Richmond St. W., Toronto	WA. 8091	David Fenn
Imperial Advertising Ltd.	Sun Life Bldg., Montreal	LA. 1205	Godfrey Humphrey
Albert Jarvis Ltd.	149 Alcorn Ave., Toronto	PR. 4681	Dick Wakeley
Russell T. Kelley Ltd.	128 Sun Life Bldg., Montreal	BE. 1984	Jacques Herdt
Kenyon & Eckhardt Ltd.	119 West Pender St., Vancouver	TA. 1172	Leagh Webster
Locke, Johnson & Co. Ltd.	612 Barrington St., Halifax	3-7301	Ervin Murray
James Lovick & Co. Ltd.	200 Bay St., Toronto	EM. 4-2111	Doug Marshall
Lafleche Bldg., Edmonton	Dominion Square Bldg., Montreal	HA. 8251	(Through Toronto)
MacLaren Advertising Co. Ltd.	272 Scott Bldg., Winnipeg	927373	A. B. Johnston
McConnell Eastman & Co. Ltd.	Province Bldg., Vancouver	PA. 0157	Charles Heap
McGuire Advertising Ltd.	Renfrew Bldg., Calgary	M. 5437	Iris McYean
McKim Advertising Ltd.	Dominion Bank Bldg., Edmonton	27512	(Through Calgary)
Metropolitan Broadcast Sales	Leader Bldg., Regina	6141	R. P. Wilson
Jack Murray Ltd.	43 Victoria St., Toronto	EM. 3-2556	Miss Olive Jennings
Muter, Culiner, Frankfurter & Gould Ltd.	103 Church St., Toronto	EM. 3-3396	(Robt. Amos)
O'Brien Advertising Ltd.	38 King St. W., Toronto	EM. 4-9263	(Through Toronto)
O'Neill, Larsen & McMahon	145 Peel St., Montreal	MA. 2212	L. J. Heagerty
Wm. Orr & Company	19 Melinda St., Toronto	EM. 3-1186	John Chilman
Payeur Publicite Ltd.	57 Bloor St. West, Toronto	PR. 1443	Andre Audet
Elton M. Plant Co.	353 St. Nicholas St., Montreal	PL. 4131	Walter Engwer
Alford R. Poyntz Advertising Ltd.	1244 Dufferin St., Toronto	KE. 2737	E. S. Murray
Thornton Purkis Ltd.	71 George St., Halifax	3-9373	Albert Jarvis
Radio Advertising Service Ltd.	73 Adelaide St. W., Toronto	EM. 3-2438	H. P. Kelley
E. W. Reynolds & Co. Ltd.	447 Main St. E., Hamilton	2-1155	Volney Irons
Ronalds Advertising Agency Ltd.	Royal Bank Bldg., Vancouver	PL. 4621	E. W. Desbarats
Ruthraffer & Ryan Inc.	480 Lagachetiere W., Montreal	EM. 3-8314	P. H. Boultee
R. C. Smith & Son Ltd.	80 King St. W., Toronto	EM. 4-6271	E. Johnson
Spitzer & Mills Ltd.	Harbor Commission Bldg., Toronto	TA. 3371	Florence Asson
Harold F. Stanfield Ltd.	535 Homer St., Vancouver	MI. 9887	Audrey Brown
Stevenson & Scott Ltd.	800 Bay St., Toronto	PL. 3405	Miss Gwen Miles
Stewart-Bowman-Macpherson Ltd.	Dominion Square Bldg., Montreal	M. 4445	Miss Elva Moffat
Tandy Advertising Agency Ltd.	372 Bay St., Toronto	EM. 4-0321	Dave Wood
J. Walter Thompson Co. Ltd.	Dominion Square Bldg., Montreal	PL. 9556	Hugh Horler
Vamplew Advertising	Electric Railway Chambers, Winnipeg	926321	Mary Moran
Vickers & Benson Ltd.	Province Bldg., Vancouver	MA. 6268	W. D. M. Thomson
Wallace Advertising Ltd.	111 Sparks St., Ottawa	5-4301	W. F. Harrison
Walsh Advertising Co. Ltd.	147 University Ave., Toronto	EM. 3-7004	Bob Armstrong
Stan Wayne and Company	Huron & Erie Bldg., London	ME. 544	W. M. Page
