

CANADIAN BROADCASTER AND TELESCREEN

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
 Empire 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

Editor & Publisher: RICHARD G. LEWIS
 Art Editor: GREY HARKLEY
 News Editor: THOMAS C. BRIGGS
 Circulation Dept.: TED MacGILLIVRAY
 Research Consultant: G. E. RUTTER
 Photography: ANTHONY TRIFOLI

Correspondents
 Montreal - Walter Dales
 Vancouver - Bob Francis



Vol. 12, No. 9

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

May 6th, 1953

A Seven-League Stride

The announcement that the BMI Program Clinics, which went over so well last year both in Canada and the United States, are to be repeated, is good news indeed. Those responsible for the phenomenal amount of organizational and administrative work are to be congratulated on their unselfish interest in the industry and on their plain ordinary courage.

These clinics can serve several purposes.

In the first place, they can and do centre attention on that side of the broadcasting industry which, paradoxically, stands in greatest need of attention — the program side.

Next in importance is the fact that the organizers have again dug deep into the highways and by-ways of North American radio to bring out people who are specialists in their own branches of the business, but whose ideas do not normally get brought out into the light of day. The difficulty of making ideas available on a sharing basis, even in as closely-knit an industry as ours, is one of the dangers against which any private enterprise industry has to be on continual watch.

In order that what comes out at these clinics may receive the widest possible coverage at the Canadian points and some of the American ones, this journal will make its coverage as extensive as it can. It would, however, bespeak the co-operation of the organizers and of the speakers themselves in supplying as much of the material as possible.

Where copies of speeches exist they are most helpful. Often they enable us to make a comprehensive digest of a speech on an important subject, which we have found to be a great deal more effective than the usual news report.

Where speakers deliver extemporaneous addresses, we would request that tape recordings be made and that texts either be typed from the tapes or that the tapes be shipped to us in order that we may have them typed ourselves.

If one or other of the plans be used, we, in return, can undertake that our pages will contain valuable craft articles by industry experts, and that they will appear most of the year around.

The third objective these clinics can achieve is one on which we presumed to be critical last year.

It is still our opinion that these clinics can be made to be of the greatest value if they are made over to the program people, to enable them to sound off their



"I'll have you know, Grigsby, that they are the men who have given us our high standard of living."

pet ideas without danger of getting trampled on from above. And the best way to do this best, is for the boss to stay to hell away. Too many good junior executives are prevented from becoming senior ones because an over-ardent head man insists on their implementing his errors in judgment rather than making their own.

The BMI Clinics are a seven league stride in the right direction, following as they do along the pattern set by the WAB Engineers. Now, what price news and publicity?

You're So Right, Mr. Dunton

The chairman of the CBC is perfectly right. If Toronto was "away by itself on an island" people would think that Canadian television was "entirely remarkable." But the fact of the matter is that the Ontario metropolis is not so located, and that, in consequence, as Mr. Dunton has — again so rightly — told the Radio Committee, "compared with programs that pour across the line, they (Toronto viewers) are not so impressed".

This amazing young man, whose present status makes him a sort of national arbiter of sight and sound, has said, in effect, that at this stage in the game, CBC television cannot be expected to compete for audience with the highly experienced and well-seasoned artists and producers in the United States. He wants us to wait till the boys and girls at CBLT have had some more shows, and implies that then we shall see them hold their won against the American invaders.

On the face of it, this sounds reasonable enough. But let's take a look beneath the surface.

Naturally we should be unreasonable if we expected our so recently launched television service to reach its peak in a matter of months. But granted that the prime requisite for success in any entertainment endeavor is to secure an audience, is it not rather significant that the CBC has been conducting its radio broadcasting operations since 1936, a matter of seventeen years, without being able to secure for its own productions what could, at the widest stretch of the imagination, be called a decent share of the audience. Such being the case, would Mr. Dunton oblige us by disclosing how he proposes to accomplish that end with television.

In admitting that CBC's Toronto programs could not hold a candle to those presented over the Buffalo station, Mr. Dunton put his finger smack on the impasse which faces the CBC. In this he was so right. But in persisting in bashing our national head against the brick wall of public opinion, Mr. Dunton is so wrong, it just isn't funny.

Willie's Theorem

Interviewed beside the Highwood river, Willie admitted that he was a great man and he explained how this had come about.

He rearranged his bait while noting that in an age where the sideline had become the main thing, he had contrived to become all sideline. (Said Willie) It was long about when the five-day week became the nearly-noon Monday to three-o'clock Friday that I got the idea of making my avocation of fishing into my vocation. I had noticed how everybody was sketching, painting, birding, taking pictures and whatnot to have something to do with all this free time and not just be nagging around the home, so I decided that as I liked to fish in my free time it would suit me best to have nothing but free time. However, I needed a job in order to have some money — wife, you know; children and that.

This was when I took the big risk (Willie continued, casting). I went out and got a second job. I was able to do this from having so much time off from the first job, as anyone can understand. The risk was that with two jobs I might actually have to do some work. The thing that makes me a great man (Willie reeled in slowly) is that I thought more deeply into the problem than others have done, and that is how I'm able to have an income and yet keep on fishing. The thing I figured out is that with two jobs I'd have twice as much time off.

—The Printed Word

BMI PROGRAM CLINICS ARE COMING YOUR WAY!

(And within easy travelling distance from your station)

Palliser Hotel, Calgary May 19
Sponsored by the Western Association of Broadcasters

Hotel Saskatchewan, Regina May 21
Sponsored by the Western Association of Broadcasters

Fort Cumberland Hotel, Amherst, N.S. May 22
Sponsored by the Atlantic Association of Broadcasters

Royal Alexandria Hotel, Winnipeg May 23
Sponsored by the Western Association of Broadcasters

Hotel Vancouver, Vancouver June 29
Sponsored by the British Columbia Association of Broadcasters

Royal York Hotel, Toronto Sept. 21
Sponsored by the Central Canada Broadcasters' Association

MAKE PLANS NOW TO ATTEND!

MANAGERS! Talk with your staff. Bring every available man or woman you can spare. Run your station for a day by tape or robot . . . but by all means attend the Program Clinic. It will mean \$ \$ \$ to you! Watch for announcement of the distinguished speakers, a different panel at each clinic!

BMI CANADA Limited

TORONTO
229 Yonge St.

MONTREAL
1500 St. Catherine St. W.

Over The Desk

(Continued from page 4)

the seven shilling dollar, which is quite a haul from the old one which fetched only four shillings and two pence. This indicates that the rather drastic rate of exchange is justified. (My forecast is that after the budget takes effect, the £ will increase in value — slowly).

Where the greatest inequality exists between Britain and Canada is in incomes. Wages and salaries are low here, on the same exchange basis, compared with ours. So possibly the most significant differential is not the cost of living differential but the wage or salary differential.

Here are a few examples of British wages. Building and other unskilled laborers run from \$18 to \$24 a week. Skilled tradesmen, such as carpenters, brick-layers, etc., get from \$24 to \$30. Store clerks come as low as \$12 to \$15. That's junior ones and some maybe not so junior. Junior executives, like lesser department heads, seem to run from \$150 a month and up.

Browning was right.

It is spring in England, and vice versa.

You can't describe it in words. I'm not sure that my colour pictures will do it justice either. The grass is green. But that's nothing. It is the green-ness of the green that you simply have to see to grasp. And the trees — in tiny leaf — just like Browning said in "Home Thoughts from Abroad."

A profusion of daffodils is dotting the front lawn at the Lewis domicile. They are growing up through the grass along with scilla, hyacinths — both the large kind and diminutive "grape hyacinths." It's an unkempt front lawn studded with bushes and several sizeable trees. At their feet, primroses lend a delicate tint to the grass; and wood anemones — some people might call them weeds — come delicately in white and a bright sky blue. In the garden proper, japonica, with its red flowers, is climbing up one corner of the house, with a small climbing peach tree round the corner and the other end there are white blossoms, of a greengage plum. Wall-flowers and polyanthus are in full swing in the flower beds, and the tulips are just about ready to burst

their buds. And here and there is a peculiar looking weed, with not unattractive flowers, which come on low bush-like plants. They blow down from the north, these weeds, from Scotland, where I understand they go by the name of heather.

The color will increase from now on, right up to the June roses. But somehow, I'm glad I'm here now, in the subtler season, when every bud seems to token new life — fresh hope.

By the time this appears in print, I shall be back at "The Desk," or between it and the ACA Convention in the Royal York Hotel. And that gets me down to the oak top — by remote control — so buzz me if you hear anything, won't you?

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

DAYTIME		
English		
Ma Perkins	17.2	- .2
Pepper Young's Family	15.6	-1.3
Aunt Lucy	14.8	+ .3
Road of Life	14.3	- .2
Right to Happiness	14.1	-1.2
Happy Gang	13.9	- .5
Your Good Neighbour	13.2	+ .7
Laura Limited	12.7	- .7
Double or Nothing	12.5	+ .2
Life Can Be Beautiful	12.4	-1.0
French		
Jeunesse Doree	31.7	+1.0
Rue Principale	30.8	-3.9
Vies de Femmes	29.6	+4.3
Les Joyeux Troubadours	29.4	+ .7
Francine Louvain	28.6	+2.5
Je vous ai tant aime	27.0	-1.2
Estelle Le Blanc vous propose	27.0	+2.5
Tante Lucie	22.0	+ .3
Grande Soeur	21.4	-3.1
Quarte d'heure de detente	21.0	+1.2
EVENING		
English		
Edgar Bergen Show	32.5	+ .1
Amos 'n' Andy Show	29.8	-1.4
Lux Radio Theatre	29.1	same
Our Miss Brooks	28.1	-1.0
Great Gildersleeve	21.4	- .1
Fun Parade*	20.4	+ .8
Your Host	20.1	- .8
Take a Chance*	19.8	- .1
I Was a Communist for the F.B.I.*	19.1	-1.0
Ford Theatre	18.4	same
Red Skelton*	18.4	- .3
French		
Un Homme et Son Peche	47.7	+5.9
Radio Carabin	31.7	-3.9
Metropole	29.7	+2.0
Chanson de L'Escadrille	24.6	-3.3
Cure de Village	24.5	-2.2
Jouez Double	23.3	-2.7
Theatre Lyrique	23.3	- .2
Le Survenant	23.2	- .9
Memoirs du Dr. Lambert	23.0	+1.8
Banco Banco	20.6	+1.5

CKOV

KELOWNA SELLS

B.C.'s

RD.

LARGEST MARKET

From CENTRE of the Okanagan CKOV encompasses the Valley!!!

BBM SURVEY
No. 5 SHOWS
CKOV has
21,320 daytime radio
homes.
19,150 nighttime radio
homes.

CKOV listeners have buying power

1000 WATTS 1280 K.C.

Representatives
TORONTO-MONTREAL
GEMER, BERNAUD & Co.
IN U.S.A.
WEED & CO.

CKOV

QUEBEC CITY

In This Corner

COMMERCIALS GET LOST IN THE STAR-DUST

by EV PALMER

Manager of the Radio-TV Department,
McCann-Erickson Inc., Toronto

Looking back over the past few years, we are disturbed by the number of ineffective (weak, implausible, offensive, fatuous) commercials heard on otherwise top-rated radio broadcasts; contemplating television shows, a similar impression exists. Why is it that so often the real purpose of the commercial broadcast — the delivery of impactful selling messages on behalf of the advertiser who's footing the bill — is, if not overlooked, at least not looked over very critically in advance of airing?

It has long been our opinion that one reason is the simple fact that the production of a live show, be it AM or TV, usually involves a degree of creative glamor — particularly in the eyes of the uninitiated — that makes the poor old commercial seem pretty hum-drum by comparison. All too often we find everyone from the president of the advertiser right down to the office boy in the agency ready, willing, even eager, to have a hand in casting, staging, directing, producing and broadcasting the *entertainment* portion of whatever program happens to be a concern of their respective organizations. While way off in a corner somewhere, a lowly copy-writer dreams up and pounds out something to fill those sixty-second intermissions which feature the commercials.

Now this is not by any means a universal situation. Advertisers and agencies, wise in the ways of broadcasting and wiser still in the ways of selling, have learned that given the right technical team of specialists, a good, entertaining show will be evolved (according to pre-arranged and approved format) and go on the air at the scheduled time. They have learned that these broadcasting experts are just as interested as anyone in garnering the largest share of the available audience that can possibly

be attracted and held.

Experienced advertisers also know that the show is not being produced for their personal enjoyment so much as for the enjoyment of the mass audience they want to reach — and sell. And accordingly, they interfere as little as possible with the detail of the show, agreeing that in the main the guy who makes his living directing talent or positioning microphones or arranging music or conducting orchestras is better qualified to do those demanding jobs than the businessman who makes his living processing edible oils or watching a ticker tape on Bay Street.

But when we come to the commercial, the experienced advertiser and the seasoned agency really swing into action and bring all their heavy guns to bear on the most important issue of the whole ruddy program. Sales manager, advertising manager, account executive, research director, copy chief, radio director and a host of other skilled advertising and selling authorities, pool the knowledge they have of product, sales, market, medium, and go to work.

And this point is not reached in any eleventh-hour flap. It's one of the first problems tackled, and as the balance of the show develops, simultaneously the commercials develop, so that when the two finally come together, neither is obliged to apologize to the other.