Armand S. Weill Inc.	Dominion Square Bldg., Montreal	PL. 1146	A. Green
Whitehall Broadcasting Ltd.	Trust & Loan Bldg., Winnipeg	935541	Andrew McGuire
Woodhouse & Hawkins	Stock Exchange Bldg., Vancouver	MA. 2161	T. C. Maguire
Young & Rubicam Ltd.	Bank of Commerce Bldg., Windsor	2-7297	Frank Flint
	Dominion Square Bldg., Montreal	LA. 5192	A. A. Brown
	47 Fraser Ave., Toronto	KE. 3561	W. J. Sanstrom
	Paris Bldg., Winnipeg	923491	Don Wright
	Province Bldg., Vancouver	MA. 3284	Mrs. Muriel Murray
	21 Dundas Sq., Toronto	EM. 3-0181	Eddie Gould
	727A Bayview Ave., Toronto	HY. 0497	M. J. O'Brien
	137 Wellington St. W., Toronto	PL. 7741	Bob Kesten
	928 West Pender St., Vancouver	PA. 9174	Wm. Orr
	447 Jarvis St., Toronto	PR. 4481	G. H. Payeur
	719 Yonge St., Toronto	PR. 3708	E. M. Plant
	290 9th St., Quebec	4-3028	A. R. Poyntz
	303 Bartlett Bldg., Windsor	4-1159	Maurice L. Loynt
	95 King St. E., Toronto	EM. 3-8716	Miss G. Race
	4109 St. Catherine St. W., Montreal	GL. 4245	Arthur Burns
	330 Bay St., Toronto	EM. 3-3762	Gordon Howard
	1502 St. Catherine St. W., Montreal	WA. 6157	Alan Morrison
	145 Yonge St., Toronto	LA. 3745	Frank Starr
	Marine Bldg., Montreal	PL. 8024	Ray Avery
	Keefer Bldg., Montreal	EM. 4-9396	Ramsay Lees
	108 Peter St., Toronto	HA. 7334	J. G. Gales
	2 Toronto St., Toronto	PL. 2811	G. A. Phare
	1426 Bishop St., Montreal	HA. 9147	Clement Cook
	80 King St. W., Toronto	PA. 2102	Ralph Hart
	1516 Mountain St., Montreal	BE. 8841	Paul Corbell
	50 King St. W., Toronto	PL. 5454	Jack Randle
	Dominion Square Bldg., Montreal	HA. 4131	Wallace Telford
	Royal Bank Bldg., Vancouver	EM. 3-1166	Michael O'Grady
	Dominion Square Bldg., Montreal	PA. 5824	Ross Smith
	67 Richmond St. W., Toronto	PA. 1532	Sam Young
	University Tower Bldg., Montreal	M. 1432	R. A. Hunter
	100 Adelaide St. W., Toronto	25107	Hubert Watson
	402 West Pender St., Vancouver	WA. 8648	Robt. McNicol
	Province Bldg., Vancouver	924346	W. Kerr
	337 West 8th Ave., Calgary	EM. 3-6362	J. M. Bowman
	Brock Bldg., Edmonton	MA. 7794	E. MacPherson
	88-90 Richmond St. W., Toronto	WA. 2646	A. C. Haight
	294 Portage Ave., Winnipeg	MI. 5589	Miss Mary Cardon
	66 Portland St., Toronto	PL. 5051	Miss Phyllis Sivall
	Dominion Square Bldg., Montreal	EM. 4-6301	Tom Vamplew
	80 Richmond St. W., Toronto	3-7557	Roland Beaudry
	1175 Bay St., Toronto	2-7224	Peter Harricks
	Keefer Bldg., Montreal	BE. 8431	F. R. Wallace
	380 Victoria St., Toronto	EM. 3-3053	Ross Mason
	135 Roy Bldg., Halifax	EM. 3-5112	Yves Bourassa
	Guaranty Trust Bldg., Windsor	LA. 6500	Ev. Palmer
	508 University Tower, Montreal	KI. 4864	Stan Wayne
	44 King St. West, Toronto	PL. 4691	Alan Waters
	2829 Angus Ave., Regina	EM. 3-5035	W. Charland
	44 King St. West, Toronto	EM. 3-5035	A. McGregor
	225 Mutual St., Toronto	EM. 3-5035	Jean F. Pelletier
	Dominion Square Bldg., Montreal	EM. 3-5035	W. D. Byles

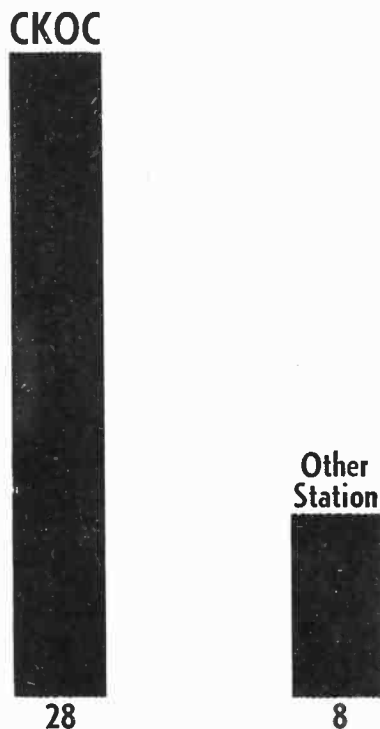
STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
mos	CHAD	1340	250
ntigonish	CJFX	580	5,000 DA
arrie	CKBB	1230	250
elleville	CJBQ	1230	250
andon	CKX	1150	1,000
antford	CKPC	1380	1,000 DA-N
idgewater	CKBW	1000	1,000 DA-N
rockville	CFJR	1450	250
algary	CFAC	960	5,000 DA-N
algary	CFCN	1060	10,000 DA-N
algary	CKXL	1140	1,000 DA-N
ampbellton	CKNB	950	1,000 DA
harlottetown	CFCY	630	5,000 DA-N
hatham	CFCO	630	1,000 DA
hicoutimi	CBJ	1580	10,000 DA
hilliwack	CHWK	1230	250
orner Brook	CBY	790	1,000
ornwall	CKSF	1230	250
uphin	CKDM	1230	250
awson Creek	CJDC	1350	1,000
imonton	CBX	1010	50,000 DA
imonton	CFRN	1260	5,000
imonton	CHFA	680	5,000 DA
imonton	CJCA	930	5,000 DA-N
imonton	CKUA	580	1,000
imundston	CJEM	1230	250
in Flon	CFAR	590	1,000
ort Frances	CKFI	1340	250
ort William	CKPR	580	1,000
edericton	CFNB	550	5,000 DA-N
ander	CBG	1450	250
ranby	CHEF	1450	250
rand Falls	CBT	1350	1,000
rande Prairie	CFGP	1050	1,000
uelph	CJOY	1450	250
alifax	CBH	1330	100
alifax	CHNS	960	5,000 DA-N
alifax	CJCH	920	5,000 DA
amilton	CHML	900	5,000 DA-N
amilton	CKOC	1150	5,000 DA
ull	CKCH	970	1,000 DA
nquiere	CKRS	1240	250
amloops	CFJC	910	1,000
lowna	CKOV	630	1,000
enora	CJRL	1220	1,000
ntville	CKEN	1490	250
ngston	CFRC	1490	100
ngston	CKWS	960	5,000 DA
irkland Lake	CJKL	560	5,000 DA-N
itchener	CKCR	1490	250
a Sarre	CKLS	1240	250
hbridge	CJOC	1220	5,000 DA-N
ndon	CFPL	980	5,000 DA
atane	CKBL	1250	1,000 DA
edicine Hat	CHAT	1270	1,000 DA
oncton	CKCW	1220	5,000 DA-N
ontreal	CBF	690	50,000
ontreal	CBM	940	50,000
ontreal	CFCF	600	5,000 DA
ontreal	CHLP	1410	1,000 DA
ontreal	CJAD	800	5,000 DA
ontreal	CKAC	730	10,000 D
oose Jaw	CHAB	800	5,000 N
anaimo	CHUB	1570	5,000 DA
elson	CKLN	1240	250
ew Carlisle	CHNC	610	5,000 DA
ewcastle	CKMR	1340	250
ew Westminster	CKNW	1320	1,000 DA-N
agara Falls	CHYC	1600	5,000 D
orth Battleford	CJNB	1240	1,000 DA-N
orth Bay	CFCH	600	250
rillia	CFOR	1570	1,000 DA
shawna	CKLB	1240	100
Hawa	CBO	910	1,000
Hawa	CFRA	560	1,000 DA
Hawa	CKOY	1310	5,000 D
wen Sound	CFOS	1470	1,000 DA-N
mbroke	CHOV	1350	1,000 DA
nticton	CKOK	800	250
terborough	CHEX	1430	1,000 DA
ort Alberni	CJAV	1240	250
ort Arthur	CFPA	1230	250
ince Albert	CKBI	900	5,000 DA-N
ince George	CKPG	550	250
ince Rupert	CFPR	1240	250
uebec	CBV	980	1,000
uebec	CHRC	800	5,000 DA
uebec	CJNT	1340	250
uebec	CKCV	1280	1,000 DA-N
ad Deer	CKRD	1230	250
eglna	CKCK	620	5,000 DA-N
eglna	CKRM	980	5,000 DA-N
moski	CJBR	900	5,000 DA-N
viere-du-Loup	CJFP	1400	250
wyn	CKRN	1400	250
bserval	CHRL	1340	250
ackville	CBA	1070	50,000
. Boniface	CKSB	1250	1,000 DA
. Catharines	CKTB	620	1,000 DA
. Anne de la Pocatiere	CHGB	1350	1,000 D
aint John	CFBC	930	250 N
aint John	CHSJ	1150	5,000 DA
. John's	CBN	640	5,000 DA-N
. John's	VOCM	590	1,000
. John's	CJON	930	5,000
. Thomas	CHLO	680	1,000 DA
arnia	CHOK	1070	5,000 D
askatoon	CFQC	600	1,000 DA-N
askatoon	CKOM	1340	5,000 DA-N
ault Ste. Marie	CJIC	1490	250
awlingan Falls	CKSM	1220	1,000 D
erbrooke	CHLT	900	1,000 DA-N
erbrooke	CKTS	1240	250
orel	CJSO	1320	1,000 DA-N
ratford	CJCS	1240	250
udbury	CHNO	1440	1,000 DA
udbury	CKSO	790	5,000 DA-N
ammerside	CJRW	1240	250
dney	CBI	1570	1,000
dney	CJCB	1270	5,000 D
efford Mines	CKLD	1230	1,000 N
ree Rivers	CHLN	550	250 DA
lmmins	CKGB	680	5,000 DA-N
ronto	CBL	740	50,000
ronto	CFRB	1010	50,000 DA
ronto	CHUM	1050	1,000 D