Even before a live broadcast property has been conceived or a transcribed package bought, the agency research people will have been busy developing "purchase propositions" with which the creative team can work. These research specialists delve deep into the whys and wherefors of human behaviour insofar as it is related to the purchase of any article or service.

Take an electric hand iron, for example. Why do women buy irons

in the first place? Is it because they like to iron, because they have to, because they feel they can do it better than the professional laundry,

(Continued on page 8)

Look to the Leader!



Mobile Merchandiser
See page 11



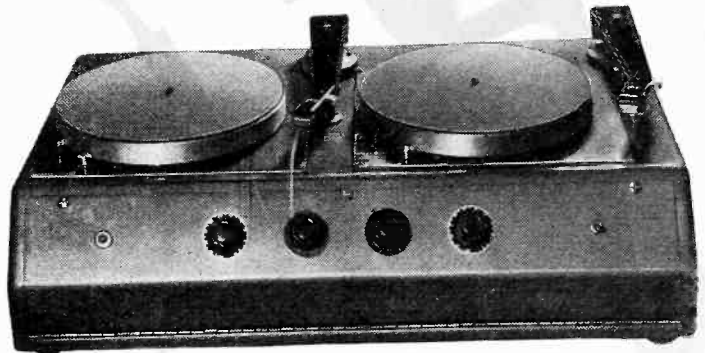
Ev Palmer

Presenting:

'DUAL-UNIT'

BROADCAST RECORD PLAYER

Model MR-20



Designed and built especially to play MICROGROOVE RECORDS and the new LANG-WORTH 8" Transcriptions by McCurdy Radio Industries Limited

FEATURES:

- Three Speeds: 78, 45, 33 1/3 r.p.m. Easily Selected.
- Cast aluminum turntables, precision machined.
- Motor switched off and idler wheel disengaged in one operation.
- Gray 108-B "Viscous Damped" pickup-arms — Prevents Groove jumping and risk of damage due to dropping.
- G.E. Professional Reluctance Cartridges.
- Plug-In Cartridges. Easily Changed. Stylus Pressure adjusted automatically.
- Wiring and parts easily accessible through front and rear hinged panels.
- Well built 16-gauge metal cabinet, hand ground, finished in blue baked enamel. Equipped with adjustable mounting feet.
- Exceptionally low hum, noise, and distortion.

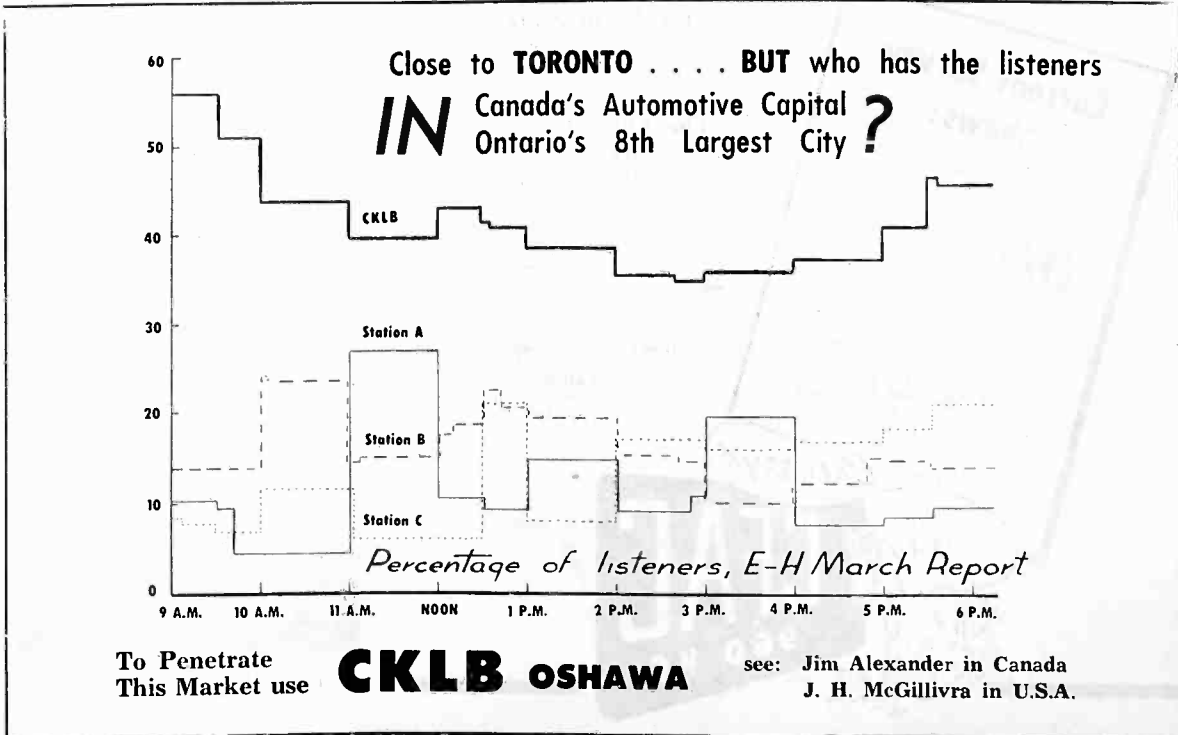
For further details write:

MCCURDY RADIO INDUSTRIES LIMITED
74 YORK STREET TORONTO

You can't cover Simcoe County without CKBB

BARRIE

REPS — PAUL MULVIHILL TORONTO
RADIO TIME SALES MONTREAL
ADAM YOUNG U S A





If you want a real* listener
who GETS OUT AND BUYS!

It's amazing the effect CFAC has on its listeners. Advertisers tell us they're swamped with honest-to-goodness customers every time their advertising goes over CFAC.

We believe this amazing response is due to the fact that our listeners *really listen* and because almost double the number Calgarians listen to CFAC in preference to any other station.

Current Survey Shows:

	Program Rating	% of Listeners
CFAC	19.6	45.5
Station #2	11.3	25.7
Station #3	10.8	25.3

Average rating from 9 a.m. to 6 p.m. Monday thru Friday (Elliott-Haynes Nighttime Survey) February 1953

The Elliott-Haynes Report backs up what we say. Here are the figures:

Don't miss any opportunity to reach more real listeners in the Calgary area. Phone your All-Canada Man for full information.



*Not just a potential.

(Continued from page 7)

because it's cheaper, because they want to develop strong deletoids? What do they think about ironing, how do they view it?

Do they take pride in the pile of wrinkled shirts on the left steadily decreasing while the pile of neat, freshly ironed shirts on the right grows? (Matter of fact, most of 'em do!) Do they curse it? Put it off? Welcome it?

What do they want most in an iron? Light weight, streamlined appearance, steam and/or dry characteristics, open handle, thumb heat dial, low purchase price?

These studies, which involve hundreds of depth interviews by qualified field workers and intelligent analysis by experts, probe every sort of motivation and, in the end, give the creative people something definite to work with. Without such thorough preparation, there will always be the danger of developing a copy theme (purchase proposition) which is far off the track; a danger of trying to sell on the least important points — from the consumers' outlook—rather than by stressing features the customer wants or needs.

And from the advertiser, too, comes much vital guidance in the preparation of effective commercials. He can provide invaluable product information, field sales experiences, essential distribution figures and all the other important gen which will safeguard against the possibility (all too frequently a reality) of wrong price, poor description, embarrassing claims of availability, and other like errors. The advertiser can take account men and creative people through his plant; he can let them talk with his production and sales force; he can, in short, put the agency side of his team completely in the picture. Usually he does, and always he should.

However, where that radio-active substance — star-dust — gets in the wrong eyes, a lot of what seems like plain, ordinary, glamorless hard work (and of course that's exactly what it is) fails to get the attention it needs and demands. It's then that copy men, the backbone of the business, get not even a name mention where they should have top-billing. It's then that researchers are forgotten. It's then that things go hay-wire and renewals out the window.

In truth, the ills which afflict so many program commercials, can be detected, too, in isolated spots and flashes. Indeed, here they are even more noticeable, when subjected to close scrutiny. One can't argue in such instances that all the attention is devoted to the show at the expense of the commercial; but just because there is no major production to compete with, the preparation of the independent announcements in a selective spot placement, doesn't

(Continued on page 10)

Look to the Leader!



Mobile Merchandiser
See page 11

A GROWING MARKET

Building permits issued in Prince George during 1952 were up over 100 percent from 1951. Total for the year was \$2,147,280 compared with \$910,775 a year ago.

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St., Hull, Quebec

Representatives
OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

*Over 100,000 French-speaking Canadians.



The one company that has everything for every broadcaster

AM

FM

TV

At each of the following locations you will find a broadcast specialist who is ready to help you with your problems:

VANCOUVER, B.C.

Mr. Ralph Marsh,
Grandview Highway at Rupert,
Telephone: DE-6800

TORONTO, ONTARIO

Mr. Ken Chisholm,
1140 Yonge Street,
Telephone: Princess 3738

CALGARY, ALBERTA

Mr. Chris Thompson,
1210 - 11th Avenue,
Telephone: 42766

OTTAWA, ONTARIO

Mr. Geo. Brennand,
18 Rideau Street,
Telephone: 3-7344

HALIFAX, NOVA SCOTIA

Mr. Carl Bowers,
90 Brunswick Street,
Telephone: 3-6186

WINNIPEG, MANITOBA

Mr. Harold Ramsey,
626 St. James St. North,
Telephone: 720481

MONTREAL, QUEBEC

Mr. Ernie Miller,
1001 Lenoir Street,
Telephone: WE. 7551, Local 816



ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR
COMPANY, LTD.

MOST FAVOURED AROUND THE WORLD IN TELEVISION

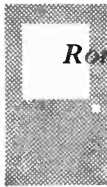
**THE OFFICE WAS SMALL
BUT THE OUTLOOK WAS BIG**



On a late winter night in 1923, a young man stood by a window. The winter evening had blurred the outlines of the old buildings across the way. Street noises, muted by drifting snow, came faintly upward. Lights winked bravely in the gloom. Mount Royal had long since vanished into darkness.

The office was very still.

An hour ago, a little man in paint-stained overalls had gone home. His job for the afternoon . . . to letter on the door these words:



Ronalds Advertising Agency Limited

The young man had watched him at work. Each brush stroke made more tangible the knowledge that today a new advertising agency had been born.

Not a big agency then. No impressive client list. No branch offices. Just a young man doing what many a young man does every year — starting his own business.

What did he glimpse through the window that night?

An agency growing through the years to a billing of several million dollars in 1953? A client list containing the names of some of Canada's greatest companies? A national and international advertising reputation?

Perhaps he did not think of quite such a great achievement — but a young man's hopes are never higher than on the day his company's name goes on a door.

But, in this Canada of ours such dreams have a way of coming true. Especially when hard work, imagination and ambition put realism into that dream.

It is the challenge and the glory of this lusty, youthful nation that a man can follow his dream and there is no one except himself to say him nay.

It is the magic and the wonder of this land that a man may open the windows of his office or his soul and dream great dreams.

In an advertising agency there should *always* be a window open so that the sounds of earth can mingle with a vision of the stars . . . because Canada, 1953, needs both.



RONALDS ADVERTISING AGENCY LIMITED

MONTREAL
701 Keefer Bldg.

TORONTO
108 Peter St.

LONDON, ENGLAND
Dacre House, Arundel Street

(Continued from page 8)
automatically guarantee that the commercials which result will be good.

All the tried and tested practices of good commercial conception and creation, and good taste, must be followed regardless of the scope of the campaign. Appropriate modification obviously will be required in many cases to ensure that the spots are suitable for the participating vehicle in which they will be aired, the time of day, type of audience and so on. More often than not, these latter considerations will be governed by the very factors which resulted in the development of the particular announcement which it is desired to broadcast.

It all jells down to this: the commercial is the thing. To treat it as an incidental and insignificant part of the deal is to lose effect, impact, sales, money and good will. When you hear someone involved in a copy decision say: "Oh! Yes — well, let's just run that same one we used last year, it'll do," then look out. The storm warning's up and it may be your ship that's sunk!

Practical ENGINEER (Bi-Lingual)
Two years experience as chief at Ontario station. Wants engineering or maintenance job, Ontario preferred.
Box A-162
C B & T
163 1/2 Church St. Toronto

The **MARITIME MARKET**
and
CFCY
"THE FRIENDLY VOICE OF THE MARITIMES"

WIDEST COVERAGE
+
GREATEST LISTENER CIRCULATION
Makes **CFCY THE** Economical Buy to cover **NOVA SCOTIA** **NEW BRUNSWICK** **PRINCE EDWARD ISLAND** and **SOUTH & WEST Nfld.**

Nearly 50% of Maritime Radio Homes, Population and Retail Sales are in CFCY 50% BBM Area.

BBM — Day 156,380
Night 149,320

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

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

5000 WATTS DAY & NIGHT
630 KILOCYCLES
REPS. IN CANADA — ALL-CANADA RADIO FACILITIES IN U.S.A. — WEED & COMPANY

Music ALL-CANADIAN CONCERT FOR CARNEGIE HALL

Toronto — An all-Canadian program of orchestral music will be performed next fall at Carnegie Hall under the direction of Leopold Stokowski, it was announced here last week by Carl Haverlin, president of Broadcast Music Inc., and its affiliate, BMI Canada Ltd.