A FEW FACTS ABOUT THE DAYTIME RADIO AUDIENCE IN HAMILTON, ONTARIO

(Elliott-Haynes March, 1951, Survey)

CKOC LEADS IN 28 OUT OF 36 1/4 HOURS



AVERAGE PROGRAM RATING AND AUDIENCE PERCENTAGE 9 a.m. TO 6 p.m. MONDAY THROUGH FRIDAY-

Station	Rating	Audience %
CKOC	12.4	40.5%
OTHER STATION	11.0	35.5%

COST COMPARISONS

ON BASIS OF OUTLINED MARCH SURVEY (HAMILTON B.B.M. 52,270 RADIO HOMES)

-PER 1,000 RADIO HOMES (USING ONE TIME RATE)

CLASS	C	B	A
CKOC	1.23	1.54	1.93
OTHER STATION	1.56	2.00	2.61

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

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

**MORE PEOPLE
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BRITISH COLUMBIA**



SUPREME IN VANCOUVER

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

Toronto	CJBC	860	50,000
Toronto	CKEY	580	5,000 DA-D
			1,000 DA-N
Toronto	CKFH	1400	250
Trail	CJAT	510	1,000
Truro	CKCL	1400	250
Val d'Or	CKVD	1230	100
Vancouver	CBR	1130	5,000
Vancouver	CJOR	600	5,000 DA
Vancouver	CKMO	1410	1,000
Vancouver	CKWX	980	5,000 DA
Verdun	CKVL	980	1,000 DA
Vernon	CJIB	940	1,000
Victoria	CJVI	900	1,000 DA
Victoria	CKDA	1340	250
Victoriaville	CFDA	1380	1,000
Ville Marie	CKVM	710	1,000 DA-N
Watrous	CBK	540	50,000
Windsor, N.S.	CFAB	1450	250
Windsor, Ont.	CKLW	800	50,000 DA
Windsor, Ont.	CBE	1550	10,000 DA
Wingham	CKNX	920	1,000 DA-N
Winnipeg	CBW	990	50,000
Winnipeg	CJOB	1340	250
Winnipeg	CKR	630	5,000 DA-N
Winnipeg	CKY	580	5,000 DA
Woodstock	CKOX	1340	250
Yarmouth	CJLS	1340	250
Yorkton	CJGX	940	1,000

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Brantford	*CKPC-FM	94.7	250
Cornwall	*CKSF-FM	104.5	522
Edmonton	*CFRN-FM	100.3	279
Edmonton	*CJCA-FM	99.5	414
Edmonton	*CKUA-FM	98.1	352
Fort William	*CKPR-FM	94.3	250
Halifax	*CHNS-FM	96.1	250
Hamilton	*CHML-FM	94.1	400
Hamilton	CJFM-FM	91.3	390
Hamilton	*CJSH-FM	102.9	9,200
Jonquiere	CKRS-FM	95.7	456
Kamloops	CFJC-FM	98.3	250
Kingston	*CKWS-FM	96.3	350
Kirkland Lake	*CJKL-FM	93.7	250
Kitchener	*CFCA-FM	106.1	10,000
Kitchener	*CKCR-FM	96.7	350
London	*CFPL-FM	95.9	4,440
Montreal	*CBF-FM	95.1	10,940
Montreal	*CBM-FM	100.7	4,510
Montreal	*CFCF-FM	106.5	7,700
Montreal	CJAD-FM	94.3	6,020
Montreal	CKAC-FM	95.3	2,380
Moose Jaw	CHAB-FM	95.7	280
New Westminster	CKNW-FM	101.1	250
North Bay	*CFCH-FM	106.3	250
Ottawa	*CBO-FM	103.3	380
Ottawa	*CFRA-FM	93.9	383
Owen Sound	CFOS-FM	92.3	340
Peterborough	*CHEX-FM	101.5	250
Port Arthur	CFPA-FM	102.7	250
Prince Albert	CKBI-FM	100.7	455
Quebec	*CHRC-FM	98.1	595
Quebec	CKCY-FM	101.1	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
Saskatoon	CFQC-FM	99.1	375
Sault Ste. Marie	*CJIC-FM	100.5	250
Simcoe	CJRS-FM	93.1	367
Stratford	CJCS-FM	98.3	2,176
Sydney	*CJCB-FM	94.9	630
Timmins	*CKGB-FM	94.5	425
Toronto	*CBL-FM	99.1	5,580
Toronto	*CFRB-FM	99.9	600
Toronto	CHUM-FM	100.7	3,200
Toronto	*CIRT-FM	91.1	9,900
Toronto	CKEY-FM	98.1	557
Vancouver	*CBR-FM	105.7	1,400
Vancouver	CKWX-FM	99.3	324
Verdun	CKVL-FM	96.9	
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
*Now in operation.

*Sell the rich
Niagara Peninsula
(and away beyond since change to 620 kcs.)
at one low cost
with*



REPS:
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales (C) Ltd.

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

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

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

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

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

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

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

Pacific Region (Basic)
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

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

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocatiere

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

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)
 CKOV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury
 CKLW Windsor

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

Prairie Region (Supplementary)
 CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)
 CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)
 CJIB Vernon

**These four stations sold as a group.

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

• • •
 Excellent opportunity
 for experienced
 and capable men.
 Our staff has
 been advised
 of this ad-
 vertisement.

• • •
 Full particulars to

Box A-86
 Canadian Broadcaster
 & Telescreen
 163 1/2 Church St., Toronto 2

What's up Doc???

What a boy!

DELIVERY ROOM

DELIVERY ROOM

WALL

CKOM

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

CKOM Saskatchewan's **NEWEST** Station

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

Western Canada's LARGEST— and finest Recording STUDIOS

Here Are Some Of Our Regular Clients:

- | | |
|------------------------------------------|-------------------------------------------|
| Ashdown, J. H., Hardware Co. Ltd. | Parkhill Bedding Co. Ltd. |
| Beaver Lumber Co. Ltd. | Paulin Chambers Co. Ltd.
(Biscuits) |
| Blue Ribbon Ltd. | Pigott, A. V., Ltd. (Cars) |
| Brandon Packers | Province of Manitoba
(Safety Campaign) |
| Canada Packers Ltd. | Public Finance Corporation |
| Canadian Army (Reserve) | R.C.N.V.R. |
| Cham's Chickens | Reddi-Wip |
| Chipman Chemicals Ltd. | Rice Knitting Mills |
| Cockshutt Plow Co. Ltd. | Rumford Laundry Ltd. |
| Deere, John, Plow Co. Ltd. | Safflo Salad Oil |
| Ducks Unlimited | Scott's Cleaners |
| Eaton, T., Co. Ltd. | Sherwin-Williams Co. of Canada
Ltd. |
| Fairfield & Sons Ltd. (Woollens) | Silverwood's Dairies |
| Globelite Batteries Ltd. | Silverline Mfg. Co. (Furnaces) |
| Hastings & Sons Ltd.
(Insecticides) | Sno-Blo |
| Hudson's Bay Co. | Stephens, G. F., & Co. Ltd.
(Paints) |
| Leytosan (Canada) Ltd. | T. & T. Seeds |
| McCabe Grain Co.
(Victoria Feeds) | Tim-Ber-Lox Paints & Sealers |
| McFadyen Seed Co. Ltd. | Weston's Milk Twist Bread |
| National Barley & Oil Seeds
Committee | Winnipeg Laundry Ltd. |
| Oakland Hatcheries | |

Placed by these Agencies

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

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

Inland Broadcasting and Recording Service

171 McDermot Ave.

Winnipeg, Man.