Haverlin said that a concert steering committee would be appointed with Ken Sobel, president of CHML, Hamilton, as chairman. Other members include: Hugh Anderson, chairman of the entertainment committee of the Canadian Club of New York; Edward Johnston, chairman of the board of the Royal Conservatory of Music in Toronto; E. R. Bellemere, Canadian Consul; Walter Blackburn, publisher of the London Free Press and president of CFPL, London; Brian Doherty, program director of CHML; and Bob Burton, vice-president and general manager of BMI Canada Ltd. and Glenn Dolberg, vice-president in charge of station relations, BMI.

Music for the all-Canadian program will be selected by a group of Canadian and American composers and conductors. Invitations to serve on a selection committee are to be extended to such prominent musicians as Sir Ernest MacMillan, Edward Johnston, Claude Champagne, Wilfred Pelletier, Aaron Copland, William Schuman, Roy Harris and Henry Cowell.

The concert marks the first major step in a plan to make Canadian music gain prominence in other countries, announced by BMI executives at the Canadian Association of Broadcasters convention in Mont-

real in March. By holding the concert in New York under the direction of internationally-known Americans and Canadians, it is believed that a new interest in Canadian music will be gradually felt.

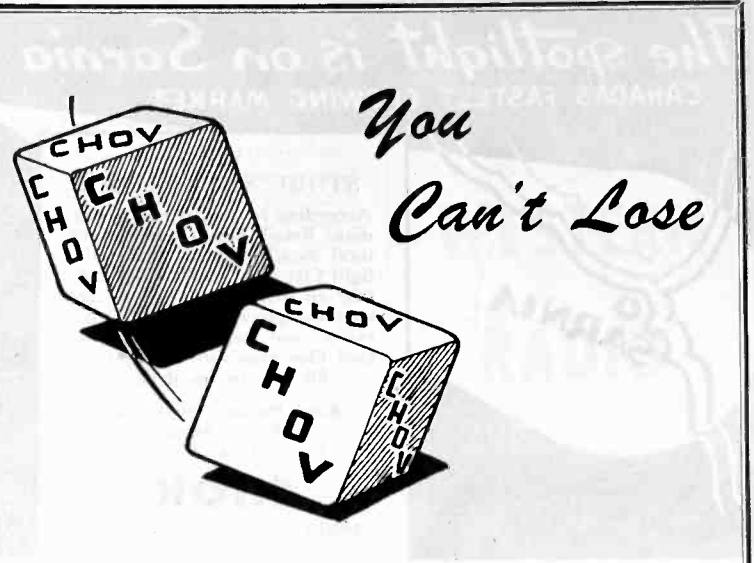
A final decision on the orchestra has not been made, but it is expected to be either the Boston or New York philharmonics, the Philadelphia Symphony or Stokowski's recording orchestra.



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service
at
Radio Artists Telephone
Exchange



"The Heart of the Valley Market"

1000 WATTS — 1350 KCS.

PEMBROKE
ONTARIO

HORACE N. STOVIN
IN CANADA

ADAM J. YOUNG, JR.
IN U.S.A.

BEST WISHES TO ACA DELEGATES

What it means to YOU! ★ MOBILE MERCHANDISER



The "Mobile Merchandiser" is "sales on wheels" for your clients, Mr. Time Buyer.

This smart-looking panel truck . . . and the sales-minded merchandising representative who drives it, make individual, personal calls on every grocer and druggist in the CKWX area. Retailers are advised of the products advertised on CKWX . . . eye-catching displays, price tickets, window streamers, stickers, etc., are put up. Merchants are reminded to keep stocks full, and, the CKWX mobile merchandiser makes a regular check on sales of CKWX advertised products. These reports, with all their informative figures are made available to all CKWX clients. No other station in the CKWX area has this service.

↑
LOOK
TO
THE
LEADER!

If you've got something to TELL!
If you've got something to SELL!

LOOK TO CANADA'S 1st STATION
Experience where experience counts most! Over 30 years of broadcasting know-how augmented by listener loyalty that only such an "old friend" can enjoy.

LOOK TO CANADA'S No. 1 MARKET
Representing 9.7 per cent of Canada's entire population in the greater metropolitan area alone! Retail sales are well over the BILLION mark (comprising 12.7 per cent of that in Canada!). And a total of 98.2 per cent radio homes as your potential audience!

CFCF • MONTREAL

Contact our Reps: ALL-CANADA (Canada) - WEED & CO. (U.S.A.)

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



STORE SALES SOAR
According to the current "Canadian Retail Sales Index", the total retail sales in this Spotlight City amounted to \$29,729,000 an increase of six millions over the preceding year. Sarnia radio can increase your sales too! Our reps will be happy to fill you in on details.

Reps: Mulvihill in Toronto
N.B.S. in Montreal
Donald Cooke in U.S.A.

CHOK
SARNIA ONT.

Programs

CANADA WINS TWELVE OHIO AWARDS

Columbus, Ohio.—Five first awards and seven honorable mentions were captured by Canadian programs at this year's annual Ohio State University's Institute for Education by Radio-Television out of a total of 60 winners. All but three went to programs of the CBC. They were: *l'Histoire de Dieu*, produced by the Diocesan Bible Service and CKVL, Verdun; *Town Meeting In Canada*,

produced by Arthur Helps; and *Working Together*, by the departments of education in the Western provinces.

CBC programs took four first awards and four honorable mentions in the group for programs heard nationally by network or transcription. In the agricultural class it received a first award for *Summer Fallow*, a Trans-Canada production, as did NBC's *National Farm & Home Hour*.

In the religious class, an honorable mention went to the CBC's *Way Of The Spirit*, produced in Montreal and aired over Trans-Canada.

Two honorable mentions went to CBC in the cultural class (including art, science, literature and music) for *Tales for the Hundred Thousand*, another Montreal production on Trans-Canada, and a series of documentaries produced in Toronto for Trans-Canada, dealing with various subjects during the year.

In the social problem class a first award went to *Return Journey*, a Dominion network production from Toronto. Another first, in the public issues class, went to the Dominion network production from Toronto, *Cross Section*.

Under "special one-time broadcast," the Trans-Canada network production from Toronto, *Her Majesty The Queen*, took a first award. An International Service program, *Canadian Primer*, received an honorable mention for furthering international understanding.

The honorable mentions which went to *l'Histoire de Dieu*, going to 14 French stations from CKVL, and *Town Meeting In Canada*, came under the regional broadcast group in the religious and public issues classes respectively. *Town Meeting*, aired live over CJOR, Vancouver, most of the year and supplied to stations coast to coast on tape, is the first non-CBC Canadian program to ever capture a second Ohio State University award. Its first was in 1948.

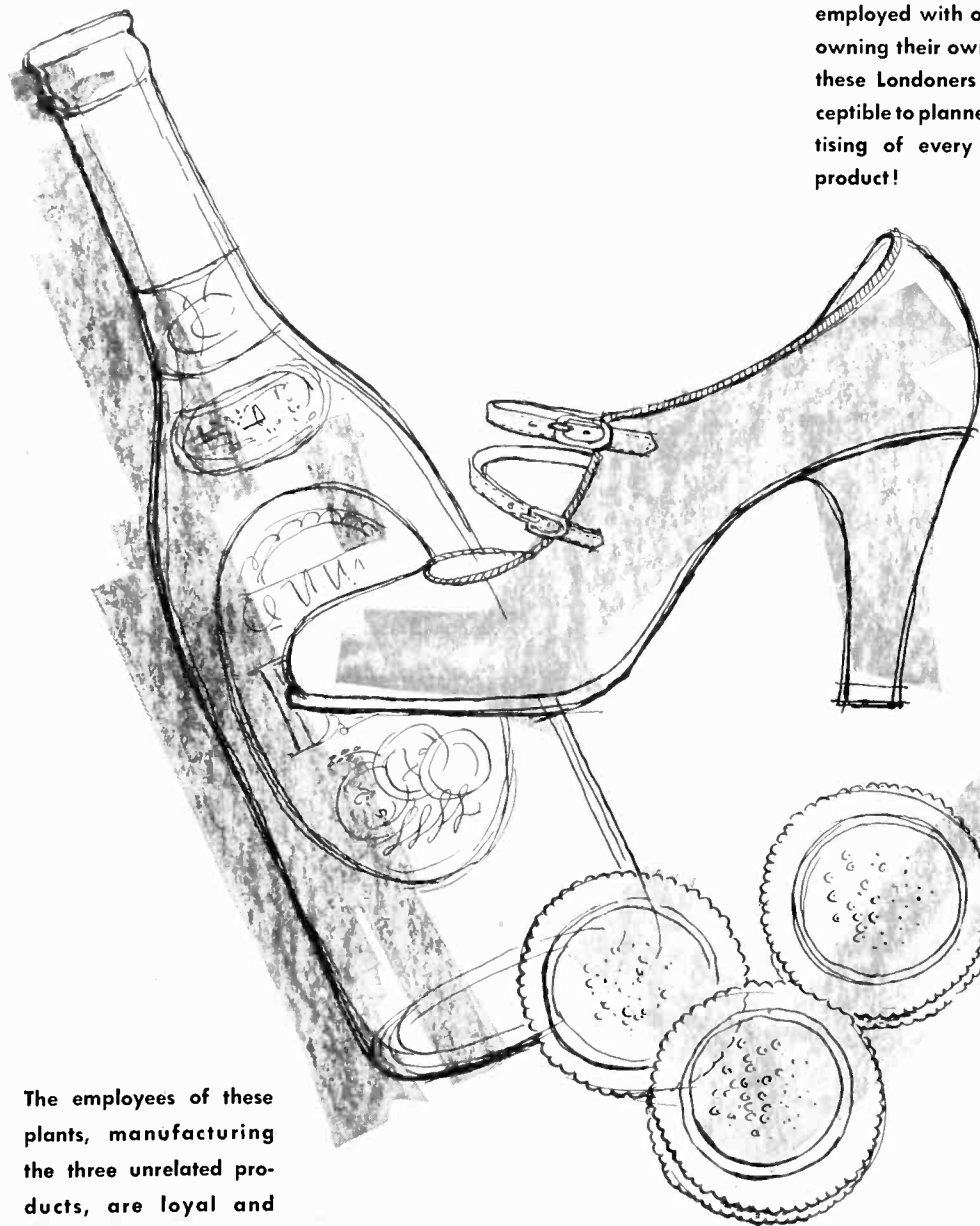
In this regional group, a first award went to the *Prairie Gardener* in the agricultural class. It is aired on the prairie regional network of the CBC from Winnipeg.

In the "designed for in-school use" program class, *Working Together* took an honorable mention. It originates from CBU, Vancouver.

penn mcLeod research
TORONTO VANCOUVER NEW YORK

Three unrelated products provide the earning power for 2,378 London families, with an effective income of over \$12,250,000.00. Steadily employed with over 70% owning their own homes, these Londoners are susceptible to planned advertising of every type of product!

beer, biscuits and shoes



The employees of these plants, manufacturing the three unrelated products, are loyal and steady listeners of Station CFPL. A planned campaign over CFPL, effectively taps the rich London Market.

CFPL LONDON CANADA

PRIZES AVAILABLE
For Give-away Shows

WRITE
PHONE
WIRE

CONTESTS ASSOCIATES
PRIZE BROKERS
394 Roehampton Avenue
TORONTO
HU. 8-5739

Television

THREE PRIVATES ON AIR BY XMAS



Photo by David Bier

SIGNING OF THE FIRST CONTRACT on private Canadian television last month by Niagara Television Limited and Robin Hood Flour Mills Limited marked the practical beginning of a new Canadian private industry. Above, from left to right, are: N. C. Brown, advertising manager of Robin Hood Mills; Ken Soble, manager of Niagara Television and president of CHML, one of the three Hamilton radio stations which jointly formed the company recently awarded the Hamilton TV license; and W. J. Henning, Robin Hood Mills' assistant general manager. Robin Hood Mills will sponsor a daily British United Press — Movietone newsreel on the Hamilton TV station when it goes on the air late next fall.

The first advertising contract in privately-owned Canadian television's short history was signed in Montreal last month when Robin Hood Flour Mills Ltd. agreed to sponsor a nightly news show over the station being built by Niagara Television Ltd. in Hamilton. The station is expected to go on the air shortly before next Christmas and material for the Robin Hood news shows will be supplied under a joint agreement with British United Press and Movietone Newsreel.

Niagara Television Limited was one of seven successful applicants for television licenses appearing at the last meeting of the board of governors

of the CBC, which recommended the licenses for approval by the Department of Transport at the end of March. The Hamilton station is owned equally by station CHML (owned by Ken Soble), CJSH-FM (owned by Hamilton Spectator) and CKOC (an All-Canada Radio Facilities station).

Probably the first of these stations to go on the air will be CFPL-TV, London. Costing an estimated \$775,000, it may well be the most powerful station as well, when its 10 kw transmitter starts operating about the end of November on a 28-hour week.

The station in Quebec, sparked by

Famous Players Canadian Corporation and being participated in by that city's three AM stations — CHRC, CKCV and CJQC — is also looking forward to an opening date before the new year.

In Sydney, N.S., the starting date for the TV station, to be owned and operated by CJCB there, is estimated at next spring. In Sudbury, extensive construction is expected to delay opening of the station of CKSO and its owner, the Sudbury Star, until the fall of 1954.