NATIONAL SALES REPRESENTATIVES

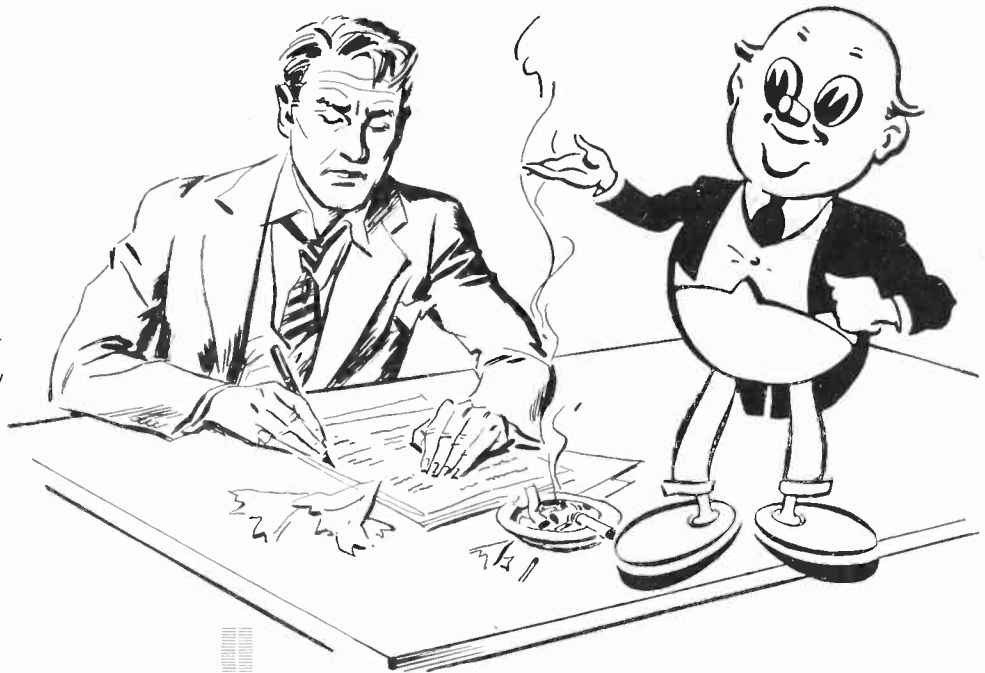
CANADA

- JAMES L. ALEXANDER**
 Toronto: 100 Adelaide St. W.
 Montreal: Drummond Building
 J. L. Alexander
 Frank Edwards
- ALL-CANADA RADIO FACILITIES LTD.**
 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
- BROADCAST REPRESENTATIVES LTD.**
 Winnipeg: Lindsay Building
 A. J. Messner
- CANADIAN BROADCASTING CORPORATION**
 Toronto: 354 Jarvis St.
 Montreal: 1231 St. Catherine St.
 E. A. Weir
 Maurice Valiquette
- JOS. A. HARDY LTD.**
 Montreal: 1015 Dominion Square Bldg.
 Toronto: Bank of Nova Scotia Bldg.,
 Serviced by William Wright
 Jos. A. Hardy
- JOHN N. HUNT & ASSOCIATES**
 Vancouver: 505 Dunsmuir Street
 J. N. Hunt
- INLAND BROADCASTING SERVICE**
 Winnipeg: 171 McDermot Ave.
 A. L. Garside
- PAUL MULVIHILL**
 Toronto: 21 King St. East (Room 300)
 Paul Mulvihill
- NATIONAL BROADCAST SALES**
 Toronto: 88 Richmond St. West
 Montreal: Medical Arts Building
 Vancouver: 804 Hornby St.
 R. A. Leslie
 Ed Kavanagh
 Roy Chapman
- OMER RENAUD & CO.**
 Montreal: 1411 Stanley Street
 Toronto: 53 Yonge Street
 Omer Renaud
 John Fox
- RADIO REPRESENTATIVES LTD.**
 Toronto: 4 Albert Street
 Montreal: Dominion Square Building
 Winnipeg: Lindsay Building
 Vancouver: 505 Dunsmuir Street
 Jack Slatter
 Wilf Dippie
 A. J. Messner
 J. N. Hunt
- RADIO TIME SALES (ONT.) LTD.**
 Toronto: 147 University Ave.
 Norm Brown
- RADIO TIME SALES (QUEBEC) LTD.**
 Montreal: 1231 St. Catherine St. West
 Jim Tapp
- HORACE N. STOVIN & CO.**
 Toronto: Victory Building
 Montreal: Keefer Building
 Winnipeg: 432 Main Street
 Vancouver: 846 Howe Street
 H. N. Stovin
 A. A. McDermott
 Ralph Judge
 J. Whitehouse
 J. W. Stovin
- WILLIAM WRIGHT**
 Toronto: Bank of Nova Scotia Bldg.
 Montreal: York Building
 William Wright
 Lew Hill

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
 Cleveland: 402 Swetland Building
 Donald Cooke
 Fred Jones
 Lee O'Connell
 William Ayres
 Chas. J. Sheppard
 Howard McClenahan
- 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
 J. H. McGillvra
 Rex S. Gay, Jr.
 R. W. Walker
 Roger Parratt
 Dora Dodson
- WEED & CO.**
 New York: 350 Madison Ave.
 Chicago: 203 North Wabash Ave.
 Detroit: Book Building
 Hollywood: 6253 Hollywood Blvd.
 San Francisco: 68 Post Street
 Boston: Statler Building
 Atlanta: Palmer Boulevard
 Joseph J. Weed
 Peter A. McGurk
 Cornelius C. Weed
 Bernard Pearse
 Lincoln P. Simonds
 Lincoln P. Simonds
 Dana Baird
 George Swearingen, Jr.
- ADAM J. YOUNG JR. INC.**
 New York: 22 East 40th Street
 Chicago: 55 East Washington Street
 Los Angeles: 2978 Wilshire Blvd.
 San Francisco: Mills Building
 St. Louis: 316 N. 8th St.
 Adam J. Young, Jr.
 Wm. J. Reilly
 A. O. Dillenbeck, Jr.
 D. A. Scott
 Bert Somson

Got those Budget Blues?



RF **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.

RF **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!

RF **TIME OF IMPACT**
IS UNPREDICTABLE NOW . . .

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ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Radio's Foremost Advertiser Service Organization

Western Canada's LARGEST— and finest Recording STUDIOS

Here Are Some Of Our Regular Clients:

Ashdown, J. H., Hardware Co. Ltd.	Parkhill Bedding Co. Ltd.
Beaver Lumber Co. Ltd.	Paulin Chambers Co. Ltd. (Biscuits)
Blue Ribbon Ltd.	Pigott, A. V., Ltd. (Cars)
Brandon Packers	Province of Manitoba (Safety Campaign)
Canada Packers Ltd.	Public Finance Corporation
Canadian Army (Reserve)	R.C.N.V.R.
Cham's Chickens	Reddi-Wip
Chipman Chemicals Ltd.	Rice Knitting Mills
Cockshutt Plow Co. Ltd.	Rumford Laundry Ltd.
Deere, John, Plow Co. Ltd.	Safflo Salad Oil
Ducks Unlimited	Scott's Cleaners
Eaton, T., Co. Ltd.	Sherwin-Williams Co. of Canada Ltd.
Fairfield & Sons Ltd. (Woollens)	Silverwood's Dairies
Globelite Batteries Ltd.	Silverline Mfg. Co. (Furnaces)
Hastings & Sons Ltd. (Insecticides)	Sno-Blo
Hudson's Bay Co.	Stephens, G. F., & Co. Ltd. (Paints)
Leytosan (Canada) Ltd.	T. & T. Seeds
McCabe Grain Co. (Victoria Feeds)	Tim-Ber-Lox Paints & Sealers
McFadyen Seed Co. Ltd.	Weston's Milk Twist Bread
National Barley & Oil Seeds Committee	Winnipeg Laundry Ltd.
Oakland Hatcheries	

Placed by these Agencies

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

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

Inland Broadcasting and Recording Service

171 McDermot Ave.

Winnipeg, Man.