• • •

London

A new, two-storey concrete building is being constructed south of London to house the facilities of CFPL-TV. Over a hundred feet long and 75 feet wide, this structure will provide a 30 by 50 foot studio, control rooms, dressing rooms and offices, as well as space for master control, tele-cine operation and storage. The new station's president, Walter Blackburn — who also heads the AM station and London Free Press — disclosed that the station's primary equipment would include a two-camera chain, two film projectors and a slide projector. For remote jobs there will be three motion picture cameras, one equipped for sound, and speedy film-processing equipment will enable actuality shots to be put on the air quickly.

Direction of this station will be in the same hands as CFPL, with Murray Brown as manager, Bob Reinhart as program director and Glenn Robitaille in charge of engineering.

(Continued on page 14)

SEVEN
304 — T H
TRANSMITTER TUBES

BRAND NEW

\$18.00 Each

Box A-161, C B & T
163 1/2 Church St. Toronto
or EM. 3-5571

Tourists In New Brunswick

NEW BRUNSWICK TRAVEL BUREAU estimates place the amount spent in New Brunswick by tourists during the tourist season last year at better than \$12 million.

PRESENT DAY use of cars and portable radios makes these tourists easier to reach by radio than has ever been possible before. In fact, if you can't get your sales message to them by radio, it is very difficult to reach them at all.

CFNB, because it covers a much greater area of New Brunswick than any other radio station and also because of sound, varied programming, is the logical choice to get a sales message across to this valuable bonus audience. Plan to take advantage of this CFNB extra this year.

New Brunswick's
Most Listened-to
Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N.B.
1923 - OUR THIRTIETH ANNIVERSARY - 1953

The
WESTERN
RADIO
PICTURE

is

NOT

★
COMPLETE

without

OUR
1000

PERSUASIVE
WATTS!

•
*NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT
•

CHAT
MEDICINE HAT

An All-Canada-Weed Station

by **EVERY** Survey
 (ELLIOTT-HAYNES - PENN McLEOD)
 Victoria's **MOST LISTENED TO** Station
CKDA DIAL **1340**

POOR SUSIE'S ALL WASHED UP!

Time was when a radio advertising campaign, carefully schemed out by the best brains of the advertiser and his agency, would often go pffft because the account executive, following hallowed tradition, handed the high-powered plans over to little Susie in the back room to be whipped into spots and things.

Today, when high strategy and strong themes have been readied, big agencies assign top staff writers or professional free-lancers to handle them.

That's where we come in. We're professional writers. Try us.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

CJOR Vancouver
 carries more
 local advertising
 than any other
 B.C. station



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

Local advertisers know where their advertising pulls best and this year CJOR local sales are up 35%. If you want results do as local advertisers do . . .

CJOR
Vancouver, Canada

**FIRST ON THE DIAL • 600 KC
 5000 WATTS
 DOMINION NETWORK STATION**

Represented in Canada by:
 HORACE N. STOVIN & CO.

Represented in the U.S.A. by:
 ADAM J. YOUNG, JR., INC.

(Continued from page 13)

earing. With four hours a day to fill at the outset, this is about how Brown and Reinhart propose to do it: Spread throughout the week will be ten and a half hours of programs being fed from CBLT in Toronto; over an hour of news per week, amounting to ten minutes daily and a mid-week half-hour roundup; five minutes a day of sports; a weekly half-hour show of live talent; another half-hour devoted to farm features; and fifteen minutes a day for a children's program. Plans also call for a weekly religious program, and the rest of the time will be filled out by feature films, some of the *March of Time* variety.

Programs being "fed" to London from Toronto will be on film in the early stages of CFPL-TV, but a micro-wave relay link between these two points is to be built.

Full-scale drama is out for the time being because of the many elementary things the staff will be busy learning for some time, says Brown, but later the station hopes to present hour-long productions of the London Little Theatre. Nor do present plans call for a mobile unit for picking up outside events, particularly sport spectacles. The motion picture cameras will be used for this work.

The 10 kw RCA transmitter being installed for this station is a powerful thing developing 117 kw effective radiated power for video and somewhat less for audio, making it the strongest yet licensed by CBC and out-watting the nearest stations in Detroit, Cleveland and Erie, Pa. But the engineers, headed by Robitaille, are ready to admit that power is a relative thing. However, they predict for CPFL-TV a primary coverage area of 50 miles radius, in which there are about 450,000 people, many already with TV sets since several signals of various quality have been coming into the area for some years, and recently augmented by a community antenna system. But beyond the "A" or very good reception area nobody is making any guesses as yet.

Hamilton

It was only days after Niagara Television Limited started in the TV business that it found itself right in the middle of show business as well. It did all this with an unknown sum of money when Manager Ken Soble announced the purchase of Hamilton's Barton St. arena, seating capacity—6,000. Also thrown into the deal was the OHA franchise of the Hamilton Tigers.

Niagara Television Limited is split three ways among Soble and his CHML, St. Clair Balfour (Hamilton Spectator publisher and CJSH-FM owner) and CKOC (part of All-Canada Radio Facilities Ltd.). Out of \$1 million which the company is expecting to spend to get TV on its feet in Hamilton, some \$750,000 will go to modernizing the arena, and installing and equipping studios in it.

Soble's plans call for the sound but well-worn structure to get its face lifted, while inside are constructed a modern ice surface, auditorium and gym floor—interchangeable, of course. When this is finished he expects to have a wealth of good, but variegated, entertainment under one roof, his own.

Says Soble: "I could fill the arena with wrestling and hockey and boxing and make money and have TV shows. But I wouldn't feel right about

Tell Us Another

You never can tell. That's what we always say.

Take Colling Tire Service, in Orillia. Two years ago he bought this business — Goodyear Tire Distributor — and kept on the former owner's program "Closing Market Reports", five a week in the early evening.

We knew it couldn't last. People aren't interested in this sort of thing. They just don't listen. Oh well we can always sell the time to someone else when he quits.

Funny thing, it looks like he isn't going to quit. Mr. Colling renewed his contract — for the same show — at the end of January for the 1953-54 period. Says CFOR did a swell job of selling Goodyear tires for him.

Ask Horace Stovin. He'll tell you another.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.



JUST WHAT THE DOCTOR ORDERED FOR

HEALTHY SALES

GIVE YOUR sales a shot in the arm. Use the top audience rating in the 5,000 watt station with the biggest market in the Maritimes. Contact the ALL-CANADA MAN in Canada: Weed & Co. in the U.S.A.

CHNS THE VOICE OF HALIFAX
CHNS THE CHOICE OF HALIFAX

it. I want to bring Stokowski, the Metropolitan Opera Company and the ballet here."

He thinks "culture is a much-abused word." He declared: "I could lose money on plans like these. And I don't want to lose money. But I think Hamilton and the whole of southwestern Ontario would appreciate these things and go for them. And if I could put some of them in front of the TV cameras, all the better."

Soble and company are aiming at between 60 and 70 hours a week when the station goes on the air, of which about 37 will be live during the first year. The main studio will be located at the transmitter tower about five miles west of Hamilton, where micro-wave relays will be linked with St. Catharines and Brantford. The station will operate on channel 13 with an effective radiated power rating of 80.6 kw video and 48.36 kw audio.

Sudbury

A seven storey hotel building has been designed to contain, among other things, CKSO-TV, its studios and equipment. But work on the building won't start before July, and Manager Wilf Woodill estimates that installation of the TV station will start a year from now and probably begin broadcasting in the fall.

Although equipment has yet to be bought, Woodill says that engineering estimates call for a station with an effective radiated power of 1.25 kw video and .625 kw audio. With this power beamed from a 250-foot tower on channel 5, the station's predicted good coverage area will have a radius of some 30 miles, although Woodill points out that "we have hopes of taking in Sturgeon Falls and Espanola, roughly 40 air miles from Sudbury."

Conservative estimates place the population of the expected coverage area at 125,000, and these people own a total of over 37,000 radio receivers. Television has hardly taken this area by storm as yet. Signals from U.S. stations and Toronto penetrate the area fairly regularly — once a month, says Woodill. The number of TV sets in operation here is, therefore rather low; "and my staff and I own most of them," Woodill added.

As far as possible, CKSO-TV will be staffed by men from CKSO-AM.

In its early stages it will operate primarily from films, taking programs from the CBC as the basis of its programming.

Sydney

Local television will probably arrive in Sydney via CJC-B-TV some time next spring, according to Manager Marven Nathanson. Operating on channel 4 with effective radiated power of 24 kw video and 12 kw audio, its primary coverage area will have a radius of about 40 miles,

within which approximately 110,000 people will have a grade "A" service available.

In charge of programming will be Norris Nathanson, while T. C. Robertson will head the technical staff. All three managers are presently with CJC-B-AM. Although equipment has yet to be purchased, Marven Nathanson disclosed that plans call for complete live studio, film and live remote facilities, the latter probably including a mobile unit. A total cost of about \$600,000 was announced.

★ Live Programmes

★ Custom Transcription

★ Singing Commercials



DON WRIGHT

Productions

Let Us Help You

Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

An Independent
Producing
Company

CFJR

BROCKVILLE

In the Heart of Ontario's Newest
and Most Rapidly Expanding
Industrial Area — Extends

Greetings



To Delegates and Guests of
THE 38th ANNUAL A.C.A. CONVENTION



ACA Members—
as people
interested
in results . . .

. . . you're sure
to be very
interested in
CJGX!

And CJGX is interested
in you — your group's
welfare and development
— always aware that the
ACA represents adver-
tising at its best!

We're mighty proud
to represent


CHLO ST. THOMAS

1000 WATTS

Selling A WEALTHY INDUSTRIAL
and AGRICULTURAL Market

Stephens & Towndrow

35 KING STREET WEST • EM. 6-4221 • TORONTO



940 ON YOUR
RADIO DIAL

CJGX

Yorkton

SASKATCHEWAN

"ANOTHER
PROVEN STOVIN STATION"

Representing: CJAV, Port Alberni CHUB, Nanaimo CHML, Hamilton CHLO, St. Thomas

"**Y**ou mean entertain 'em g



sell 'em at the same time!"



THE most skilful executive in advertising strategy, 25 years ago, found it hard to realize the selling power of radio.

Today, even the junior executive knows that radio competes with any other medium when it comes to delivering customers per dollar.

CFRB was the first to foresee the enormous sales power of radio. Now, backed by over 25 years of experience, CFRB has the background *and* the foresight to help today's shrewdest advertisers sell.

Are you trying to increase your sales of face creams, gasolines, canned meats, cotton sheets? Then call in a CFRB representative, and let him show you how radio can be your best salesman.



CFRB is honoured to be a "Charter Member" in the big, successful and growing field of radio. And we are grateful to all our friends, advertisers and public who have helped us build a 'past' to be proud of . . . a 'present' dedicated to service . . . and a 'future' unlimited.

CFRB, in the short span of 26 years has grown from the world's first batteryless radio station to the most powerful independent station in the British Commonwealth. And from a few hundred listeners in 1927, CFRB has become Canada's No. 1 Station in Canada's No. 1 Market . . . with the only CBS affiliation in that market!

CFRB . . . first for service, information and entertainment!



As ever
your No. 1 Station
in Canada's No. 1 Market

CFRB

50,000 watts 1010 K.C.

REPRESENTATIVES

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

how do you buy **TIME?**

coverage?

CKNX penetrates a 12-county area with the largest rural BBM of any of the nine radio stations in the area.

cost per thousand?

this rich farm market is sold on CKNX at the lowest cost per thousand of all district stations.

ratings?

the latest Penn McLeod survey shows that more radios are tuned to CKNX than all other stations combined—all day—7 days a week.

market?

retail sales volume in this 12-county area totals \$592,288,000—15 per cent of the provincial total.

results?

renewals from more than 40 national advertisers date back five years or longer, and the figure is even larger for local advertisers.



by any yardstick

CKNX makes a terrific impression—on people—on sales. On you?

The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL



BIRTHDAY GREETINGS

If you think that YOU are old, get a load of some of the movies on television.

Rust Craft.

• • •

BACH TO BOOGEY

Did it ever occur to the culture vultures that tripey music may be good music that got played too often?

• • •

HUMAN THERMOSTAT

Never tell an English housewife a room is nice and warm. She'll let the fire out.

• • •

ATTENTION HARKLEY

Sometimes an art gallery must have quite a time deciding which to hang—the art or the artist.

• • •

GOLD DIGGEE

Then there's the smart announcer who landed the heiress and stood up before the minister and said: "With all thy worldly goods I me endow."

Swiped from "Men Only."

• • •

MODEL COMMERCIAL

Summer-store your coat with us. Don't let a cleaner ruin your precious furs. Let a furrier do it.

• • •

BEER IS BEST

I tasted your coffee. There must be an easier way to take out your tonsils.

Bob Hope.

• • •

POINTED QUESTION

If you save as much in the next ten years as you saved in the last ten, how much nearer will you be to financial independence?

• • •

PAGING POISON IVY

Some of the animated horse blankets you see on the English race tracks make it hard to believe that Gordon Sinclair is in Toronto.

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
------	------	-----------------	-------------	---------	------------	-----------	------

● BRITISH COLUMBIA

Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	Cole	BUP
Dawson Creek	CJDC	Radio Reprs.	Donald Cooke Inc.	Lew Roskin	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	World	PN
Kelowna	CKOV	All-Canada	Weed & Co.	Jim H. Browne	Dennis Reid	Lang-Worth Thesaurus World	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales (Montreal) Stephens & Towndrow (Toronto) John N. Hunt (Vancouver)	Donald Cooke Inc.	Chas. Rudd	Sheila Hassell	Standard World	PN
Nelson	CKLN	H. N. Stovin	Adam Young	A. R. Ramsden	—	—	PN
New Westminster	CKNW	Nat'l. Broadcast Sales	Forjoe & Co.	William Rea, Jr.	Rolly Ford	Associated Cole Standard	BUP PN
Penticton	CKOK	Radio Reprs. John N. Hunt (Vancouver)	Donald Cooke Inc.	Roy Chapman	—	Standard	PN
Port Alberni	CJAV	Nat'l. Broadcast Sales (Montreal) Stephens & Towndrow (Toronto) John N. Hunt (Vancouver)	Donald Cooke Inc.	Ken Hutcheson	Geoffrey Holmes	Capitol Cole Lang-Worth	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Carbutt	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	—	—	—
Trail	CJAT	All-Canada	Weed & Co.	John Loader	—	—	PN
Vancouver	CBU	CBC	CBC	Ken Cagle	Harold Paulson	—	CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	Thesaurus MacGregor	BUP PN
Vancouver	CKMO	Omer Renaud A. J. Messner (Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	—	Sesac Standard Associated	BUP BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Lang-Worth World	BUP PN
Vernon	CJIB	Radio Reprs.	Donald Cooke Inc.	Gil Seabrook	Larry Scott	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	Wm. Guild	Lee Hallberg	Thesaurus	PN
Victoria	CKDA	Radio Reprs. A. J. Messner (Winnipeg)	Forjoe & Co.	D. A. Armstrong	Gordon Reid	Standard	BUP

● ALBERTA

Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	Don Hartford	Associated Thesaurus World	BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	H. G. Love	E. H. McGuire	Capitol Lang-Worth Standard	BUP PN
Calgary	CKXL	H. N. Stovin	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	—	BUP PN
Edmonton	CBX	CBC	CBC	Dan Cameron	—	—	CP BUP
Edmonton	CFRN	Radio Reprs.	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	G. R. A. Rice	A. J. Hopps	Lang-Worth	BUP PN
Edmonton	CHFA	Omer Renaud	—	Leo Remillard	—	Sesac	BUP
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Joe McKenzie	Thesaurus Standard World	PN BUP
Edmonton	CKUA	Non-commercial	—	John Langdon	—	Associated	BUP PN
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	World	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Norman Botterill	Joe Budd	Associated Lang-Worth Thesaurus	PN BUP
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	Orville Kope	World	PN
Red Deer	CKRD	Radio Reprs.	Adam Young	G. S. Henry	—	Capitol	BUP

● SASKATCHEWAN

Gravelbourg	CFRG	Omer Renaud	—	D. LePage	Laurent Isabelle	—	BUP
Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Nev. Skingle	—	BUP
North Battleford	CJNB	H. N. Stovin	—	Hume Lethbridge	—	Associated	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	Ed. Rawlinson	Gerry Prest	Thesaurus	PN
Regina	CKCK	All-Canada	Weed & Co.	Hal Crittenden	Roy Malone	World	PN BUP
Regina	CKRM	Radio Reprs.	Adam Young	Don Oaks	Harry Dane	Associated Lang-Worth	PN BUP

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Saskatoon	CFNS	Omer Renaud	—	Dumont Lepage	T. Prefontaine	—	BUP
Saskatoon	CFQC	Radio Reps. Broadcast Reps. (Winnipeg)	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	Vern Dallin	Blair Nelson	Lang-Worth Cole Standard	BUP PN
Saskatoon	CKOM	H. N. Stovin	Weed & Co.	R. A. Hosie	Murray Dyck	Capitol Thesaurus	BUP PN
Watrous	CBK	CBC	CBC	J. N. Mogridge	—	—	BUP PN
Yorkton	CJGX	H. N. Stovin	Adam Young	Jack Shortreed	Jack Goodman	Lang-Worth	PN

● MANITOBA

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

● ONTARIO

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

B.C. cities with population over 10,000



where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke

Another
FIRST
FOR CFRN

An extended schedule to give continuous day and night service.

24 HOURS
OF TOP RADIO
ENTERTAINMENT

Morning and Night Dials Are Set Right

AT

1260

THAT'S WHY—
IN EDMONTON IT'S

CFRN

RADIO REPRESENTATIVES LIMITED

Montreal - Toronto - Winnipeg - Vancouver

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Brantford	CKPC	J. L. Alexander	—	Mrs. F. M. Buchanan	Hugh Bremner	{World {Capitol	BUP
Brockville	CFJR	H. N. Stovin	Adam Young	J. R. Radford	—	—	BUP
Chatham	CFCO	—	—	J. Beardall	Pete Kirkey	{Cole {Lang-Worth	BUP
Cornwall	CKSF	H. N. Stovin	J. H. McGillvra	Fred Pemberton	—	Thesaurus	PN
Fort Frances	CKFI	J. L. Alexander A. J. Messner (Winnipeg) John N. Hunt (Vancouver)	Donald Cooke, Inc.	J. G. McLaren	—	Keystone	PN
Fort William	CKPR	Radio Reprs.	Adam Young	Hector Dougall	G. D. Jeffrey	{Thesaurus {MacGregor	PN
Guelph	CJOY	Radio Reprs.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalf	{Lang-Worth {Associated	PN
Hamilton	CHML	Stephens & Towndrow Nat'l Broadcast Sales, Montreal John N. Hunt (Vancouver)	Adam Young	Tom Darling	Denny Whitaker	Standard	PN
Hamilton	CJSH-FM	—	—	D. I. Ker	—	Associated	PN
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	{Thesaurus {World	{PN {BUP
Kenora	CJRL	H. N. Stovin	Donald Cooke, Inc.	Geo. McLean	—	Thesaurus	PN
Kingston	CKWS	Nat'l Broadcast Sales	Donald Cooke, Inc.	Roy Hofstetter	El. Jones	{Lang-Worth {Thesaurus	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke, Inc.	Gord Burnett	Jack Weatherwax	{Lang-Worth {Thesaurus	PN
Kitchener	CKCR	Omer Renaud	Adam Young	Gib Liddle	Jim Mitchell	Associated	PN
London	CFPL	All-Canada	Weed & Co.	Murray Brown	Doug Trowell	{Lang-Worth {World	PN
Niagara Falls	CHVC	J. L. Alexander	Donald Cooke, Inc.	B. H. Bedford	R. H. Hamilton	Thesaurus	BUP
North Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke, Inc.	Keith Packer	Bill King	{Lang-Worth {Thesaurus	PN
Orillia	CFOR	H. N. Stovin	—	Gord Smith	Alex Gilmour	{Associated {Cole {World	BUP
Oshawa	CKLB	J. L. Alexander	J. H. McGillvra	Al Collins	Gord Garrison	{Lang-Worth {World	PN
Ottawa	CBO	CBC	CBC	Chas. P. Wright	—	—	{CP {BUP
Ottawa	CKOY	Nat'l Broadcast Sales	Donald Cooke, Inc.	Dan Carr	Jack Thompson	{Capitol {Thesaurus	{PN {BUP
Ottawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	George Gowling	{Capitol {Standard	—
Owen Sound	CFOS	H. N. Stovin	Adam Young	W. N. Hawkins	Denys Ferry	World	PN
Pembroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	Ramsey Garrow	{Thesaurus {Sesac	BUP
Peterborough	CHEX	Nat'l Broadcast Sales	Donald Cooke, Inc.	Don Laurie	Gerry Grady	Lang-Worth	PN

LET GEORGE DO IT!
for U of S Students

Dear George Valentine:
We're about to write final exams. They're too tough for us — please write them since nothing's too tough for you!
Thanks!

Jean & Joan.

LET CFQC DO IT!
for your campaign

News Service

"I wish to congratulate you and your news editor on being awarded a Distinguished Achievement citation for excellence in radio news."

Production

"Just a few lines to say that we appreciate your programs and hope you keep them up."

Promotion

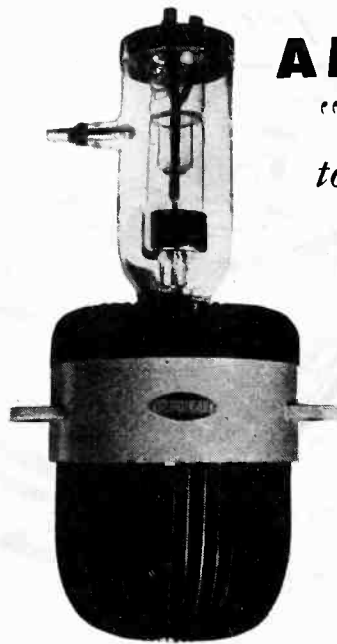
"CFQC definitely deserved and unanimously won" one of three honourable mention awards in Ronson's Promotion Award Contest

Contact — Radio Reprs
Canada

Adam J. Young
U.S.A.



THE RADIO HUB OF SASKATCHEWAN



AM OR FM

"You're on the air to stay"

with
MACHLETT TUBES

Machlett broadcast tubes are designed to serve all broadcasters—AM, FM and TV... and to provide reliable, low-cost operation at all power levels.

**OVER 50 YEARS
SPECIALIZING IN TUBE
MANUFACTURE EXCLUSIVELY**

DOMINION SOUND EQUIPMENTS LIMITED

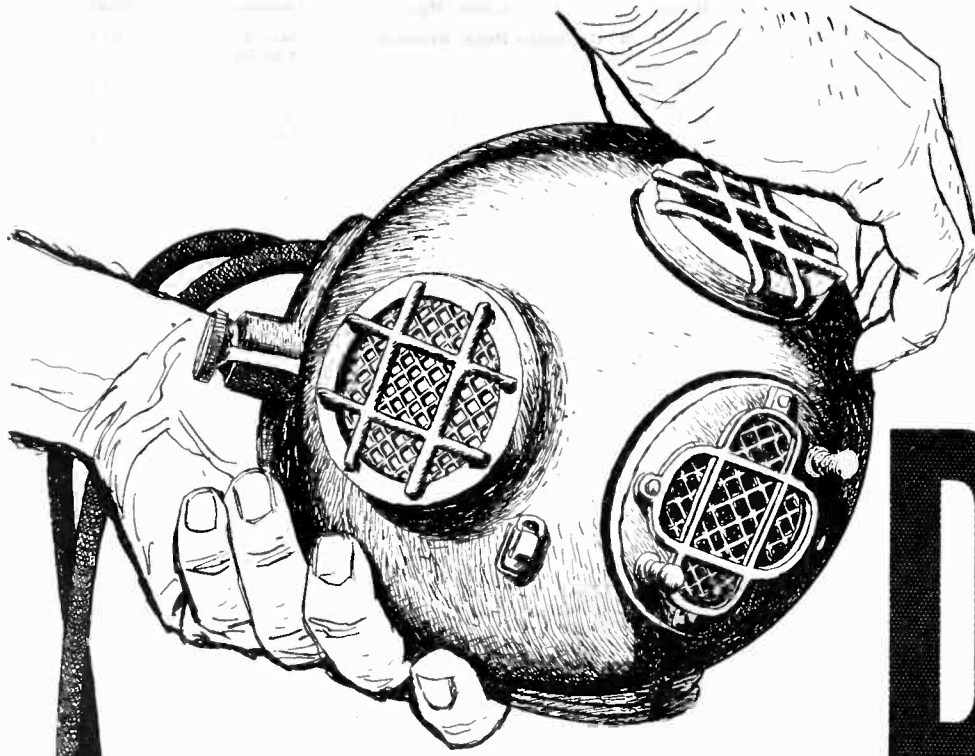
HEAD OFFICE: 4040 St. Catherine Street West, Montreal.
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Please forward data

Advertising Department
Dominion Sound Equipments Limited
4040 St. Catherine St. West, Montreal, Que.

DS-53-19

NAME
COMPANY
ADDRESS
CITY

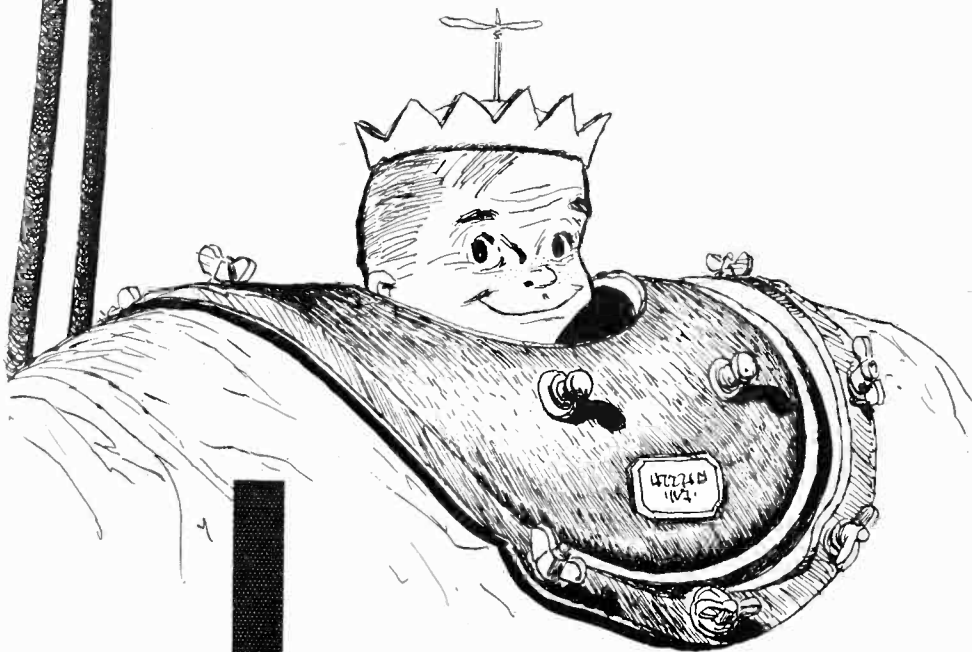


DON'T

SEND A BOY TO DO A **MAN'S** JOB

In advertising as in everything else, you can't do a thorough job with half-way measures. When selling South-Western Ontario — one of Canada's richest markets — you need a forceful, hard-hitting medium that completely blankets every segment of the area. And of course that means CKLW — Western Ontario's most powerful voice. Small, localized media simply can't do the job of wide-area coverage adequately and economically, but CKLW's lusty 50,000 watt power covers this rich, industrial-agricultural market like a blanket.

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. For sales-getting results — proven by scores of enthusiastic advertisers — be sure CKLW is on YOUR next radio schedule.



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
Port Arthur	CFPA	J. L. Alexander A. J. Messner (Winnipeg) John N. Hunt (Vancouver)	Weed & Co.	R. H. Parker	Paul MacGowan	{Standard Lang-Worth	PN
Sarnia	CHOK	Paul Mulvihill (Toronto) Nat'l Broadcast Sales (Montreal)	Donald Cooke Inc.	Karl Monk	Art O'Hagen	Lang-Worth	PN
St. Catharines	CKTB	Paul Mulvihill (Toronto) Radio Time Sales (Quebec) Ltd. in Montreal	J. H. McGillvra	Cliff Wingrove	Vince Lococo	Standard	PN
St. Thomas	CHLO	Radio Reprs.	Donald Cooke Inc.	F. A. Bestall	—	Lang-Worth	PN
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	—	—	PN
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Sudbury	CHNO	Omer Renaud John N. Hunt (Vancouver)	Adam Young	Rene Riel	—	—	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	Ken Dobson	Thesaurus	PN
Timmins	CFCL	Omer Renaud	J. H. McGillvra	Rene Barrette	Laurent Smith	Sesac	BUP
Timmins	CKGB	Nat'l Broadcast Sales	Donald Cooke Inc.	H. C. Freeman	Wally Rewegan	Lang-Worth	PN
Toronto	CBL	CBC	CBC	H. J. Boyle	Walter Powell	Lang-Worth	{CP BUP
Toronto	CFRB	All-Canada (Montreal)	Adam Young	E. L. Moore	Waldo Holden	{Thesaurus World	{BUP PN
Toronto	CHUM	J. L. Alexander (Montreal)	J. H. McGillvra	Bob Lee	—	{Capitol Lang-Worth	{BUP PN
Toronto	CJBC	H. N. Stovin	—	Bob McGall	—	Lang-Worth	{CP BUP
Toronto	CJRT-FM	(non-commercial)	—	Eric Palin	—	Associated	BUP
Toronto	CKEY	Nat'l Broadcast Sales (Montreal)	Donald Cooke Inc.	Hal Cooke	Jack Turrell	Capitol Associated Standard World	{BUP PN
Toronto	CKFH	Radio Reprs. (Montreal, Winnipeg, Vancouver)	Weed & Co.	Howard Caine	Keith Davey	{Thesaurus Associated	{PN BUP
Windsor	CBE	CBC	CBC	M. L. Poole	Walter Powell	—	{CP BUP
Windsor	CKLW	All-Canada	Adam Young	J. E. Campeau	E. W. Wardell	{Thesaurus World	{INS BUP
Wingham	CKNX	J. L. Alexander John N. Hunt (Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	{Thesaurus Standard	BUP
Woodstock	CKOX	Omer Renaud John N. Hunt (Vancouver)	—	M. J. Werry	Geoff Lewis	Lang-Worth	BUP

• QUEBEC

Amos	CHAD	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Chicoutimi	CBJ	CBC	CBC	Vilmond Fortin	—	—	BUP
Granby	CHEF	Radio & Television Sales Inc. Toronto & Montreal	Donald Cooke, Inc.	G. Laliberte	Ray-Marc Dube	—	BUP
Hull	CKCH	Omer Renaud & Co. John N. Hunt (Vancouver)	J. H. McGillvra	J. P. Lemire	Henri Allard	Sesac	BUP
Jonquiere-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Tom Burham	Ray Maynard	—	BUP
La Sarre	CKLS	Omer Renaud	—	David Gourd	—	—	BUP
Matane	CKBL	Jos. A. Hardy	Adam Young	Rene Lapointe	Octave Lapointe	Associated	BUP
Montreal	CBF	CBC	CBC	Jean Saint-Georges	M. Valiquette	—	{CP BUP
Montreal	CBM	CBC	CBC	Jean Saint-Georges	M. Valiquette	—	{CP BUP
Montreal	CFCF	All-Canada (Toronto)	Weed & Co.	J. A. Hammond	Tom Quigley	Standard	BUP
Montreal	CHLP	J. L. Alexander John N. Hunt (Vancouver)	J. H. McGillvra	Flavius Daniel	F. Bergevin	Associated	{BUP PN
Montreal	CJAD	Radio Time Sales (Quebec) Ltd. (Montreal) Radio Times Sales (Ont.) Ltd. (Toronto) John N. Hunt (Vancouver)	Adam Young	J. A. Dupont	Bob Laurion	Capitol Associated Lang-Worth Thesaurus World	{BUP PN
Montreal	CKAC	Omer Renaud	Adam Young	Phil Lalonde	George Bourassa	Associated	{BUP PN France-Press
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Vlateur Bernard	—	BUP
Quebec	CBV	CBC	CBC	Roger Daveluy	—	—	{CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	—	{BUP PN
Quebec	CJQC	Radio Time Sales (Toronto and Montreal)	—	Bud Cockerton	—	{Sesac Lang-Worth	PN
Quebec	CKCV	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	Paul LePage	—	—	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Andre Lecomte	R. Levesque	Sesac	PN
Riviere-du-Loup	CJFP	Omer Renaud	Adam Young	Armand Belle	Yves Marchand	—	BUP
Roberval	CHRL	Omer Renaud	—	Lionel Morin	—	—	BUP
Rouyn	CKRN	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Ste. Anne de la Pocatiere	CHGB	Omer Renaud John N. Hunt (Vancouver)	J. H. McGillvra	G. T. Desjardines	P. E. Hudon	Sesac	BUP
Shawinigan Falls	CKSM	Omer Renaud	—	Alan Rogerson	Fernand Cyr	Thesaurus	BUP
Sherbrooke	CHLT	Jos. A. Hardy	Adam Young	A. Gauthier	J. L. Gauthier	{Thesaurus Sesac	PN
Sherbrooke	CKTS	Radio Time Sales Ltd. John N. Hunt (Vancouver)	Adam Young	A. Gauthier	J. L. Gauthier	{Lang-Worth Thesaurus	PN

ALL-CANADA

puts out the



WELCOME MAT

for

A. C. A. DELEGATES

. . . to the 1953 Association of Canadian Advertisers Convention May 5th, 6th, 7th and 8th, Royal York Hotel, Toronto . . . the biggest, most progressive A.C.A. "pow-wow" ever held.

And remember friends, though you return home saturated with new ideas, new promotions and good will . . . there's still *more* to come. Watch your mail closely . . . *every day in May and early June* . . . for important exciting news!

And remember too, All-Canada gives you the opportunity you've been waiting for to promote your product with masterful showmanship and hard-hitting salesmanship in the most profitable markets at the most desirable times.

NOW, is the time to contact the All-Canada man for your 1953 fall plans and your 1954 radio plans . . . details on the finest array of programs in All-Canada's history are available to you without obligation . . . as well as important exciting news you'll want to get in on!

The way to greater selling impact and bigger profits is the All-Canada way!

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER

• CALGARY

• WINNIPEG

• TORONTO

• MONTREAL

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

● NEW BRUNSWICK

Campbellton	CKNB	Jos. A. Hardy	Weed & Co.	C. S. Chapman	—	{World {Lang-Worth	—
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	Sesac	{PN {RP
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	H. L. McFee	{Thesaurus {Standard	{BUP {RP
Moncton	CKCW	H. N. Stovin	Adam Young	F. A. Lynds	Tom Tonner	World	{BUP {RP
Newcastle	CKMR	Omer Renaud John N. Hunt (Vancouver)	—	R. J. Wallace	—	—	BUP
Saint John	CFBC	Nat'l Broadcast Sales John N. Hunt (Vancouver)	Weed & Co.	Bob Bowman	Cyke Bedford	Thesaurus	RP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	{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 {Sesac
Summerside	CJRW	Radio Reprs.	—	Bob Schurman	Albert Nicholson	World	BUP

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 260 Watts

SHERBROOKE, QUE.



SHERBROOKE, QUE.

New industries, recognizing the many advantages of Sherbrooke, P.Q., are establishing in the area of Radio Stations CHLT and CKTS. New Plants for a Chain manufacturer, and another for plastics, which would give employment to hundreds of wage earners, are now under discussion. The Superheater Company is enlarging its plant at a cost of a quarter-million dollars, which will provide employment for at least one hundred more heads of families. In the surrounding townships, the same story of expansion can be told. Tell YOUR sales story in this growing and rich market — over CHLT and CKTS.

Representatives:

CANADA
Jos. A. Hardy & Co. Ltd. CHLT
Radio Time Sales Ltd. CKTS
U.S.A.
Adam J. Young, Jr., Inc. . CHLT & CKTS

Why Rimouski?

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



82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 74,310

CJBR

5000 WATTS ON 900 KCS.
RIMOUSKI

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

ANOTHER PROVEN STOVIN STATION

Going to the
Coronation?



CARRY CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES
Obtainable from all Canadian Pacific agents and most banks.
They are good only with your signature. If lost uncountersigned your money is refunded.

Carry

CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
------	------	----------------	------------	---------	------------	-----------	------

● NOVA SCOTIA

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

● NEWFOUNDLAND

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

THINGS STILL EXPANDING!

1. On April 1st Saskatchewan Farmers will receive a further payment of \$50,000,000.00 on their Barley and Wheat.
2. Mining Activity is terrific!
3. Building permits on houses only, in Prince Albert in 1953 amount to \$3,000,000.00 to date.

This market is booming. When setting your 1953 campaigns remember to add the CKBI Market.

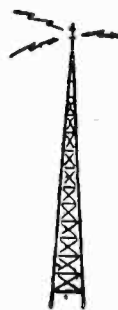
CKBI

5000 WATTS

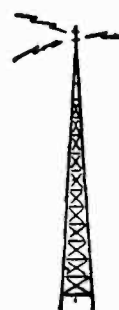
PRINCE ALBERT - SASKATCHEWAN

KITCHENER-WATERLOO

Continuously
Keeps
Customers
Radio-Active



CKCR



CKCR

FOR FACTS ASK OMER RENAUD
Toronto • Montreal

**200,000 PEOPLE WITH
\$200,000,000 TO SPEND**

THAT'S THE NIAGARA PENINSULA
SERVED BY CKTB, ST. CATHARINES
AND FOR BONUS COVERAGE SEE
THE BBM REPORT

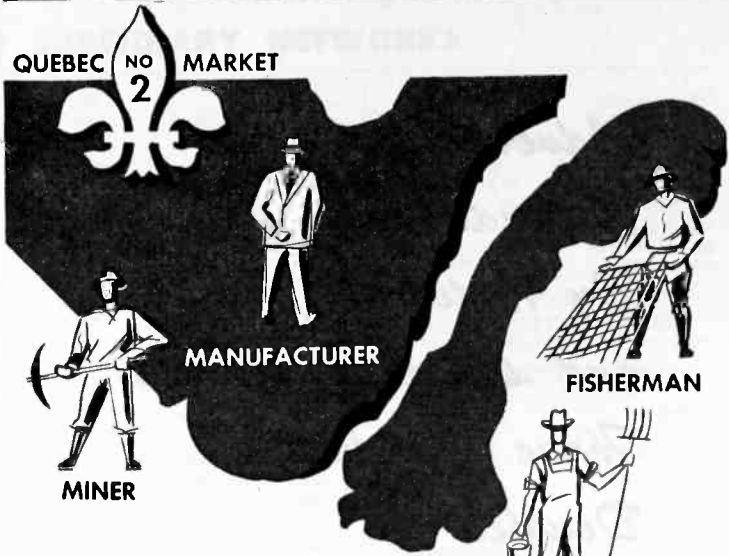
REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

The NIAGARA DISTRICT STATION

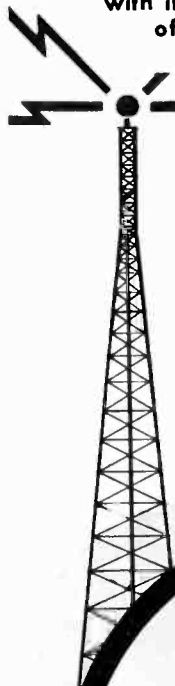
CKTB
ST. CATHARINES

STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
Amos	CHAD	1340	250
Antigonish	CJFX	580	5,000 DA
Barrie	CKBB	1230	250
Belleville	CJBO	1230	250
Brandon	CKY	1150	1,000
Brantford	CKPC	1380	1,000 DA-N
Bridgewater	CKBW	1000	1,000 DA-N
Brockville	CFJR	1450	250
Calgary	CFAC	960	5,000 DA-N
Calgary	CFCN	1060	10,000 DA-N
Calgary	CKXL	1140	1,000 DA-N
Campbellton	CKNB	950	1,000 DA
Charlottetown	CFCY	630	5,000 DA-N
Chatham	CFCO	630	1,000 DA
Chicoutimi	CBJ	1580	10,000 DA
Chilliwack	CHWK	1270	1,000 DA
Corner Brook	CBY	790	1,000
Cornwall	CKSF	1230	250
Dauphin	CKDM	1230	250
Dawson Creek	CJDC	1350	1,000
Edmonton	CBX	1010	50,000 DA
Edmonton	CFRN	1260	5,000
Edmonton	CHFA	680	5,000 DA
Edmonton	CJCA	930	5,000 DA-N
Edmonton	CKUA	580	1,000
Edmundston	CJEM	1380	1,000 DA
Flin Flon	CFAR	590	1,000
Fort Frances	CKFI	800	1,000 D
Fort William	CKPR	580	1,000
Fredericton	CFNB	550	5,000 DA-N
Gander	CBG	1450	250
Granby	CHBF	1450	250
Grand Falls	CBT	1350	1,000
Grande Prairie	CFGP	1050	1,000
Gravelbourg	CFRG	1230	250
Guelph	CJOY	1450	250
Halifax	CBH	1330	100
Halifax	CHNS	960	5,000 DA-N
Halifax	CJCH	920	5,000 DA
Hamilton	CHML	900	5,000 DA-N
Hamilton	CKOC	1150	5,000 DA
Hull	CKCH	970	1,000 DA
Jonquiere	CKRS	1240	250
Kamloops	CFJC	910	1,000
Kelowna	CKOV	630	1,000
Kenora	CJRL	1220	1,000
Kesterville	CKEN	1490	250
Kingston	CFRC	1490	100
Kingston	CKWS	960	5,000 DA
Kirkland Lake	CJKL	560	5,000 DA-N
Kitchener	CKCR	1490	250
La Sarre	CKLS	1240	250
Lethbridge	CJOC	1220	5,000 DA-N
London	CFPL	980	5,000 DA
Matane	CKBL	1250	1,000 DA
Medicine Hat	CHAT	1270	1,000 DA
Moncton	CKCW	1220	5,000 DA-N
Montreal	CBF	690	50,000
Montreal	CBM	940	50,000
Montreal	CFCF	600	5,000 DA
Montreal	CHLP	1410	1,000 DA
Montreal	CJAD	800	5,000 DA
Montreal	CKAC	730	10,000 D
Moose Jaw	CHAB	800	5,000 DA
Nanaimo	CHUB	1570	1,000 DA
Nelson	CKLN	1240	250
New Carlisle	CHNC	610	5,000 DA
Newcastle	CKMR	1340	250
New Westminster	CKNW	1320	1,000 DA-N
Niagara Falls	CHVC	1600	5,000 D
North Battleford	CJNB	1460	1,000
North Bay	CFCH	600	1,000 DA
Orillia	CFOR	1570	1,000
Oshawa	CKLB	1240	250
Ottawa	CBO	910	1,000
Ottawa	CFRA	560	1,000 DA
Ottawa	CKOY	1310	5,000 D
Owen Sound	CFOS	1470	1,000 DA-N
Pembroke	CHOV	1350	1,000 DA
Penticton	CKOK	800	1,000 D
Peterborough	CHFX	1430	1,000 DA
Port Alberni	CJAV	1240	250
Port Arthur	CFPA	1230	250
Prince Albert	CKBI	900	5,000 DA
Prince George	CKBG	500	250
Prince Rupert	CFPR	1240	250
Quebec	CBV	980	1,000
Quebec	CHRC	800	5,000 DA
Quebec	CJNT	1340	250
Quebec	CKCV	1280	1,000 DA-N
Red Deer	CKRD	1230	250
Regina	CKCK	620	5,000 DA-N
Regina	CKRM	980	5,000 DA-N
Rimouski	CJBR	900	5,000 DA-N
Riviere-du-Loup	CJFP	1400	250
Rouyn	CKRN	1400	250
Roberval	CHRL	1340	250
Sackville	CBA	1070	50,000
St. Boniface	CKSB	1250	1,000 DA
St. Catharines	CKTB	620	1,000 DA
St. Anne de la Pocatiere	CHGB	1350	1,000 D
Saint John	CFBC	930	5,000 DA
Saint John	CHSJ	1150	5,000 DA-N
St. John's	CBN	640	10,000
St. John's	VOCM	590	1,000
St. John's	CJON	930	5,000 DA-N
St. Thomas	CHLO	680	1,000 DA
Sarnia	CHOK	1070	5,000 D
Saskatoon	CFNS	1170	1,000
Saskatoon	CFQC	600	5,000 DA-N
Saskatoon	CKOM	1340	250
Sault Ste Marie	CJJC	1490	250
Shawinigan Falls	CKSM	1220	1,000 DA
Sherbrooke	CHLT	900	1,000 DA-N
Sherbrooke	CKTS	1240	250
Sorel	CJSO	1320	1,000 DA-N
Stratford	CJCS	1240	250
Sudbury	CHNO	1440	1,000 DA



This portion of French-Speaking Quebec, with its tremendous developments of natural resources, power and industry is CANADA'S FASTEST-GROWING MARKET.



Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

To reach this profitable market, Radio is not only the most resultful and economical medium you can buy, but, in many areas, it is the ONLY one to deliver adequate coverage.

THIS MONTH'S SPOTLIGHT STATION

CKBL MATANE

1250 Kilocycles
1000 Watts (Day & Night)

We'll let BBM reports tell the story of our vigorous French-speaking radio station at Matane, on the north shore of the Gaspé peninsula. We cover two counties in New Brunswick, and six in Quebec. By day, our "total weekly BBM Radio homes" is 24,900 — by night 20,240. On a "6-7 per week" basis, we show 18,210 and 12,850 respectively. Plan to include this solid, prosperous audience in your schedules — and specify CKBL Matane.

QUEBEC NO 2 MARKET



CHRC	QUÉBEC	5000 WATTS	CHLT	SHERBROOKE (French)	1000 WATTS	CKBL	MATANE	1000 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKVM	VILLE-MARIE	1000 WATTS	CKLD	THETFORD MINES	250 WATTS
CHLN	TROIS RIVIÈRES	1000 WATTS	CKRS	Jonquière-Kenogami	250 WATTS	CKNB	Campbellton (English)	1000 WATTS

For information on these Leading Regional Stations Write, wire or telephone any of our three offices.

JOS. A. HARDY & CO. LTD.

Radio Station Representatives

DOMINION SQ. BLDG.	39 ST. JOHN ST.	67 YONGE ST
MONTREAL	QUEBEC	TORONTO
UN. 6-8915	2-8178	EM. 3-6009

Advertising Expenditures By National and Local Advertisers Have more than Doubled In 5 years on CJBQ Belleville and Trenton



*We don't sell Time
We Sell*

RESULTS

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

STATION FREQUENCIES cont'd.

City	Station	Kcs.	Watts	
Sudbury	CKSO	790	5,000	DA-N
Summerside	CJRW	1240	250	
Sydney	CBI	1570	1,000	
Sydney	CJCB	1270	5,000	D
			1,000	N
Thetford Mines	CKLD	1230	250	
Three Rivers	CHLN	550	1,000	DA
Timmins	CFCL	580	1,000	DA
Timmins	CKGB	680	5,000	DA-N
Toronto	CBL	740	50,000	
Toronto	CHUM	1050	1,000	D
Toronto	CFRB	1010	50,000	DA
Toronto	CJBC	860	50,000	
Toronto	CKEY	580	5,000	DA-D
			1,000	DA-N
Toronto	CKFH	1400	250	DA
Trail	CJAT	610	1,000	
Truro	CKCL	1400	250	
Val d'Or	CKVD	1230	250	
Vancouver	CBU	690	10,000	DA
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	DA-N
Ville Marie	CKVM	710	1,000	DA-N
Watrous	CBK	540	50,000	
Windsor, N.S.	CFAB	1450	250	
Windsor, Ont.	CKLW	800	50,000	DA
Windsor, Ont.	CBE	1550	10,000	DA
Wingham	CKNX	920	1,000	DA-N
Winnipeg	CBW	990	50,000	
Winnipeg	CJOB	1340	250	
Winnipeg	CKRC	630	5,000	DA-N
Winnipeg	CKY	580	5,000	DA
Woodstock	CKOX	1340	250	
Yarmouth	CJLS	1340	250	
Yorkton	CJGX	940	1,000	

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Brantford	CKPC-FM	94.7	250
Cornwall	CKSF-FM	104.3	600
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	CJSH-FM	102.9	9,200
Kingston	CKWS-FM	96.3	350
Kirkland Lake	CJKL-FM	93.7	250
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
North Bay	CFCH-FM	106.3	250
Ottawa	CBO-FM	103.3	380
Ottawa	CFRA-FM	93.9	383
Peterborough	CHEX-FM	101.5	250
Quebec	CHRC-FM	98.1	595
Rimouski	CJBR-FM	101.5	570
St. Catharines	CKTB-FM	97.7	250
Saint John	CHSJ-FM	100.5	325
Sarnia	CHOK-FM	97.5	250
Sydney	CJCB-FM	94.9	630
Timmins	CKGB-FM	94.5	425
Toronto	CBL-FM	99.1	5,580
Toronto	CFRB-FM	99.9	600
Toronto	CJRT-FM	91.1	9,900
Vancouver	CBU-FM	105.7	1,400
Verdun	CKVL-FM	96.9	10,200
Windsor, Ont.	CKLW-FM	93.9	250
Winnipeg	CJOB-FM	103.1	250
Woodstock	CKOX-FM	106.9	262

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

TELEVISION STATIONS

In Operation

City	Name	Channel	ERP. in kw.		Manager
			Video	Audio	
Montreal	CBFT (CBC)	2	15.7		Aurele Seguin
Toronto	CBLT (CBC)	9	25.65		Fergus Mutrie

Under Construction

Halifax	CBC	3	100		CBC
** Hamilton	Niagara Television Ltd.	13	80.6	48.36	Ken Soble
** London	Free Press Printing Co.	10	117	59.6	Murray Brown
* Ottawa	CBC	4	15		CBC
** Quebec	Televis'on de Québec Ltd.	4	.923	.554	- - -
Saint John	New Brunswick Broadcasting	4	27.8	13.9	George Cromwell
Sudbury	CKSO Radio Ltd.	5	1.25	.625	Wilf Woodill
Sydney	Cape Breton Broadcasters	4	24	12	Marven Nathanson
** Vancouver	CBC	2	100		CBC
Windsor	Western Ontario Broadcasting	9	103	61.8	J. E. Campeau
** Winnipeg	CBC	4	50		CBC

* expected in operation this month.
 ** expected in operation this year.

STATIONS OF THE CBC AND SUBSIDIARY NETWORKS

Trans-Canada Network

Atlantic Region (Basic)

CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)

CBN St. John's
 CBY Cornerbrook
 CBG Gander
 CBT Grand Falls
 CKBW Bridgewater

Mid-Eastern Region (Basic)

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

Mid-Eastern Region (Supplementary)

CHOK Sarnia
 CJNT Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)

CKCK Regina
 CFAR Flin Flon
 CFGP Grand Prairie
 CJCA Edmonton
 CFAC Calgary

Pacific Region (Basic)

CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

Pacific Region (Supp.)

CKLN Nelson
 CKPG Prince George
 CFPR Prince Rupert
 CJDC Dawson Creek

Dominion Network

Atlantic Region (Basic)

CJCB Sydney
 CJFX Antigonish
 CFCY Charlottetown
 CHNS Halifax
 CKCW Moncton
 CKNB Campbellton
 CJLS Yarmouth
 CFBC Saint John

Mid-Eastern Region (Basic)

CKTS Sherbrooke
 CFCF Montreal
 CKOY Ottawa
 CHOV Pembroke
 CFJR Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)

CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 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

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)

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

CHLT Sherbrooke
 CJEM Edmundston
 CJFP Riviere du Loup
 CKLD Thetford Mines
 CFCL Timmins
 CKSB St. Boniface
 CFNS Saskatoon
 CFRG Gravelbourg
 CHFA Edmonton

Subsidiary Networks

French Radio Associates (Basic)

CKVL Verdun
 CKCV Quebec
 CHLN Trois Rivieres
 CHLT Sherbrooke
 CJSO Sorel
 CHEF Granby

(Supplementary)

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

Trans-Quebec Radio Groupe (Basic)

CKAC Montreal
 CHRC Quebec
 CKRS Jonquiere-Kenogami

(Affiliated)

CHNC New Carlisle
 CKVM Ville Marie
 CKLD Thetford Mines
 CKBL Matane

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

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
 HIGH-POWERED
 STATION

ASK

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

BUY in an E-X-P-A-N-D-I-N-G MARKET...

Buy

CKRM

Saskatchewan's Personal Per Capita Income Up

70%

Personal per capita income for Saskatchewan residents is now \$1,425 which is 70% higher than the previous 10 year average, and 20% better than the National average.

Ask About This Expanding Market NOW!

See or write "RADIO REPRESENTATIVES",
 Montreal Toronto Winnipeg Vancouver

CKRM 980 KCS
Regina



How many should I order?

IT HAPPENS frequently! The Wholesaler will contact our station Manager before placing orders for the following months.

"Is the manufacturer continuing to use the station?"

"How extensive is the campaign?"

"When does it expire? Will they renew?"

The sales impact of the "Northern" Stations is so VITAL TO DISTRIBUTION in Northern Ontario and Northwestern Quebec that the Wholesaler MUST know the Radio support each product will receive.

The CKGB

CJKL

CFCH Sales-Team

has an enviable reputation for moving merchandise off the shelves. If you have a sales problem in the North —

follow the lead of others—

Use Radio

In "the North" Radio means:

CKGB

Timmins

CJKL

Kirkland Lake

CFCH

North Bay

Represented by National Broadcast Sales,
Toronto, Montreal; Don Cooke Inc., U.S.A.

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: Galt Building
Calgary: Taylor, Pearson & Carson Building
Vancouver: 198 W. Hastings St.

John Tregale
Burt Hall
M. V. Chesnut
H. R. Carson
J. E. Baldwin

BROADCAST REPRESENTATIVES LTD.

Winnipeg: Lindsay Building

A. J. Messner

CANADIAN BROADCASTING CORPORATION

Toronto: 354 Jarvis St.
Montreal: Radio Canada Building

Walter Powell
Maurice Valiquette

JOS. A. HARDY LTD.

Montreal: 1015 Dominion Square Bldg.
Toronto: 67 Yonge St.

Mrs. B. Wells
Bruce Butler

JOHN N. HUNT & ASSOCIATES

Vancouver: 198 W. Hastings St.

J. N. Hunt

PAUL MULVIHILL

Toronto: 21 King St. East (Room 300)

Paul Mulvihill

NATIONAL BROADCAST SALES

Toronto: 222 Simcoe St.
Montreal: 1396 St. Catherine St. West

R. A. Leslie
Ed Kavanagh

OMER RENAUD & CO.

Montreal: 1411 Stanley Street
Toronto: 170 Bay St.

Omer Renaud
Ken Davis

RADIO REPRESENTATIVES LTD.

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

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: King's Hall Building

Jim Tapp

RADIO & TELEVISION SALES INC.

Toronto: 10 Adelaide St. East
Montreal: Windsor Hotel

A. A. McDermott
Andy Wilson

STEPHENS & TOWNDROW

Toronto: 35 King St. West

Bill Stephens
Ernie Towndrow

HORACE N. STOVIN & CO.

Toronto: Victory Building

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

H. N. Stovin
Ralph Judge
T. C. Maguire
Jack Whitehouse
Jim Stovin

UNITED STATES

DONALD COOKE INC.

New York: 551 Fifth Avenue
Chicago: 228 North La Salle Street
Los Angeles: 111 North La Cienga Blvd.
San Francisco: 233 Sansome St.
Detroit: 1072 Penobscot Building

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

JOSEPH HERSHEY MCGILLVRA INC.

New York: 366 Madison Avenue
Chicago: 185 North Wabash Avenue
Los Angeles: 111 North La Cienga Blvd.
San Francisco: 233 Sansome Street

J. H. McGillvra
Hub Jackson
Lee O'Connell
William Ayres

WEED & CO.

New York: 350 Madison Ave.
Chicago: 203 North Wabash Ave.
Detroit: Book Building
Hollywood: 6331 Hollywood Blvd.
San Francisco: 68 Post Street
Boston: Statler Building
Atlanta: Palmer Building

Joseph J. Weed
Peter A. McGurk
Cornelius C. Weed
Bernard Pearse
Lincoln P. Simonds
Mollie Eastman
Henry Greene
George Swearingen, Jr.

ADAM J. YOUNG JR. INC.

New York: 22 East 40th Street
Chicago: 55 East Washington Street
Los Angeles: 6221 Hollywood Blvd.
6 N. 7th St.

Adam J. Young, Jr.
Wm. J. Reilly
William L. Wallace
Jack Hetherington

RADIO ADVERTISING AGENCIES

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

Aikin-McCracken Ltd.
Anderson, Smith & Cairns Ltd.
Ardiel Advertising Agency Ltd.
Associated Broadcasting Co. Limited
Atherton & Currier Inc.
Baker Advertising Agency Ltd.
Benton & Bowles Inc.
John McKenney Bingham Ltd.
Leo Burnett Co. of Canada Ltd.
Burns Advertising Agency Ltd.
S. W. Caldwell Ltd.
Canadian Advertising Agency Ltd.
Garry J. Carter of Canada Ltd.
Cockfield, Brown & Co. Ltd.
Don H. Copeland Advertising Ltd.
Crombie Advertising Co. Ltd.
Dancer-Fitzgerald Sample (Canada) Ltd.
A. J. Denne & Co. Ltd.
Dominion Broadcasting Co.
Ellis Advertising Co.
W. H. Emmett (Canada) Ltd.
Robert J. Enders Advertising Inc.
Erwin Wasey of Canada Ltd.
Feres Advertising Service
James Fisher Co. Ltd.
Harry E. Foster Advertising Ltd.
William Gent Advertising Co.
J. J. Gibbons Ltd.
Gordon & Gotch (Canada) Ltd.
Grant Advertising of Canada Ltd.
F. H. Hayhurst Co. Ltd.
L. J. Heagerty Ltd.
Heggie Advertising Co.
Publicite J. E. Huot Ltee
Hutchins Advertising Co. of Canada Ltd.
Imperial Advertising Ltd.
Albert Jarvis Ltd.
Russell T. Kelley Ltd.
Kenyon & Eckhardt Ltd.
Locke, Johnson & Co. Ltd.
James Lovick & Co. Ltd.
MacLaren Advertising Co. Ltd.
McCann-Erickson Inc.
McConnell Eastman & Co. Ltd.
McGuire Advertising Ltd.
McKim Advertising Ltd.
Jack Murray Ltd.
Muter, Culliner, Frankfurter & Gould Ltd.
O'Brien Advertising Ltd.
O'Neill, Larson & McMahon
Wm. Orr & Company
Robert Otto Inc.
Paul-Taylor-Phelan Ltd.
PayeurPublicite Ltd.
Elton M. Plant Co.
Alford R. Poyntz Advertising Ltd.
Thornton Purkis Ltd.
E. W. Reynolds Ltd.
Ronalds Advertising Agency Ltd.
Ruthrauff & Ryan Inc.
Schneider, Cardon Ltd.
Allan R. Sills & Co.
R. C. Smith & Son Ltd.
Spitzer & Mills Ltd.
Harold F. Stanfield Ltd.
Stevenson & Scott Ltd.
Stewart-Bowman-Macpherson Ltd.
Tandy Advertising Agency Ltd.
J. Walter Thompson Co. Ltd.
Vamplew Advertising
Vickers & Benson Ltd.
Walsh Advertising Co. Ltd.
Armand S. Weill Inc.
Whitehall Broadcasting Ltd.
Willis Advertising Ltd.
Woodhouse & Hawkins
Young & Rubicam Ltd.

2 Toronto St., Toronto
42 Scollard St., Toronto
1510 Drummond St., Montreal
4 Lawton Blvd., Toronto
37 James St. South, Hamilton
1139 Bay St., Toronto
100 Adelaide St. W., Toronto
1315 Yonge St., Toronto
1557 Mackay St., Montreal
91 Yonge St., Toronto
86 Adelaide St. E., Toronto
170 Bay St., Toronto
1500 St. Catherine St. W., Montreal
80 Richmond St. W., Toronto
Sun Life Bldg., Montreal
80 King St. W., Toronto
Dominion Bldg., Vancouver
59 Avenue Rd., Toronto
Canada Cement Bldg., Montreal
Metropolitan Bldg., Toronto
Electric Railway Chambers, Winnipeg
Royal Bank Bldg., Vancouver
442 Sherbourne St., Toronto
391 St. James St. W., Montreal
24 King St. W., Toronto
Royal Bank Bldg., Toronto
90 King St. W., Toronto
4 Albert St., Toronto
77 York St., Toronto
Drummond Bldg., Montreal
1176 Sherbrooke St., Montreal
1440 St. Catherine St. W., Montreal
1170 Bay St., Toronto
63 Duke St., Hamilton
215 Victoria St., Toronto
Sun Life Bldg., Montreal
149 Alcorn Ave., Toronto
138 Sun Life Bldg., Montreal
Dominion Bldg., Vancouver
612 Barrington, Halifax
165 McDermot Ave., Winnipeg
120 Bloor St. East, Toronto
200 Bay St., Toronto
Dominion Square Bldg., Montreal
272 Scott Block, Winnipeg
Province Bldg., Vancouver
Renfrew Bldg., Calgary
Credit Foncier Bldg., Edmonton
Leader Bldg., Regina
43 Victoria St., Toronto
90 Richmond St. West, Toronto
7 King St. E., Toronto
1510 Drummond St., Montreal
35 Avenue Rd., Toronto
57 Bloor St. West, Toronto
353 St. Nicholas St., Montreal
1244 Dufferin St., Toronto
407 Barrington, Halifax
94 Yonge St., Toronto
447 Main St. E., Hamilton
Royal Bank Bld., Vancouver
480Lagauchetiere W., Montreal
80 King St. W., Toronto
Harbor Commission Bldg., Toronto
789 West Pender, Vancouver
800 Bay St., Toronto
Dominion Square Bldg., Montreal
Wales Hotel, Calgary
Lafleche Bldg., Edmonton
372 Bay St., Toronto
Dominion Square Bldg., Montreal
Electric Railway Chambers, Winnipeg
Province Bldg., Vancouver
111 Sparks St., Ottawa
200 Bloor St. E., Toronto
147 University Ave., Toronto
Huron & Erie Bldg., London
Dominion Square Bldg., Montreal
173 Portage Ave. E., Winnipeg
1198 West Pender, Vancouver
Bank of Commerce Bldg., Windsor
371 Richmond St., Toronto
1520 Mountain St., Montreal
1510 Drummond St., Montreal
47 Fraser Ave., Toronto
National Trust Bldg., Winnipeg
591 Burrard St., Vancouver
727A Bayview Ave., Toronto
1121 Bay St., Toronto
928 West Pender St., Vancouver
447 Jarvis St., Toronto
464 Yonge St., Toronto
222 Simcoe St., Toronto
169 Yonge St., Toronto
639 8th Ave., Quebec
303 Bartlett Bldg., Windsor
95 King St. E., Toronto
4109 St. Catherine St. W., Montreal
330 Bay St., Toronto
145 Yonge St., Toronto
985 Sherbrooke St. West, Montreal
Keefer Bldg., Montreal
108 Peter St., Toronto
80 Richmond St. West, Toronto
2024 Peel St., Montreal
137 Wellington St. West, Toronto
80 King St. W., Toronto
50 King St. W., Toronto
Dominion Square Bldg., Montreal
Dominion Square Bldg., Montreal
67 Richmond St. W., Toronto
1260 University St., Montreal
100 Adelaide St. W., Toronto
402 West Pender St., Vancouver
Province Bldg., Vancouver
337 West 8th Ave., Calgary
Brock Bldg., Edmonton
88-90 Richmond St. W., Toronto
294 Portage Ave., Winnipeg
66 Portland St., Toronto
Dominion Square Bldg., Montreal
66 Temperence St., Toronto
1175 Bay St., Toronto
Keefer Bldg., Montreal
380 Victoria St., Toronto
Guaranty Trust Bldg., Windsor
1020 University Tower, Montreal
44 King St. West, Toronto
225 Mutual St., Toronto
1510 Drummond St., Montreal
220 Richmond St. West, Toronto
1175 Bay St., Toronto
University Tower Bldg., Montreal
44 King St. W., Toronto

Five rich markets that mean BUSINESS to Advertisers

CJCH, Halifax
161 new multiple housing units under way in this flourishing city of 134,000.

CHOK, Sarnia
Contracts amounting to \$2½ million have been issued for new housing program.

CKBB, Barrie
1,000 permanent homes at Camp Borden plus a bonus audience of 7,000 enlisted men, plus 5,500 cottages served by Hydro.

CKTB, St. Catharines
Queenston Hydro project has monthly payroll of well over \$1,000,000.

CJFX, Antigonish
Covers large Industrial Markets — Cape Breton and Pictou counties.

You can't afford to pass up these hard-hitting stations.

For Quick and Complete Information Contact

Paul Mulvihill

Radio Station Representative
21 KING ST. EAST — TORONTO
EM. 8-6554

**"You mean they'll hear
my sales talk at home —
on vacation — everywhere!"**

EVEN forward-looking businessmen, 25 years ago, were cautious about radio's selling power. Today, it's a fact that radio is the most forceful salesman ever to invade the millions of homes that make up our country. Radio's persuasive intimacy produces more sales, faster.

As an illustration, take a popular afternoon quiz program *on CFRB. This particular show has a total potential audience of 618,000 radio homes. 25 years ago who could imagine a potential like that?

CFRB was the first to envisage the tremendous sales power of radio. Now, with over 25 years of experience to rely on, CFRB has the background and the foresight to help today's advertisers sell.

What's your problem? Want to move more fans, pans, moth-killers, sandwich fillers? Then call in a CFRB representative and let him show you how radio can be your best salesman.



As ever
your No. 1 Station
in Canada's No. 1 Market

CFRB

50,000 watts 1010 K.C.

REPRESENTATIVES

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

*** DAILY DERBY**
(daytime B.B.M.)

Your prospects are 'at home' to radio... to CFRB. Your radio selling messages reach, remind, result in sales of your product.