NATIONAL SALES REPRESENTATIVES

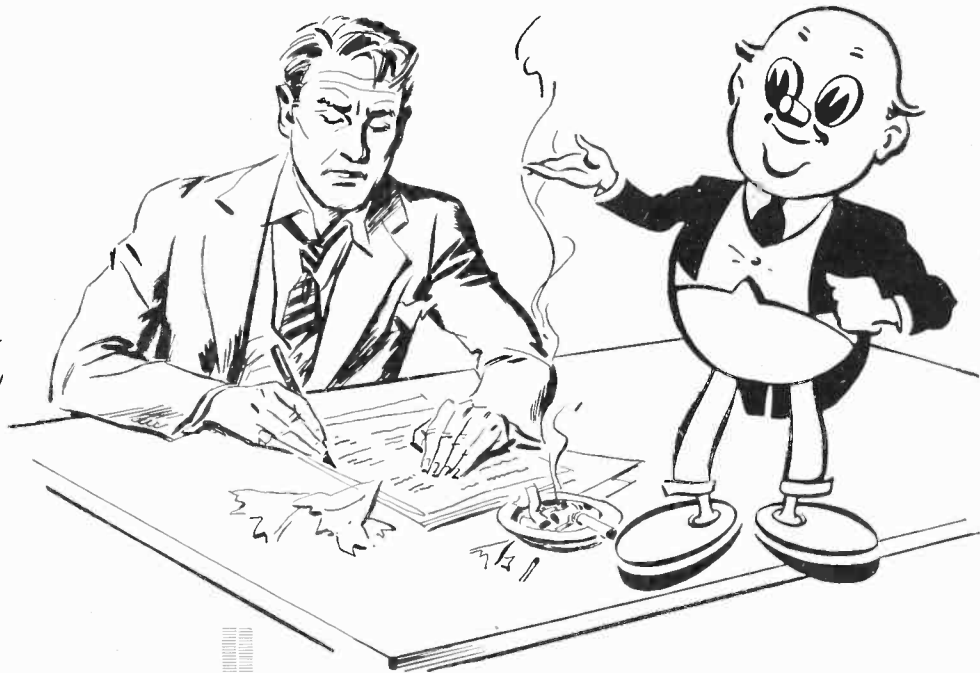
CANADA

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 Tregale
Montreal:	Dominion Square Building	Burt Hall
Winnipeg:	Childs Building	Percy Gayner
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.	E. A. Weir
Montreal:	1231 St. Catherine St.	Maurice Valiquette
JOS. A. HARDY LTD.		
Montreal:	1015 Dominion Square Bldg.	Jos. A. Hardy
Toronto:	Bank of Nova Scotia Bldg., Serviced by William Wright	
JOHN N. HUNT & ASSOCIATES		
Vancouver:	505 Dunsmuir Street	J. N. Hunt
INLAND BROADCASTING SERVICE		
Winnipeg:	171 McDermot Ave.	A. L. Garside
PAUL MULVIHILL		
Toronto:	21 King St. East (Room 300)	Paul Mulvihill
NATIONAL BROADCAST SALES		
Toronto:	88 Richmond St. West	R. A. Leslie
Montreal:	Medical Arts Building	Ed Kavanagh
Vancouver:	804 Hornby St.	Roy Chapman
OMER RENAUD & CO.		
Montreal:	1411 Stanley Street	Omer Renaud
Toronto:	53 Yonge Street	John Fox
RADIO REPRESENTATIVES LTD.		
Toronto:	4 Albert Street	Jack Slatter
Montreal:	Dominion Square Building	Wilf Dippie
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Toronto:	147 University Ave.	Norm Brown
RADIO TIME SALES (QUEBEC) LTD.		
Montreal:	1231 St. Catherine St. West	Jim Tapp
HORACE N. STOVIN & CO.		
Toronto:	Victory Building	H. N. Stovin
		A. A. McDermott
Montreal:	Keefer Building	Ralph Judge
Winnipeg:	432 Main Street	J. Whitehouse
Vancouver:	846 Howe Street	J. W. Stovin
WILLIAM WRIGHT		
Toronto:	Bank of Nova Scotia Bldg.	William Wright
Montreal:	York Building	Lew Hill

UNITED STATES

DONALD COOKE INC.		
New York:	551 Fifth Avenue	Donald Cooke
Chicago:	228 North La Salle Street	Fred Jones
Los Angeles:	521 North La Cienga Blvd.	Lee O'Connell
San Francisco:	233 Sansome St.	William Ayres
Detroit:	1323 Penobscot Building	Chas. J. Sheppard
Cleveland:	402 Swetland Building	Howard McClenahan
JOSEPH HERSHEY MCGILLVRA INC.		
New York:	366 Madison Avenue	J. H. McGillvra
Chicago:	185 North Wabash Avenue	Rex S. Gay, Jr.
Los Angeles:	684 S. Lafayette Pk. Place	R. W. Walker
San Francisco:	68 Post Street	Roger Parratt
Atlanta:	Mortgage Guarantee Building	Dora Dodson
WEED & CO.		
New York:	350 Madison Ave.	Joseph J. Weed
		Peter A. McGurk
Chicago:	203 North Wabash Ave.	Cornelius C. Weed
Detroit:	Book Building	Bernard Pearce
Hollywood:	6253 Hollywood Blvd.	Lincoln P. Simonds
San Francisco:	68 Post Street	Lincoln P. Simonds
Boston:	Statler Building	Dana Baird
Atlanta:	Palmer Boulevard	George Swearingen, Jr.
ADAM J. YOUNG JR. INC.		
New York:	22 East 40th Street	Adam J. Young, Jr.
Chicago:	55 East Washington Street	Wm. J. Reilly
Los Angeles:	2978 Wilshire Blvd.	A. O. Dillenbeck, Jr.
San Francisco:	Mills Building	D. A. Scott
St. Louis:	316 N. 8th St.	Bert Somson

Got those Budget Blues?



TF WASTE CIRCULATION IS CUTTING INTO YOUR ECONOMY . . .

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ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Radio's Foremost Advertiser Service Organization

"For Intelligent Buying We Depend on BBM"



J. W. (JACK) MOORE, advertising manager of the Maple Leaf Milling Company, Limited, is a past vice-president of the Association of Canadian Advertisers and former member of the Board of Directors.

*J. W. Moore says he depends on BBM
figures to take the guesswork
out of radio time buying*

"FOR INTELLIGENT BUYING of radio time we depend on BBM. Whether it's one station or across the board — spots or half hour shows — BBM takes out the guesswork for us as to coverage. After that it is up to us and the show."

BBM is YOUR Service

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

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

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

The 1950 BBM figures show CFRB's BBM coverage as 619,050 daytime and 653,860 night time—more than one fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB 50,000 watts
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited