

25c a Copy — \$5.00 a Year — \$10.00 for Three Years
Including Canadian Retail Sales Index

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 23.

TORONTO, ONTARIO

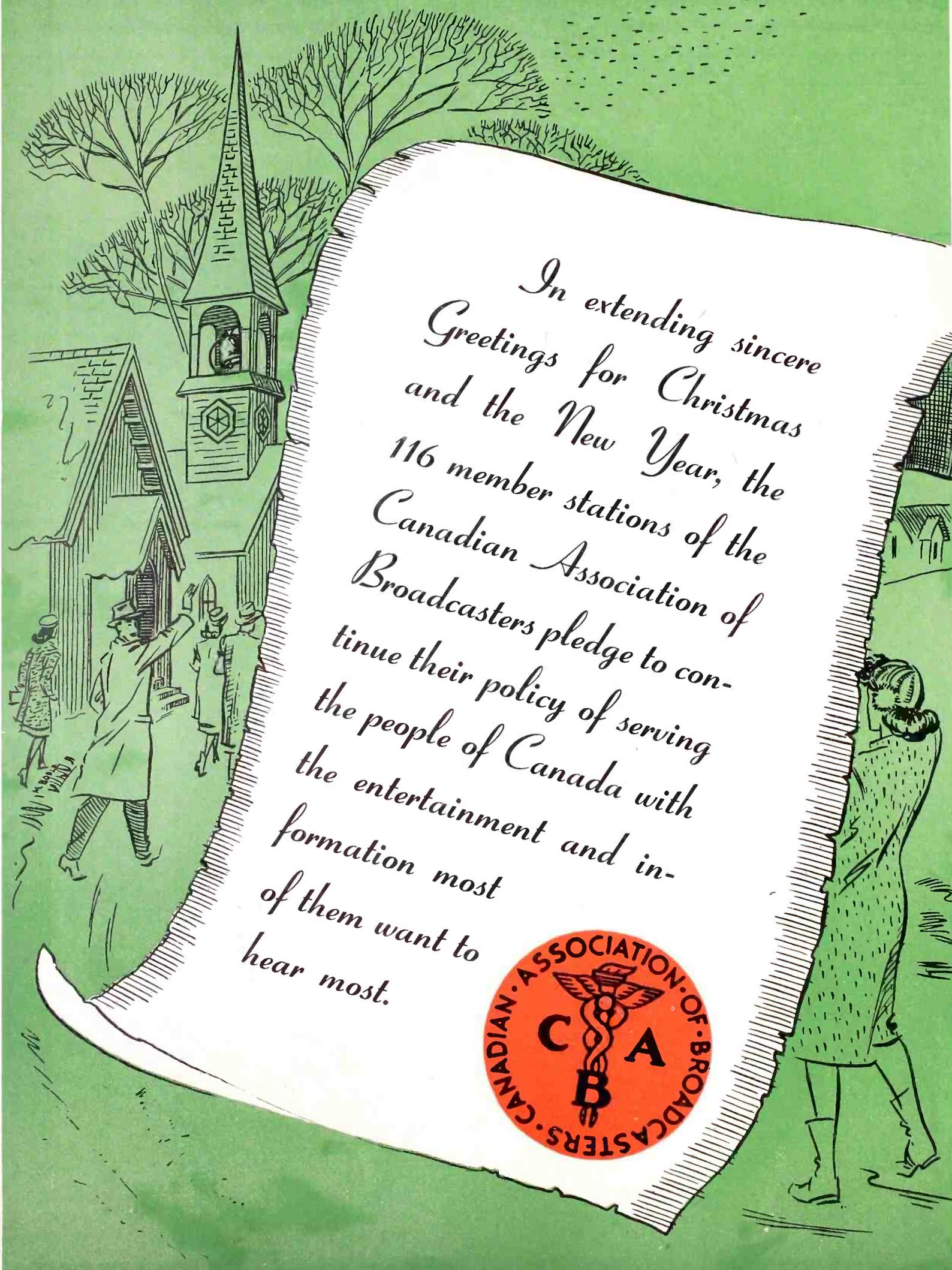
December 3rd, 1952



—United Press Photo.

Maintaining the tradition established by her grandfather, King George V, in 1932, Queen Elizabeth II will broadcast a greeting to the people of the British Commonwealth on Christmas Day. Our picture was taken by United Press photographer Charles James Dawson as the Queen rode in her Irish State Coach to open Parliament last month. Shot at an estimated range with a shutter speed of 1/400 of a second, the picture brought praise from British newspapers and personal congratulations and a request for an enlargement from Prime Minister Churchill. The photographer said it was "just luck."

In extending sincere
Greetings for Christmas
and the New Year, the
116 member stations of the
Canadian Association of
Broadcasters pledge to con-
tinue their policy of serving
the people of Canada with
the entertainment and in-
formation most
of them want to
hear most.



ACA

ACA Backs Liberal Council

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

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

"The development of television in Canada is a matter of great interest to business and public alike," said Hedleigh T. Venning, ACA president and vice-president in charge of sales and advertising for Sherriff's Ltd. "Private capital is now ready to venture into and further develop this industry, a move which would naturally add to technical employment, encourage initiative, and give more Canadians experience and a foothold, along with other nations, in this branch of the industry."

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

A Note of Greetings

Ernie Courtney

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

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

TOTAL Radio Homes

DAY TIME	
CFCN	141,030— 48.7% more than #2 and 105.7% more than #3.
Station #2	95,410
Station #3	68,540

NIGHT TIME	
CFCN	158,650— 89.2% more than #2 and 156.0% more than #3 and 8.7% more than #2 plus #3.
Station #2	83,840
Station #3	61,950

6-7 per week Radio Homes

DAY TIME	
CFCN	79,940— 50.2% more than #2 and 109.0% more than #3.
Station #2	53,220
Station #3	38,240

NIGHT TIME	
CFCN	61,630— 57.2% more than #2 and 132.3% more than #3.
Station #2	39,200
Station #3	26,520

YOU GET MORE FOR YOUR MONEY ON

CFCN

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

CALGARY

Greetings . . .



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

from the award winning

All-Canadian daily net-

work serial

"BRAVE VOYAGE"



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



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

CANADIAN BROADCASTER AND TELESREEN

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Vancouver - - - - - Bob Francis



Vol. 11, No. 23.

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December 3rd, 1952

Christmas 1952

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

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

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

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

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

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

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

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

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

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

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

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

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

Getting The Government Off The Hook

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

Projection of the radio listener license fee system into television has been discussed, but the government must realize that this could not be expected to function fairly when Canadian TV is only being broadcast in the two centres, while several other districts are well within reach of United States stations. These include Windsor and the other Border Cities, the Niagara Peninsula, and, to a limited extent, Vancouver. If license fees were only collected where CBC was operating TV stations, then



it could be reasonably assumed that the licenses were issued to permit viewing specifically of CBC telecasts, because fees were only levied in CBC-served areas. Under these circumstances, Toronto viewers, for example, would have a good case for refusing to buy licenses if they claimed they only used their sets to look in on Buffalo, and perhaps even found some means of neutering the CBC channel. In Windsor, where there is no CBC service, people could scarcely be expected to pay willingly a hefty license fee to the Canadian Government, for the privilege of viewing Detroit telecasts.

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

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

As you know, last month the Canadian Association of Broadcasters appeared before the Cabinet to back up the demands of the Liberal Council that private enterprise be given a chance to develop TV along with the CBC and also for the establishment of an independent regulatory body

to govern the destinies of both kinds of broadcasting. This must have given someone an idea.

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

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

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

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

This paper favors good broadcasting, by CBC and private stations alike. It contends, however, that high quality is impossible without the spur of fair competition.

**WANTED
ANNOUNCER-OPERATOR**

For Interior B.C. Station

Starting Salary
\$175 month plus
Bonus Plan

No Drifters
Or Prima Donnas

Send History & Tape to:
Box A-145
C. B. & T., 163½ Church St.
Toronto



Nearly nine months have elapsed since last April I announced—exclusive to this column, of course—that I had attained the ripe old age of half a century. In

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

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

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

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

There's quite a technique to looking at TV properly. At present, I'm not familiar enough to know which shows rate a look and which don't, so I'm taking them all in. Time will come, though—and not too far hence—



BILL STEPHENS



AND

ERNIE TOWNDROW

WISH YOU ALL
A VERY
MERRY
CHRISTMAS

STEPHENS & TOWNDROW

35 KING STREET WEST
TORONTO

CKX
BRANDON
1928 - 1952
24TH
YEAR

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



As we say in Quebec:

*Joyeux Noël
et
Bonne Heureuse
Année!*

from
Canada's Greatest Mail Puller★

Phil Lalonde, George Bourassa and the Staff at

CKAC, Montreal

*7,000,000 letters this year!

Tell Us Another

Certainly there's a Santa Claus. How else could our schedule be so crowded?

Nearly two hundred local advertisers, who at least seem to be progressive, are piling into CFOR with programs, spots and flashes.

They say we're going to give them the best Christmas season they've ever had. We say that it will have to be good if they're going to pay for all that advertising.

Interested in our 24,000 radio homes? Don't suppose so, but just in case, Stovin and the boys have a line for you which is fairly convincing.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

when I shall have a much shorter list of shows-to-see than of shows-to-miss. I think discrimination is an important part of getting the fullest enjoyment from the new medium. However much you like the movies, you'd sicken to death of them if you went every night. And then look what fun you would have lost.

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

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

...

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

...

Such telephonic impolitenesses as "who's calling?" have received the treatment from time to time in this column. A new practice is growing in use (or abuse) which seems to me to be a pity. It goes like this. Mr. Kgmn tells his secretary to put in a long distance call to Mr. Drtd. In due course the connection is made and the operator says she has a call for Mr. Drtd. The girl the other end says she has him. Then Mr. Kgmn's secretary says "Will you put Mr. Drtd on the line." Mr. Drtd's gal says he is on the line. Then and then only does the secretary plug in Mr. Kgmn who started the whole thing, presumably for his own advantage, but is apparently much too important, busy, upstage, ornery or something to permit himself to have a minute of his time trespassed upon, though such treatment of Mr. Drtd couldn't matter less.

Maybe this is all very well and good if Mr. Kgmn is about to bestow a favor on Mr. Drtd. It may not be too gross an insult if Mr. Kgmn waits right by the phone until Mr. Drtd is on the line. But sometimes these things are subject to delay, and by the time Kgmn's secretary has Drtd panting expectantly into the in-

strument, Kgmn may be talking on the other line, doing something or other in the plant, interviewing a client, or out for a beer. This can prove very aggravating to the traditionally patient Mr. Drtd. And even if it doesn't matter because he is on the selling side of the desk at the mo-

(Continued on page 8)

In Extending Warmest Christmas Greetings All Of Us At CFJR, Brockville

Wish to say a big thanks for the major part you have played in making the past year such a successful one for us. We trust you and yours will experience a most joyous Yuletide season.

Jack R. Radford

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

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



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

CJOR

Vancouver, Canada

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

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

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



T'was the month before Christmas
And from one R.G.L.
Came an early reminder
That had this to tell . . .
"Get your copy for Christmas
In our hands in good time . . .
Go to work on your message . . .
Be it dull prose or rhyme . . ."
So we grabbed up some paper,
And decided that we,
In our Christmas ad this year,
Would chortle with glee,
Of a year of good business,
A year when the guys
Who place National Business
Had used us and been wise.
How we paused at this time
And extended the hand
Of commercial-blessed friendship
To all in the land
Who through wisdom or chance
Had used time on this station,
Thus improving their lot
With this part of the nation . . .
Then we thought and we thought
Tried to think of a rhyme
To impress all our clients
And sell them more time . . .
A message of Christmas
How St. Nicholas dear
Uses time on this station
Though it's just once a year . . .
How we simply love Turkey
Basted so it will glisten,
How we always talk Turkey
As our listeners listen . . .
How we go for Mince Pie . . .
How we drool at the chops,
How we never Mince words
With the listener who shops . . .
How we love Christmas bells
As they tinkle and chime . . .
How we always ring bells
THROUGH THE YEAR . . .
EVERY TIME!
Then we thought for a minute
How hollow it sounds
To yak-yak about business
When goodwill abounds . . .
How much smarter, we thought,
If we simply expressed
Hearty greetings to those
By whose friendship we're
blessed . . .
So . . . up Donner and Blitzen
Down Elliott-Haynes . . .
Up Dancer and Dasher
Down B.B.M. claims . . .
It's Christmas and we
Who work for and are CHAT . . .
Send you every good wish . . .
And a doff of our HAT!

CHAT

MEDICINE HAT

Hop Yuill

Bob Buss

HAPPY DAYS !



Gordon Cook

*Radio Artists
Telephone
Exchange
and all its
Subscribers
Including*

- Davies, Joy
- Dennis, Laddie
- Easton, Richard
- Firth, Diana
- Frid, John
- Leach, George
- MacBain, Margaret
- Milsom, Howard
- Mortson, Verla
- Ould, Lois
- Ralston, Derek
- Scott, Sandra
- Stott, Joanne

*WISH YOU
COMPLIMENTS
OF THE
SEASON*



You can't cover Simcoe County without CKBB
BARRIE
 REPS — PAUL MULVIHILL TORONTO
 RADIO TIME SALES MONTREAL
 ADAM YOUNG U.S.A.

DESK....

(Continued from page 7)

ment, the time may come when the situation is reversed and Drtd may be illogical enough to remember the slight just when Kgm is seeking a favor.

Excuse me for living!

Bob Reford, Toronto Bureau manager for British United Press, is about to take courage and typewriter in hands and assail the Ottawa stronghold as a freelance newsman acting as capital correspondent for anyone seeking such services. (I'm not sure if capital refers to the city, Bob's excellence or a form of punishment). By the time this item emerges in print,

the move will be an accomplished fact, because Bob and BUP "asofed" it December 1.

We became interested when this piece of news reached "The Desk," because we wondered whether editorial representation in Ottawa might enhance interest in this journal.

Because he was still on the BUP staff, Bob was quite uncommunicative except for the above. He did disclose the fact though that he is being succeeded at BUP by his erstwhile assistant (Mrs.) Patricia Clarke.

Credit is due the AP news wire for the one about the Oklahoma City announcer who was going to have his tonsils out. Before administering a local anaesthetic, the doctors gave him a sedative to quiet him down. But the sedative had the opposite effect. The announcer, one Chris Daniels, started spouting commercials. And they grew louder and faster. Finally they "tuned him out" with ether.

And that cleans off The Desk for this issue. Buzz me if you hear anything, won't you?

Best Wishes



Northern Broadcasting Co. Ltd.
 CFCH CJKL CKGB
 NORTH BAY TIMMINS KIRKLAND LAKE

Merry Christmas

to

- Dick Lewis
- Art Benson
- Tom Briggs
- Grey Harkley

and all those friends of the Broadcaster who read this advertisement



Bill Cranston
 and the gang
 at CKOC

AGENCIES

Hayter Helms U.S. Agency



Toronto.—Evan W. Hayter has been named managing director of the two new Canadian offices of the U.S. advertising agency, McCann-Erickson Inc., it was announced late last month by the company's president, Marion Harper, Jr. The Toronto office at 200 Bloor St. E. was opened December 1. A Montreal office is to be opened soon.

Hayter, former marketing and advertising manager of the Good-year Tire & Rubber Company of Canada Ltd., will head all-Canadian staffs in the two offices, although other members have yet to be announced.

The McCann-Erickson subsidiary in this country will begin immediately handling the advertising of the Shadow Wave Division of the Pepsodent Company of Canada, Ltd., and the American Safety Razor of Canada Ltd.

Use Choir & Orchestra For Chrysler Flashes



Arranger Johnny Burt and Walsh Radio Director Ev Palmer

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

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

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

Also among the all-Canadian

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

by Palmer.

According to Len Headley, manager of RCA's recording division which disc'd the announcements, the campaign was "one of the most elaborate series of flashes" yet to be handled by RCA.

cjcs
SELLS
in
Stratford

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

Special Announcement

Magnecord

announced an outstanding new development at the Audio Fair. If you were unable to attend the Audio Fair why not write for further information about the SINGLE CASE portable "Voyager" by *Magnecord.*

Kingsway
FILM EQUIPMENT LIMITED

3569 DUNDAS ST. WEST, TORONTO



This Is Our 25th Opportunity

To wish our many friends a very Merry Christmas . . . a very prosperous New Year!

For 25 years CJGX has stressed community service at all times . . . we at CJGX have offered our listeners valuable, entertaining and educational radio programming day after day — year after year.

We are looking forward to the next 25 years!



940 ON YOUR RADIO DIAL

CJGX
Yorkton
SASKATCHEWAN

1927-52 — 25 YEARS OF COMMUNITY SERVICE

Merry Christmas

Jaff Ford

Eddie Luther
Wishes you and yours
All the Best!

NEW CBC CHIEFS NAMED



J. Alphonse Ouimet



Ernest Bushnell

Ottawa. — The appointment of J. Alphonse Ouimet as general

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

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

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

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

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

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

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

REGINA **CKCK** SERVING THE PRAIRIE WEST

A Note to say Happy Christmas

⚡

Lou Snider

CHRISTMAS GREETINGS

From Marjorie Purvey and her Toronto School of Radio Drama

STATIONS

No Language Changes

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

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

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

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

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

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

■ ■ ■
The board approved the following share transfers: 100 common shares in CJAD, Montreal; transfer of control in CKLS, La Sarre, to J. J. Gourd, D. A. Gourd and R. Charbonneau; transfer of 1 common share in CJEM, Edmonton; transfer of 1 common share in CJFX, Antigonish; recapitalization of CKNW, New Westminster, from 10,000 common to 10,000 common and 200,000 preferred shares and issuance of 81,600 preferred shares; transfer of control in CHAB, Moose Jaw, from J. E. Slaughter and W. L. Davis to W. L. Davis.

Station Defies Union

Niagara Falls.—Ignoring a ban placed on it by the American Federation of Musicians, station CHVC here broadcast live the entire civic Remembrance Day service last month.

Although arrangements for broadcast of the service got under way three weeks before, with the

permission of civic officials, it was not until November 10 that the secretary of Local 298, A.F. of M., Louis J. Scott, warned the station against broadcasting music played at the service by its members, CHVC manager Howard Bedford said.

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

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

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

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

OBITUARY

EVELYN SNELGROVE

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

LAURIE DILLABAUGH

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

ANNOUNCER WANTED

Halifax station has an opening for an experienced, personable announcer. Excellent opportunity, full union shop. Start January first. Give experience, special aptitudes, marital status. Send tape or disc.

Box A-147
 C. B. & T., 163 1/2 Church St.
 Toronto

PROFESSIONAL RADIO ENGINEER

Expert on Broadcast and Television allocations with first-hand knowledge of Government technical regulations, seeking affiliation with progressive Radio or Broadcasting organization. Further details on request.

Box A-146
 C. B. & T., 163 1/2 Church St.,
 Toronto

Season's Greetings



CHEX
 Peterborough

CKWS
 Kingston

"VOICE OF THE FRASER VALLEY"

CHWK
 CHILLIWACK

REPRESENTATIVES
 ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

BETWEEN the 1950 and 1952 B.B.M., CHWK gained more radio homes, Day and Night than any *Non-Metropolitan Station in British Columbia.

**Greater Vancouver and Victoria only excluded.*

best wishes



Wally Crouter

Season's Greetings

CKNX
 WINGHAM



The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL

**WE'RE
SURE
BUSY
at the
MARITIME'S
BUSIEST STATION**



BECAUSE . . . it's centred—where population is thickest!

BECAUSE . . . it's finest equipped—and best staffed!

BECAUSE . . . it's First—in features, popularity and sales-power!

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

CHNS
**THE VOICE
OF HALIFAX**
**THE CHOICE
OF HALIFAX**

**SOUND
EFFECTS?**
WE HAVE THE BEST!
E·M·I
sound effects library
and
SPEEDY-Q
sound effects library
The world's finest
sound effects libraries
CALL OR WRITE
YOUR ALL-CANADA MAN
TODAY!
**ALL - CANADA
RADIO FACILITIES
LIMITED**
80 RICHMOND ST. W.
TORONTO

Talent Trail
by Tom Briggs



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

A leaf from this intrepid traveller's itinerary reads like the time-table for a Buck Rogers' space ship. Guaranteeing herself a white Christmas, she is going to spend it in Whitehorse, Yukon Territories; but that is a day or so after a flying trip to Britain.

Earlier this month, things will be comparatively quiet for this broadcaster. She'll visit Brockville on the 12th and, two days later, Sudbury. These are but

two of the stops she plans in maintaining a schedule that puts her at least once each year in each of the 31 cities with stations on the Dominion network. She views it as good and necessary public relations for her five-day-a-week network *Good Luck Margarine Show*.

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

■ ■ ■

Then it's **Johannesburg** on January 2!

But this is all on-the-air stuff.

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

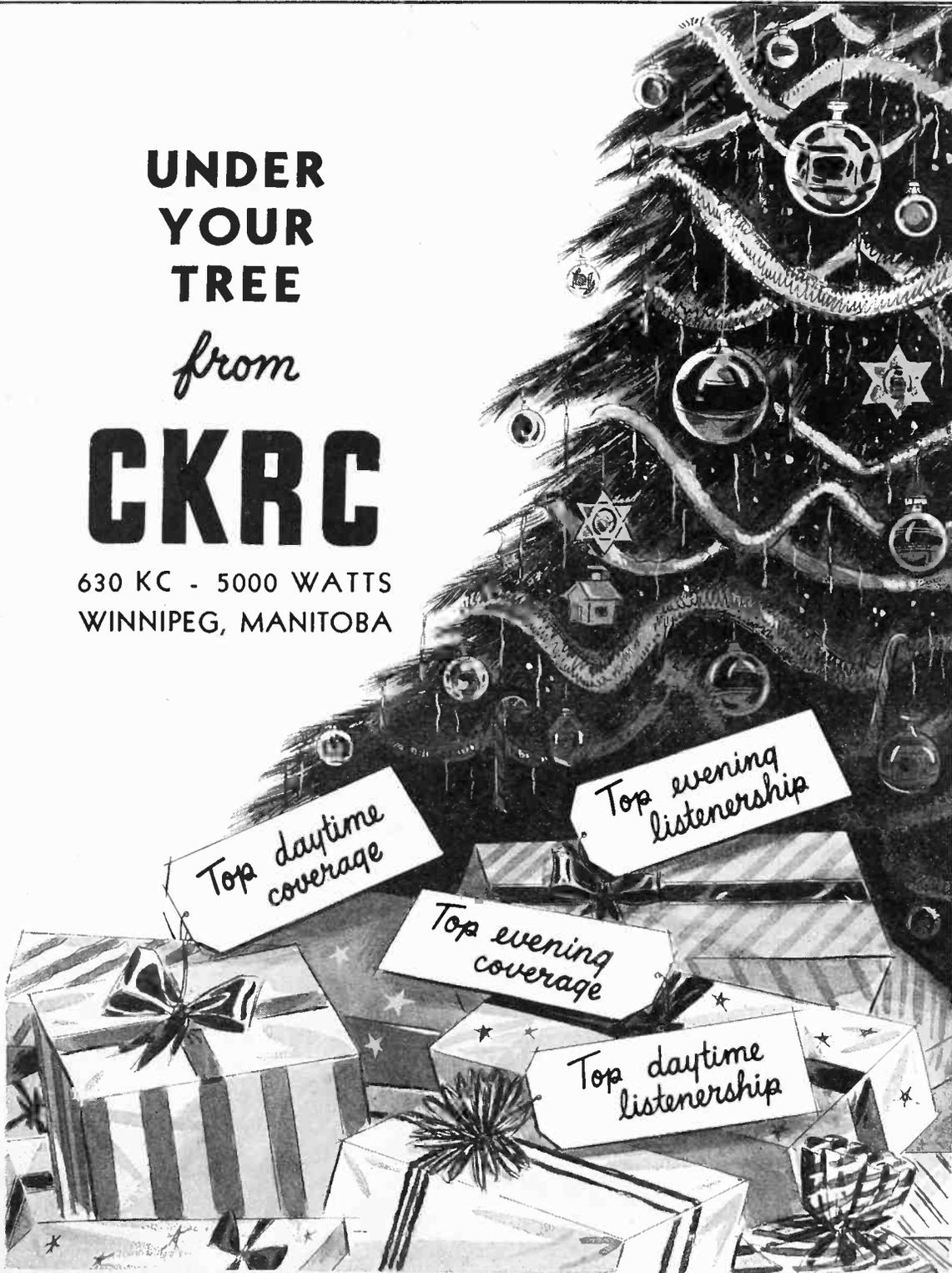
She has given up her job as director of women's activities for the Canadian National Exhibition which, incidentally, has been taken over by CBLT announcer Mrs. Elsa Jenkins. But now Kate is deep in the fur business. She was in charge of the fur fashion show at the Royal Winter Fair, designed to give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

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

**UNDER
YOUR
TREE**
from

CKRC

630 KC - 5000 WATTS
WINNIPEG, MANITOBA



Top daytime coverage

Top evening listenership

Top evening coverage

Top daytime listenership



EMPLOYMENT WANTED

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

■ ■ ■

VOX POOP

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

■ ■ ■

NEVER A DULL MOMENT

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

■ ■ ■

HEAP BIG PARTY

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

■ ■ ■

DEPT. OF ADMONITIONS

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

■ ■ ■

IN SCRENO VERITAS

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

■ ■ ■

FOR SALE

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

■ ■ ■

TRUISM

Money is the thing you buy with happiness.

—K.C.M.

■ ■ ■

SEASONAL

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

To all our friends, old and new, CFNB wishes sincere compliments of the season.

We have enjoyed our associations during the past and look forward to continuing them in the days to come.

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



New Brunswick's
Most Listened-To
Station

Greetings from "Your Good Neighbours"



—Photo by Ballard & Jarrett.

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

KATE AITKEN and ASSOCIATES

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

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 Sesac	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales (John N. Hunt in 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 in Vancouver)	Donald Cooke Inc.	Roy Chapman	—	Standard	PN
Port Alberni	CJAY	Nat'l. Broadcast Sales (John N. Hunt in 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	Don Marshall	—	PN
Vancouver	CBU	CBC	CBC	Ken Caple	Harold Paulson	—	{CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	{Thesaurus MacGregor	{BUP PN
Vancouver	CKMO	Omer Renaud (A. J. Messner in Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	—	{Sesac Standard Associated	{PN BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	{Lang-Worth World	{BUP PN
Vernon	CJIB	Radio Reprs.	Donald Cooke Inc.	Gil Seabrook	Larry Scott	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	Wm. Guild	Lee Hallberg	Thesaurus	PN
Victoria	CKDA	Radio Reprs. (A. J. Messner in Winnipeg)	Forjoe & Co.	D. A. Armstrong	Gordon Reid	Standard	BUP

CFCY



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

5000 W. **CFCY** 630 KC.

"The Friendly Voice of the Maritimes"
CHARLOTTETOWN, P. E. I.

New GE Transmitter and RCA Designed Directional
Antenna for 5 KW. Night-time Operation.
Canada: All-Canada Radio Facilities — U.S.A.: Weed & Co.

XMAS POME

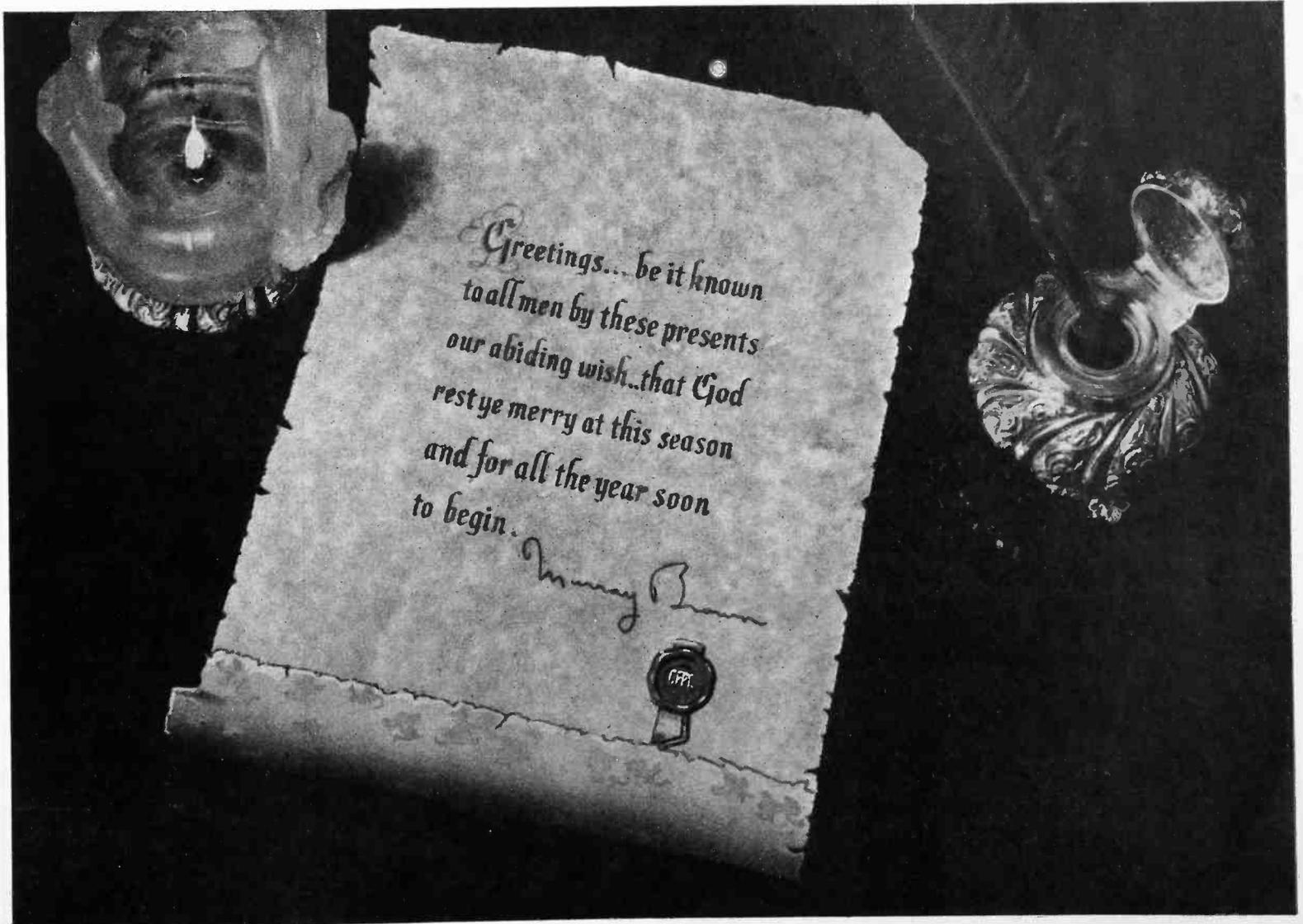
For more that Kringles than just Kris,
For series 'cross the board — that's
bliss,
For starring roles, for new accounts,
For new style cheques that never
bounce,
For songs that often are sang-over,
For bottles full with no hang-over,
For scripts that never need re-writing,
For Kaffeess-Klatch with no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

Barry Wood

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
● ALBERTA							
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	Don Hartford	{Associated Thesaurus World	{BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young	H. G. Love	E. H. McGuire	{Capitol Lang-Worth Standard	{BUP PN
Calgary	CKXL	H. N. Stovin	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	---	{BUP PN
Edmonton	CBX	CBC	CBC	Dan Cameron	---	---	{CP BUP
Edmonton	CFRN	Radio Reprs.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth	{BUP PN
Edmonton	CHFA	Omer Renaud	---	J. A. Gallant	---	Sesac	{BUP PN
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	Cam Perry	{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	I. Kaila	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	Lang-Worth	{PN BUP



look
to
the
leader



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

VANCOUVER MARKET

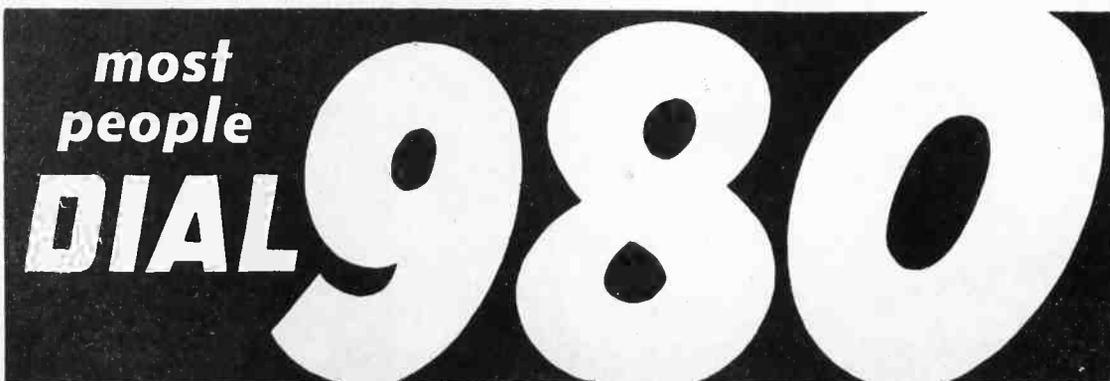
where 980 dominates urban skyline and
airlines alike. You need 'WX -- the figures
below prove it -- they're sales figures, too!



STUDY No. 5, 1952

Radio Station		Total Weekly BBM	6-7 per week
CKWX	day	197,510	117,060
	night	189,200	86,070
No. 2	day	188,900	78,060
	night	180,120	51,610
No. 3	day	178,440	93,410
	night	203,630	83,310
No. 4	day	134,890	71,100
	night	129,320	61,900

In British Columbia it's **CKWX**



5265-B

May Your

Christmas

Joys

Be

Quotidian

**GREATER
OTTAWA**

IS

42%

FRENCH*

WITH AN

**ANNUAL
INCOME**

OF

\$90,177,825

CKCH

Studios—121 Notre Dame St., Hull, Que.

Representatives

OMER RENAUD in Canada
J. H. McGILLVRA in U.S.A.

*Over 100,000 French-speaking
Canadians.

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

● **MANITOBA**

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

● **ONTARIO**

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



Merry
Christmas!

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



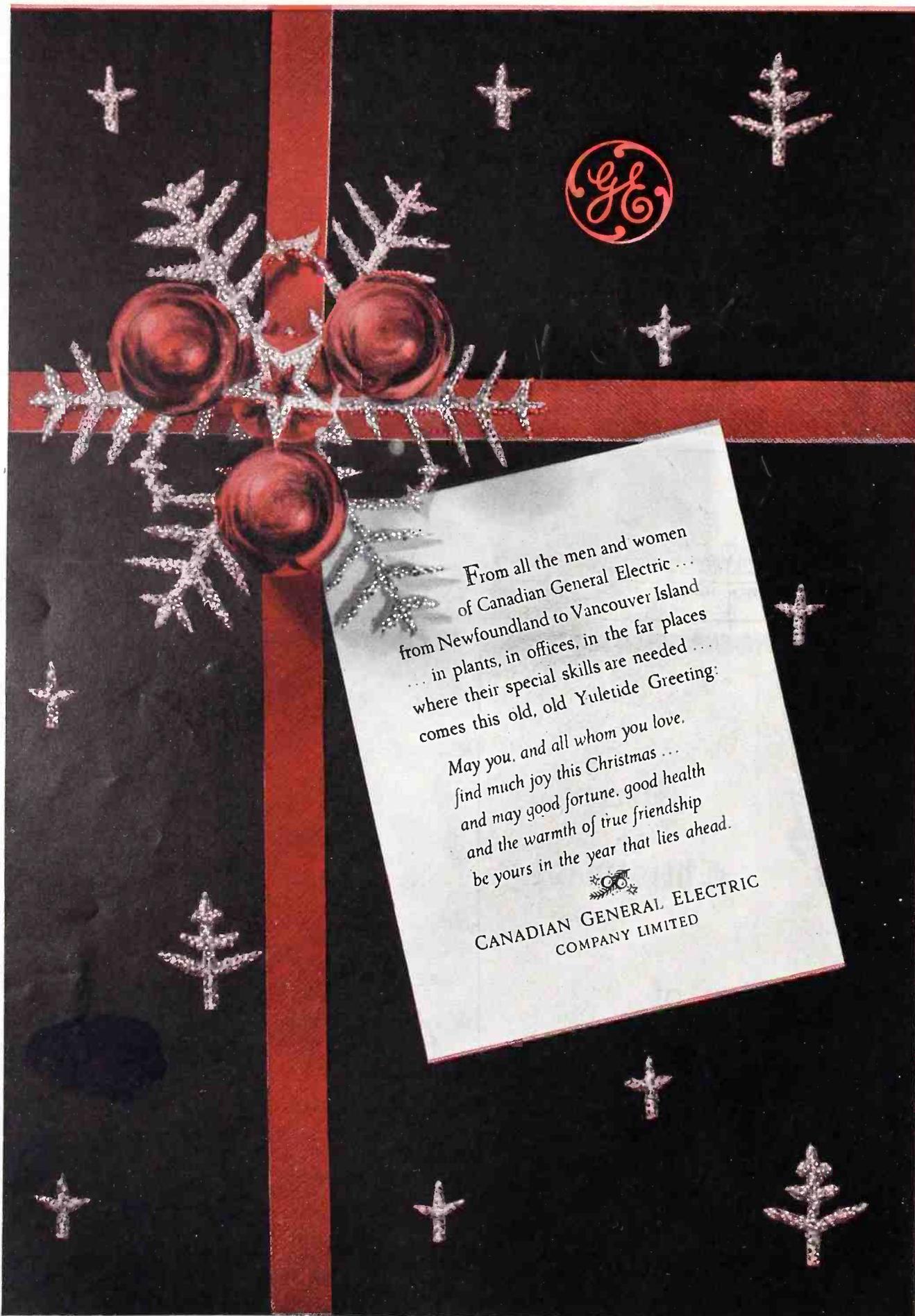
1952 Crop:
460,000 Tons
Sugar Beets

Enough for 130,000,000 lbs. of sugar is being refined in Southern Alberta's three gigantic sugar factories — another indication of Southern Alberta's wonderful prosperity.

Sell this rich market effectively via



ASK your ALL-CANADA Man for details.



From all the men and women
of Canadian General Electric ...
from Newfoundland to Vancouver Island
... in plants, in offices, in the far places
where their special skills are needed ...
comes this old, old Yuletide Greeting:

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

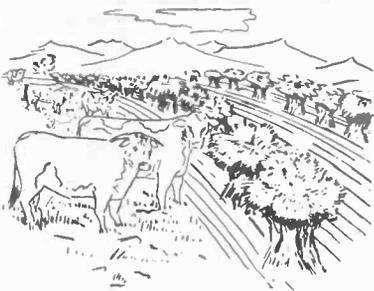

CANADIAN GENERAL ELECTRIC
COMPANY LIMITED

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Brantford	CKPC	J. L. Alexander	—	Mrs. F. M. Buchanan	Hugh Bremner	World	BUP
Brockville	CFJR	H. N. Stovin	Adam Young	J. R. Radford	—	—	BUP
Chatham	CFCO	—	—	J. Beardall	P. A. 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 in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke, Inc.	J. G. McLaren	Edward Ashton	—	PN
Fort William	CKPR	Radio Reps. (H. N. Stovin in Winnipeg)	Adam Young	Hector Dougall	G. D. Jeffrey	{Thesaurus MacGregor	PN
Guelph	CJOY	Radio Reps.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalf	{Lang-Worth Associated	PN
Hamilton	CHML	Stephens & Towndrow (Nat'l Broadcast Sales in Montreal) (John N. Hunt in Vancouver)	Adam Young	Tom Darling	Denny Whitaker	{Associated Standard	PN
Hamilton	CJSH-FM	—	—	D. I. Ker	—	Associated	PN
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	{Thesaurus World	{PN BUP
Kenora	CJRL	H. N. Stovin	Donald Cooke, Inc.	Geo. McLean	—	Thesaurus	PN
Kingston	CKWS	Nat'l Broadcast Sales	Donald Cooke, Inc.	Roy Hofstetter	El. Jones	{Lang-Worth Thesaurus	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke, Inc.	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

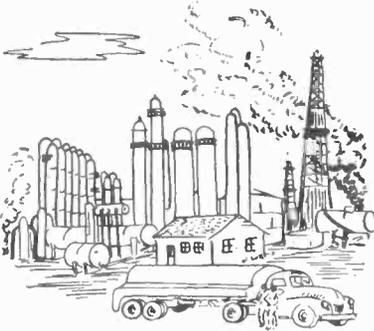


CJCA
EDMONTON

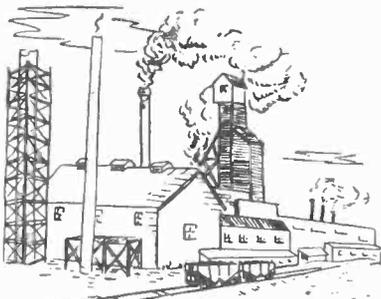
*More
radio homes for less?*



AGRICULTURE



OIL & GAS



NEW INDUSTRY



DISTRIBUTION



CONSTRUCTION

**Yes... ON
CJCA**

1944

A 1/4 - Hour, Class "A", 260 - Time
Rate Gave You ONE THOUSAND
POTENTIAL RADIO
HOMES For....

36¢

1952

A 1/4 - Hour, Class "A", 260 - Time
Rate Gives You ONE THOUSAND
POTENTIAL RADIO
HOMES For....

29¢

BASED ON TOTAL WEEKLY BBM

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

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

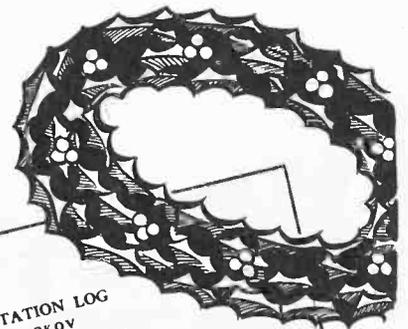
City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Port Arthur	CFPA	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	Paul MacGowan	{Standard Lang-Worth	PN
Sarnia	CHOK	Paul Mulvihill in Toronto Nat'l Broadcast Sales in Montreal	Donald Cooke, Inc.	Karl Monk	Art O'Hagen	Lang-Worth	PN
St. Catharines	CKTB	Paul Mulvihill in 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.	John Warder	—	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 in Vancouver)	Adam Young	Rene Riel	—	Associated	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	—	Thesaurus	PN
Timmins	CFCL	Omer Renaud	—	L. Saint-Amand	Rene F. Barrette	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 in Montreal	Adam Young	E. L. Moore	Waldo Holden	{Thesaurus World	{BUP PN
Toronto	CHUM	J. L. Alexander in Montreal	J. H. McGillvra	Bob Lee	—	{Capitol Lang-Worth	{BUP PN
Toronto	CJBC	H. N. Stovin	H. N. Stovin	Bob McCall	—	Lang-Worth	{CP BUP
Toronto	CJRT-FM	—	—	Eric Palin	—	Associated	BUP
Toronto	CKEY	Nat'l Broadcast Sales in Montreal	Donald Cooke, Inc.	Hal Cooke	Jack Turrell	{Capitol Associated Standard World	{BUP PN
Toronto	CKFH	Radio Reprs in Montreal, Winnipeg and Vancouver	Weed & Co.	Howard Caine	Len Smith	Thesaurus	{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 in Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	{Thesaurus Standard World	BUP
Woodstock	CKOX	Omer Renaud (John N. Hunt in Vancouver)	—	M. J. Werry	Geoff Lewis	{Lang-Worth World	BUP
● QUEBEC							
Amos	CHAD	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	—	—	{CP BUP

Season's Greetings
from
all of us
at

DIAL 1050

CHUM
The Friendly Station

**YULE
LOG**



STATION LOG
CKOV
Okanagan Broadcasters Ltd.
Kelowna, B.C.

DAY: THURSDAY Date: DEC. 25, 52 Frequency: 1050 Kc. Power: 1000 Wm.

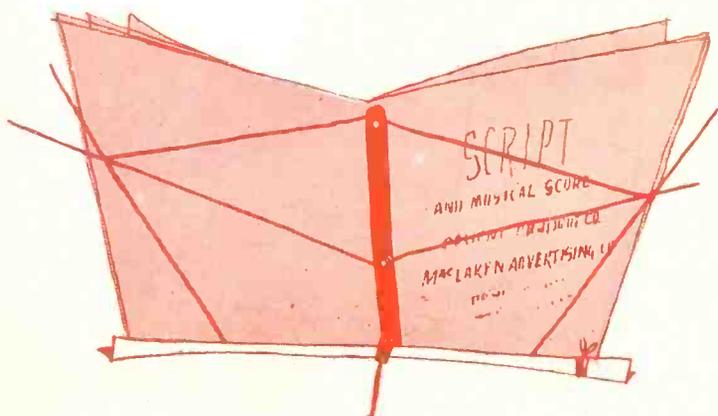
Time of Broadcast	Time of	PROGRAM	SPONSOR	Dir.	Operator
6:00AM	12 MIDDNITE	"A MERRY CHRISTMAS TO ALL"	THE JIM BROWNES AND STAFF	ALL DAY THRU	HOLIDAY SPIRIT

CKOV

630 Kc. Okanagan Valley



1952



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

RADIO AND TELEVISION DEPTS.

MacLAREN ADVERTISING CO., LIMITED

TORONTO • MONTREAL • WINNIPEG • VANCOUVER • LONDON, ENGLAND

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Granby	CHEF	Radio & Television Sales Inc. Toronto and Montreal	Donald Cooke, Inc.	G. Laliberte	Ray-Marc Dube	—	BUP
Hull	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	J. H. McGillvra	J. P. Lemire	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	Marcel Ouimet	M. Valiquette	—	{CP BUP
Montreal	CBM	CBC	CBC	Don McGill (Actg.)	(Through Toronto)	—	{CP BUP
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Hammond	Tom Quigley	Standard	BUP
Montreal	CHLP	J. L. Alexander (John N. Hunt in Vancouver)	J. H. McGillvra	Flavius Daniel	F. Bergevin	Associated	{BUP PN
Montreal	CJAD	Radio Time Sales (Quebec) Ltd. in Montreal Radio Time Sales (Ont.) Ltd. in Toronto (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	Bob Laurion	Capitol Associated Lang-Worth Thesaurus World	{BUP PN
Montreal	CKAC	Omer Renaud	Adam Young	Phil Lalonde	George Bourassa	Associated	{BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	—	BUP
Quebec	CBV	CBC	CBC	Roger Daveluy	M. Valiquette	—	{CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	—	{BUP PN
Quebec	CJNT	Radio Time Sales in Toronto and Montreal	Adam Young	Christina Cadorette	Alex Boisvert	{Sesac Lang-Worth	—
Quebec	CKCY	Omer Renaud (John N. Hunt in Vancouver)	Weed & Co.	Paul LePage	—	—	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Andre Lecomte	R. Levesque	{Sesac Standard	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 in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Ste Anne de la Pocatiere	CHGB	Omer Renaud (John N. Hunt in Vancouver)	J. H. McGillvra	G. T. Desjardins	P. E. Hudon	Sesac	BUP
Shawinigan Falls	CKSM	Omer Renaud	—	Alan Rogerson	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 in Vancouver)	Adam Young	A. Gauthier	J. L. Gauthier	{Lang-Worth Thesaurus	PN

Salaams from Sinclairs!!

Maybe we aren't the only father and son team in Canadian radio.
 Maybe we aren't even the only father and son team with the same name.
 But by gosh we ARE the only father and son team named Gordon Sinclair.

Gordon Allan Sinclair
CFRB and The Toronto Star

Gordon Arthur Sinclair
CFCF, Montreal



*What Happens
When You
Forget?*

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

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

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

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

MONTREAL REPRESENTATIVE:
Radio Times Sales (Quebec) Limited
King's Hall Building, Montreal, Que.

CJCH. HALIFAX. 5000 WATTS

Cordial season's greetings



**FROM
WESTERN
ONTARIO'S
MOST
POWERFUL
VOICE**

CKLW

AM and FM • 50,000 WATTS

THE GOOD NEIGHBOR STATION

800 KC.

WINDSOR

ONTARIO

Another year—a very important year as measured in the hourglass of history—is drawing to a close. Another Christmas, too, has come around—a good time perhaps to take stock—and to count one's blessings. High on the list of those things for which we here at CKLW feel sincerely grateful is the host of wonderful associations of the past year—our clients—our agency friends—all who have done so much to make 1952 our biggest year.

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

WHEREVER YOU GO . . . THERE'S RADIO!

Representatives:
ALL-CANADA RADIO FACILITIES LIMITED
ADAM J. YOUNG, JR., INC., UNITED STATES

E. RUBINSKI

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Sorel	CJSO	Radio & Television Sales Inc., Toronto and Montreal (John N. Hunt in Vancouver)	Donald Cooke, Inc.	M. Boulianne	—	—	BUP
Thetford Mines	CKLD	Jos. A. Hardy	Adam Young	H. Lagueur	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 in Vancouver)	Weed & Co.	David Gourd	—	—	BUP
Verdun	CKVL	Radio & Television Sales Inc., Toronto and Montreal	Donald Cooke, Inc.	Corey Thomson	Judah Tietolman	{Lang-Worth MacGregor	{BUP PN
Victoriaville	CFDA	Radio & Television Sales Inc., Toronto and Montreal	—	R. V. Quinn	—	—	BUP
Ville Marie	CKYM	Jos. A. Hardy	Adam Young	Louis Blodeau	—	Sesac	BUP

● NEW BRUNSWICK

Campbellton	CKNB	Jos. A. Hardy	Weed & Co.	C. S. Chapman	—	—	PN
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	Sesac	PN
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	H. L. McFee	{Thesaurus Standard	BUP
Moncton	CKCW	H. N. Stovin	Adam Young	F. A. Lynds	Tom Tonner	World	BUP
Newcastle	CKMR	Omer Renaud (John N. Hunt in Vancouver)	—	Beatrice McNulty	—	—	BUP
Saint John	CFBC	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	Bob Bowman	Cyke Bedford	Thesaurus	—
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	{Associated World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—	{CP BUP

● PRINCE EDWARD ISLAND

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



I've just enough strength left to say:

*"Merry
Christmas"*

after reading the thousands of letters from kiddies all over the Niagara Peninsula, sent to me care of

CKTB

Get the Facts About -

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

Write for samples to
WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

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



*Jack Slatter
and the gang at . . .*

Radio Representatives Ltd.

Top Quality...



Speech Input Equipment

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

Northern Electric

For further details please contact

Northern **E**lectric

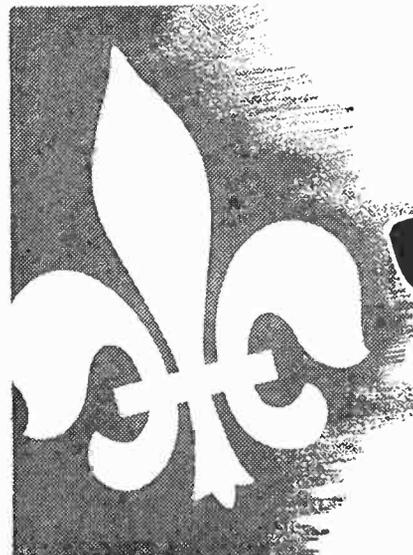
COMPANY LIMITED

Distributing across Canada

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
● NOVA SCOTIA							
Antigonish	CJFX	Nat'l Broadcast Sales	Adam Young	J. C. Nunn	Ralph Ricketts	{Lang-Worth Sesac	PN
Bridgewater	CKBW	Radio Reps.	Donald Cooke, Inc.	John Hirtle	Howard MacLean	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 in Toronto Radio Time Sales in Montreal (John N. Hunt in 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 in Vancouver)	—	J. A. Manning	—	Associated	BUP
Windsor	CFAB	J. L. Alexander (John N. Hunt in 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 BUP
Gander	CBG	CBC	CBC	A. Barrett	—	—	{CP BUP
Grand Falls	CBT	CBC	CBC	John J. Grace	Gordon Halley	—	{CP BUP
St. John's	CBN	CBC	CBC	W. F. Galgay	—	Standard	{CP BUP
St. John's	CJON	All-Canada	Weed & Co.	Geoff Stirling	Florence Dawe	{Lang-Worth Sesac	PN
St. John's	VOCM	H. N. Stovin	—	J. L. Butler	Mengie Shulman	{Thesaurus World	PN



CHRC
The only 5000 watt station in Quebec City.

**BUILD FUTURE SALES
AIR YOUR WARES
OVER**

"TOP FRENCH RADIO VOICE"

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

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

STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
Amos	CHAD	1340	250
Antigonish	CJFX	580	5,000 DA
Barrie	CKBB	1230	250
Belleville	CJBQ	1230	250
Brandon	CKX	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
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
Flin Flon	CFAR	590	1,000
Fort Frances	CKFI	800	1,000 D 500 N
Fort William	CKPR	580	1,000
Fredericton	CFNB	550	5,000 DA-N
Gander	CBG	1450	250
Ganby	CHEF	1450	250
Grand Falls	CBT	1350	1,000
Grande Prairie	CFGP	1050	1,000
Gravelbourg	CFRG	1230	250
Guelph	CJOY	1450	250
Hallifax	CBH	1330	100
Hallifax	CHNS	960	5,000 DA-N
Hallifax	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	590	1,000
Kamloops	CFJC	910	1,000
Kelowna	CKOV	630	1,000
Kenora	CJRL	1220	1,000
Kenville	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 5,000 N

To . . .

Advertisers

Agencies

Broadcasters

In the Front Offices
And in the Back Rooms

A Merry Christmas

and

A Prosperous New Year

Three Great Services in One

The Canadian Press

Reuters

The Associated Press

Press News

TIME OUT FOR A WORD

from

SANTA

“Happy Christmas”

Jack Dennett



Moose Jaw	CHAB	800	5,000 DA
Nanaimo	CHUB	1570	1,000 DA
Nelson	CKLN	1240	250 D
New Carlisle	CHNC	610	5,000 DA
Newcastle	CKMR	1340	250 D
New Westminster	CKNW	1320	1,000 DA-N
Niagara Falls	CHVC	1600	5,000 D
North Battleford	CJNB	1460	1,000 DA-N
North Bay	CFCH	600	1,000 D
Orillia	CFOR	1570	1,000 DA
Oshawa	CKLB	1240	250 D
Ottawa	CBO	910	1,000 D
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-N
Penticton	CKOK	800	1,000 DA
Peterborough	CHEX	1430	500 N
Port Alberni	CJAY	1240	1,000 DA
Port Arthur	CFPA	1230	250 D
Prince Albert	CKBI	900	250 D
Prince George	CKPG	900	5,000 DA-N
Prince Rupert	CFPR	1240	250 D
Quebec	CBV	980	1,000 DA
Quebec	CHRC	800	5,000 DA
Quebec	CJNT	1340	250 D
Quebec	KCKV	1280	1,000 DA-N
Red Deer	CKRD	1230	250 D
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 D
Rouyn	CKRN	1400	250 D
Roberval	CHRL	1340	250 D
Sackville	CBA	1070	50,000 D
St. Boniface	CKSB	1250	1,000 DA
St. Catharines	CKTB	620	1,000 DA
Ste. Anne de la Pocatiere	CHGB	1350	1,000 D
Saint John	CFBC	930	250 N
Saint John	CHSJ	1150	5,000 DA
St. John's	CBN	640	5,000 DA-N
St. John's	VOCM	590	10,000 D
St. John's	CJON	930	1,000 D
St. Thomas	CHLO	680	5,000 DA-N
Sarnia	CHOK	1070	1,000 D
Saskatoon	CFNS	1170	1,000 DA-N
Saskatoon	CFQC	600	5,000 DA-N
Saskatoon	CKOM	1340	250 D
Sault Ste. Marie	CJIC	1490	250 D
Shawinigan Falls	CKSM	1220	1,000 D
Sherbrooke	CHLT	900	1,000 DA-N
Sherbrooke	CKTS	1240	250 D
Sorel	CJSO	1320	1,000 DA-N
Stratford	CJCS	1240	250 D
Sudbury	CHNO	1440	1,000 DA
Sudbury	CKSO	790	5,000 DA-N
Summerside	CJRW	1240	250 D
Sydney	CBI	1570	1,000 D
Sydney	CJCB	1270	5,000 D
Theftord Mines	CKLD	1230	1,000 N
Three Rivers	CHLN	550	250 D
Timmins	CFCL	580	1,000 DA
Timmins	CKGB	680	1,000 DA
Toronto	CBL	740	5,000 DA-N
Toronto	CHUM	1050	50,000 D
Toronto	CFRB	1010	1,000 DA

Our Sincere
Season's Greetings

are that you may enjoy

A Merry Melodious

Christmas

and

A Happy Harmonious

New Year

BMI CANADA LTD.

TORONTO
229 Yonge St.
EMpire 4-0317

MONTREAL
1500 St. Catherine W.
Fitzroy 2552

And Our Affiliated Music Publishers and Composers

Season's Greetings

FROM

CKCR AND CKCR-FM

KITCHENER

ONTARIO'S RICHEST MARKET

ASK

Omer Renaud & Co.

**OUR FOUR
PERSUASIVE WHATS!!** ★

What a market!

What a year!

What a Merry Christmas
We Wish You!

What a Happy New Year too!

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

*Apologies to Bob Buss

- ★ 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

RADIO ADVERTISING AGENCIES

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

Alkin-McCracken Ltd.	2 Toronto St., Toronto	EM. 6-6286	Phyllis Judson
Ardiel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	MA. 6541	Ian Laidlaw
Associated Broadcasting Co. Limited	37 James St. South, Hamilton	7-9284	S. P. Westaway
Atherton & Currier Inc.	1139 Bay St., Toronto	PR. 1111	Gordon Allen
Baker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	EM. 3-5418	W. J. Flynn
Benton & Bowles Inc.	1315 Yonge St., Toronto	PR. 2101	Jack Horler
John McKenney Bingham Ltd.	1557 Mackay St., Montreal	HA. 9247	Gabriel Langlais
Burns Advertising Agency Ltd.	91 Yonge St., Toronto	EM. 6-8222	W. H. Fleischman
S. W. Caldwell Ltd.	86 Adelaide St. E., Toronto	EM. 6-2516	J. H. Titherington
Canadian Advertising Agency Ltd.	1500 St. Catherine St. W., Montreal	Fl. 5257	Ralph Novak
Garry J. Carter of Canada Ltd.	80 Richmond St. W., Toronto	UN. 6-8727	Spence Caldwell
Cockfield, Brown & Co. Ltd.	Sun Life Bldg., Montreal	UN. 6-7111	Frank Collins
Don H. Copeland Advertising Ltd.	80 King St. W., Toronto	EM. 3-3051	Irvin Teitel
Crombie Advertising Co. Ltd.	Dominion Bldg., Vancouver	TA. 1938	Wm. Surphlis
Dancer-Fitzgerald Sample (Canada) Ltd.	59 Avenue Rd., Toronto	PR. 2505	Bob Howe
A. J. Denne & Co. Ltd.	Canada Cement Bldg., Montreal	HA. 4171	R. W. Harwood
Dominion Broadcasting Co.	Metropolitan Bldg., Toronto	EM. 4-9201	C. W. McQuillin
Ellis Advertising Co.	Electric Railway Chambers, Winnipeg	923538	J. Burke-Gaffney
W. H. Emmett (Canada) Ltd.	Royal Bank Bldg., Vancouver	PA. 7557	Milt Tisdale
Robert J. Enders Advertising Inc.	442 Sherbourne St., Toronto	KI. 3119	Don Copeland
Erwin Wasey of Canada Ltd.	474 St. Alexis St., Montreal	LA. 2139	V. P. Gray
Ferres Advertising Service	24 King St. W., Toronto	EM. 4-7204	Brian Skinner
James Fisher Co. Ltd.	Royal Bank Bldg., Toronto	EM. 3-2851	Gilbert Nunns
Harry E. Foster Advertising Ltd.	90 King St. W., Toronto	EM. 4-3444	Lillian Ryan
William Gent Advertising Co.	4 Albert St., Toronto	EM. 3-3383	H. B. Williams
J. J. Gibbons Ltd.	77 York St., Toronto	WA. 9902	B. Dennis
Gordon & Gotch (Canada) Ltd.	Drummond Bldg., Montreal	PL. 6928	H. P. Diehl
Grant Advertising of Canada Ltd.	1176 Sherbrooke St., Montreal	PL. 9146	R. J. Enders
F. H. Hayhurst Co. Ltd.	1121 St. Catherine St. W., Montreal	RA. 5187	E. H. Smith
L. J. Heagerty Ltd.	1170 Bay St., Toronto	3-1116	Bea McCullough
Heggie Advertising Co.	63 Duke St., Hamilton	WA. 8091	E. B. Heaven
Publicite J. E. Huot	215 Victoria St., Toronto	UN. 6-9745	David Fenn
Hutchins Advertising Co. of Canada Ltd.	Sun Life Bldg., Montreal	PR. 4681	Godfrey Humphrys
Imperial Advertising Ltd.	149 Alcorn Ave., Toronto	UN. 6-8981	Mary Newton
Albert Jarvis Ltd.	128 Sun Life Bldg., Montreal	TA. 1172	Bob Perrault
Russell T. Kelley Ltd.	Dominion Bldg., Vancouver	KI. 9259	Leagh Webster
Kenyon & Eckhardt Ltd.	612 Barrington, Halifax	EM. 4-2111	Ervin Murray
Locke, Johnson & Co. Ltd.	200 Bay St., Toronto	UN. 6-5805	Jack Conway
James Lovick & Co. Ltd.	Dominion Square Bldg., Montreal	927373	Walter Reeves
MacLaren Advertising Co. Ltd.	272 Scott Block, Winnipeg	PA. 0157	(Through Toronto)
McConnell Eastman & Co. Ltd.	Province Bldg., Vancouver	M. 5437	A. B. Johnston
McGuire Advertising Ltd.	Renfrew Bldg., Calgary	27512	Charlus Heap
McKim Advertising Ltd.	Credit Foncier Bldg., Edmonton	6141	R. Jamison
Jack Murray Ltd.	Leader Bldg., Regina	EM. 3-2556	J. W. Baldwin
Muter, Culiner, Frankfurter & Gould Ltd.	43 Victoria St., Toronto	EM. 3-3396	R. F. Wilson
O'Brien Advertising Ltd.	90 Richmond St. West, Toronto	EM. 4-9263	Miss M. N. Butchart
O'Neill, Larsen & McMahon	38 King St. W., Toronto	HA. 0131	Irene Weaver
Wm. Orr & Company	1510 Drummond St., Montreal	EM. 6-3791	Robt. Amos
Robert Otto Inc.	19 Melinda St., Toronto	PR. 1443	Guy Caron
Paul-Taylor-Pheon Ltd.	57 Bloor St. West, Toronto	PL. 4131	L. J. Heagerty
Payer Publicite Ltd.	353 St. Nicholas St., Montreal	KE. 2737	John Chilman
Elton M. Plant Co.	1244 Dufferin St., Toronto	3-9373	P. Lavallee
Alford R. Poyntz Advertising Ltd.	612 Barrington, Halifax	EM. 3-2438	H. C. Caverhill
Thornton Purkis Ltd.	73 Adelaide St. W., Toronto	2-1155	Austin Moore
E. W. Reynolds Ltd.	447 Main St. E., Hamilton	PL. 4621	Albert Jarvis
Ronalds Advertising Agency Ltd.	Royal Bank Bldg., Vancouver	EM. 3-8314	H. P. Kelley
Ruthrauff & Ryan Inc.	480 Lagachetiere W., Montreal	EM. 4-6271	Volney Irons
Schneider, Gordon Ltd.	80 King St. W., Toronto	TA. 6221	E. W. Desbarats
Allan R. Sills & Co.	789 West Pender, Vancouver	MI. 9887	Jeanne Lyons
R. C. Smith & Son Ltd.	800 Bay St., Toronto	UN. 6-8391	Jim Munford
Spitzer & Mills Ltd.	Dominion Square Bldg., Montreal	2-4445	Bill Bellman
Harold F. Stanfield Ltd.	Wales Hotel, Calgary	2-770	Margaret Slaney
Stevenson & Scott Ltd.	Lafleche Bldg., Edmonton	EM. 4-0321	Gwen Miles
Stewart-Bowman-Macpherson Ltd.	372 Bay St., Toronto	UN. 6-9751	Mrs. Leslie White
Tandy Advertising Agency Ltd.	Dominion Square Bldg., Montreal	926321	Art Wrenshall
J. Walter Thompson Co. Ltd.	Electric Railway Chambers, Winnipeg	MA. 6268	Hugh Horler
Vamplow Advertising	Province Bldg., Vancouver	5-4301	Mary Moran
Vickers & Benson Ltd.	111 Sparks St., Ottawa	EM. 3-7004	E. P. Thomson
Walsh Advertising Co. Ltd.	147 University Ave., Toronto	4-4528	J. P. Hoyland
Armand S. Weill Inc.	Huron & Erie Bldg., London	UN. 6-7941	W. F. Harrison
Whitehall Broadcasting Ltd.	Dominion Square Bldg., Montreal	935541	Austin Moran
William A. Willis Advertising	Trust & Loan Bldg., Winnipeg	MA. 2161	W. M. Page
Woodhouse & Hawkins	1198 West Pender, Vancouver	2-9297	A. C. Green
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	928 West Pender St., Vancouver	PR. 4481	R. J. Parrault
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	464 Yonge St., Toronto	EM. 3-7726	Wm. Orr
	22 Simcoe St., Toronto	EM. 3-6047	Athol Stewart
	169 Yonge St., Toronto	EM. 4-3028	George Vale
	639 8th Ave., Quebec	4-1159	C. Vierbi
	303 Bartlett Bldg., Windsor	EM. 3-8716	E. M. Plant
	95 King St. E., Toronto	GL. 4245	A. R. Poyntz
	4109 St. Catherine St. W., Montreal	EM. 3-3762	Maurice Lalonde
	330 Bay St., Toronto	WA. 6157	Miss G. Raca
	145 Yonge St., Toronto	LA. 3745	Henry Karpus
	985 Sherbrooke St. West, Montreal	UN. 6-9471	Alan Morrison
	Keefer Bldg., Montreal	EM. 3-0237	Bud Hayward
	108 Peter St., Toronto	EM. 6-1515	Don Danike
	80 Richmond St. West, Toronto	MA. 8024	Ramsay Lees
	2024 Peel St., Montreal	WA. 6434	Phil Saxe
	137 Wellington St. West, Toronto	EM. 4-9396	Allan Sills
	80 King St. W., Toronto	EM. 6-2811	G. A. Phare
	50 King St. W., Toronto	HA. 9147	Ralph Hart
	Dominion Square Bldg., Montreal	UN. 6-8741	Paul Corbell
	67 Richmond St. W., Toronto	EM. 6-5454	Ray Peters
	University Tower Bldg., Montreal	EM. 6-9361	Olive Jennings
	100 Adelaide St. W., Toronto	EM. 3-1166	Ross Smith
	402 West Pender St., Vancouver	PA. 5821	Sam Young
	Province Bldg., Vancouver	M. 1432	R. A. Hunter
	337 West 8th Ave., Calgary	25107	Reg Dagg
	Brock Bldg., Edmonton	WA. 8648	Bob McNicol
	88-90 Richmond St. W., Toronto	924346	W. M. Kerr
	294 Portage Ave., Winnipeg	EM. 3-6362	J. M. Bowman
	66 Portland St., Toronto	EM. 6-6771	E. Macpherson
	Dominion Square Bldg., Montreal	EM. 3-9402	A. C. Haight
	66 Temperance St., Toronto	M. 5589	Mariette Mineau
	1175 Bay St., Toronto	UN. 6-7701	Phyllis Sivell
	Keefer Bldg., Montreal	EM. 4-6301	Tom Vamplow
	380 Victoria St., Toronto	EM. 2-7224	Roland Beaudry
	Guaranty Trust Bldg., Windsor	UN. 6-8921	Peter Harricks
	1020 University Tower, Montreal	EM. 3-3053	T. L. Marchant
	44 King St. West, Toronto	EM. 3-5112	Ev. Palmer
	225 Mutual St., Toronto	EM. 6-3435	Arnold Clare
	1510 Drummond St., Montreal	EM. 4-4864	Will Charland
	220 Richmond St. West, Toronto	KI. 4864	Bill Willis
	1175 Bay St., Toronto	UN. 6-8941	A. McGraor
	University Tower Bldg., Montreal	EM. 3-5035	Jean F. Pellatier
	44 King St. W., Toronto		W. D. Byles

Four rich markets that mean BUSINESS

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.

CKTB, St. Catharines

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

You can't afford to pass up these hard-hitting stations when you are placing your next radio campaign.

For Quick and Complete Information Contact

Paul Mulvihill

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

WHY RIMOUSKI?

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

82.3% of the people in this area speak French.

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

CJBR

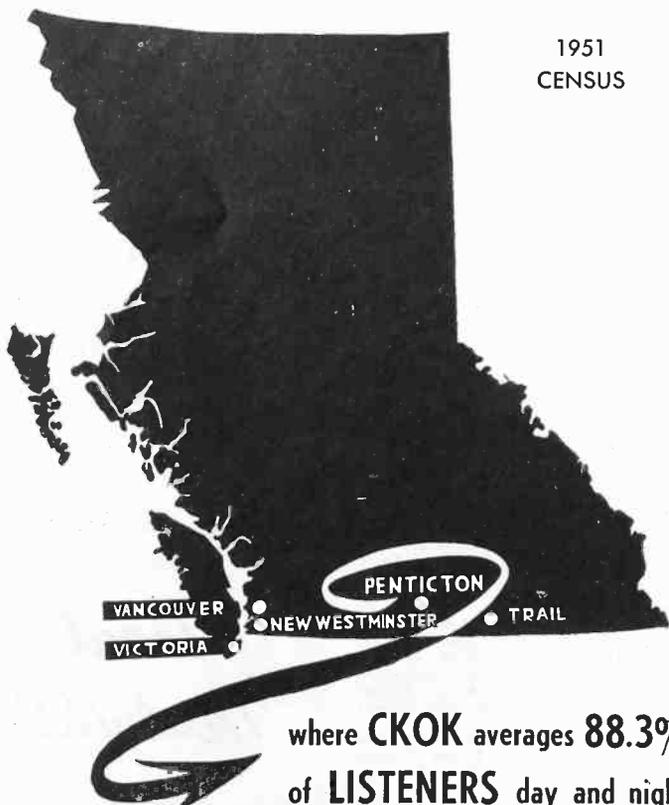
5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

B.C. cities with population over 10,000



1951 CENSUS

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
RADIO REPS
U.S.A.
DON COOKE

NATIONAL SALES REPRESENTATIVES

CANADA

- JAMES L. ALEXANDER**
Toronto: 100 Adelaide St. W. J. L. Alexander
Montreal: Drummond Building Frank Edwards
- ALL-CANADA RADIO FACILITIES LTD.**
Toronto: Victory Building John Tregale
Montreal: Dominion Square Building Burt Hall
Winnipeg: Galt Building M. V. Chesnut
Calgary: Taylor, Pearson & Carson Building H. R. Carson
Vancouver: 198 W. Hastings St. J. E. Baldwin
- BROADCAST REPRESENTATIVES LTD.**
Winnipeg: Lindsay Building A. J. Messner
- CANADIAN BROADCASTING CORPORATION**
Toronto: 354 Jarvis St. Walter Powell
Montreal: Radio Canada Building Maurice Valiquette
- JOS. A. HARDY LTD.**
Montreal: 1015 Dominion Square Bldg. Mrs. B. Wells
Toronto: 67 Yonge St. Bruce Butler
- JOHN N. HUNT & ASSOCIATES**
Vancouver: 198 W. Hastings St. J. N. Hunt
- PAUL MULVIHILL**
Toronto: 21 King St. East (Room 300) Paul Mulvihill
- NATIONAL BROADCAST SALES**
Toronto: 222 Simcoe St. R. A. Leslie
Montreal: 1396 St. Catherine St. West Ed Kavanagh
- OMER RENAUD & CO.**
Montreal: 1411 Stanley Street Omer Renaud
Toronto: 170 Bay St. Ken Davis
- RADIO REPRESENTATIVES LTD.**
Toronto: 4 Albert Street Jack Slatter
Montreal: Dominion Square Building Wilf Dippie
Winnipeg: Lindsay Building A. J. Messner
Vancouver: 198 W. Hastings St. J. N. Hunt
- RADIO TIME SALES (ONT.) LTD.**
Toronto: 147 University Ave. Norm Brown
- RADIO TIME SALES (QUEBEC) LTD.**
Montreal: King's Hall Building Jim Tapp
- RADIO & TELEVISION SALES INC.**
Toronto: 10 Adelaide St. East A. A. McDermott
Montreal: Windsor Hotel Andy Wilson
- STEPHENS & TOWNDROW**
Toronto: 35 King St. West Bill Stephens
Ernie Towndrow
- HORACE N. STOVIN & CO.**
Toronto: Victory Building H. N. Stovin
Montreal: Keefer Building Ralph Judge
Winnipeg: Childs Building T. C. Maguire
Vancouver: 846 Howe Street Jack Whitehouse
Jim Stovin

UNITED STATES

- DONALD COOKE INC.**
New York: 551 Fifth Avenue Donald Cooke
Chicago: 228 North La Salle Street Fred Jones
Los Angeles: 111 North La Cienga Blvd. Lee O'Connell
San Francisco: 233 Sansome St. William Ayres
Detroit: 1072 Penobscot Building Chas. J. Sheppard
- JOSEPH HERSHEY MCGILLVRA INC.**
New York: 366 Madison Avenue J. H. McGillvra
Chicago: 185 North Wabash Avenue Hub Jackson
Los Angeles: 111 North La Cienga Blvd. Lee O'Connell
San Francisco: 233 Sansome Street William Ayres
- WEED & CO.**
New York: 350 Madison Ave. Joseph J. Weed
Chicago: 203 North Wabash Ave. Peter A. McGurk
Detroit: Book Building Cornelius C. Weed
Hollywood: 6331 Hollywood Blvd. Bernard Pearse
San Francisco: 68 Post Street Lincoln P. Simonds
Boston: Statler Building Mollie Eastman
Atlanta: Palmer Building Henry Greene
George Swearingen, Jr.
- ADAM J. YOUNG JR. INC.**
New York: 22 East 40th Street Adam J. Young, Jr.
Chicago: 55 East Washington Street Wm. J. Reilly
Los Angeles: 6221 Hollywood Blvd. William L. Wallace
6 N. 7th St. Jack Hetherington

STATIONS OF THE CBC AND SUBSIDIARY NETWORKS

Trans-Canada Network

Atlantic Region (Basic)

CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)

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

Mid-Eastern Region (Basic)

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

Mid-Eastern Region (Supplementary)

CHOK Sarnia
 CJNT Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)

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

Pacific Region (Basic)

CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

Pacific Region (Supp.)

CKLN Nelson
 CKPG Prince George
 CFPR Prince Rupert
 CJDC Dawson Creek

Dominion Network

Atlantic Region (Basic)

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

Mid-Eastern Region (Basic)

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

Mid-Eastern Region (Supplementary)

CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 JKPC 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 Pociatiere

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
 OJSO Sorel
 CHEF Granby

(Supplementary)

CHGB Ste Anne de la Pociatiere
 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.*

The Voice of the Eastern Townships

CHLT

(FRENCH) 900 Kc. 1000 Watts

CKTS

(ENGLISH) 1240 Kc. 260 Watts

SHERBROOKE, QUE.

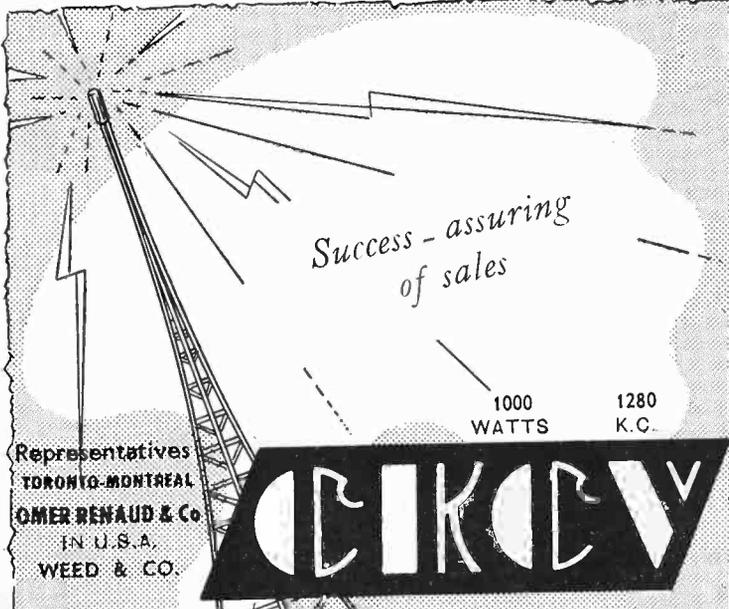


SHERBROOKE, QUE.

Sherbrooke, which has increased 38.2% in population in the past decade, has some 71 industries operating in the city, employing 9,076 people. Rich farm lands surrounding Sherbrooke add to the prosperity and wealth of the important market served by CHLT (French) and CKTS (English) Radio Stations.

Representatives

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



Success - assuring
of sales

1000 WATTS 1280 K.C.

CKOV

Representatives
 TORONTO-MONTREAL
OMER BENAUD & Co.
 IN U.S.A.
 WEED & CO.

May your Christmas
be merry . . .

your New Year
filled with happiness
and prosperity.



CHLO

1000 WATTS

680 KCS.

Covering St. Thomas and London

CANADIAN TELESCREEN

Vol. 5, No. 22.

TV and Screen Supplement

December 3rd, 1952

Vancouver Sun Demands CBC Reform

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

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

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

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

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

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

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

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

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

Slight Gain for CBC Teleratings

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

The average share of audience for CBLT during the first week of November was 25.9 per cent. Obviously, the remainder of 74.1 per cent went to WBEN-TV, Buffalo, since other TV stations do not penetrate this area enough to be considered.

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

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

Your Show of Shows to drop out of the top 10 bracket, and won for itself number two spot among Canadian productions.

The set-in-use index dropped off slightly to 73.1 compared with the October figure of 77.2, but still above the 66.9 September score.

HOW THEY STAND

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

CBLT	
	Rating
The Big Revue	54.3
Imperial Oil Hockey	44.6
Film (Mon. 7.30)	28.3
Tales of Adventure	23.5
Feature Film (Tues. 8.00)	22.9
Ford Theatre	21.8
Sunshine Sketches	20.5
Children's Film (Fri. 7.30)	20.4
Let's See	19.2
B-A Sports Parade	19.1
WBEN-TV	
I Love Lucy	76.4
Election Returns (Philco)	71.6
Arthur Godfrey	71.1
All-Star Revue	69.1
Kraft TV Theatre	65.6
Colgate Comedy Hour	64.5
Groucho Marx	63.8
Philco Playhouse	63.5
Buick Circus Hour	63.2
T-Men In Action	62.2
Jack Benny Show	62.2

Sets Average Over \$450

Toronto.—Sales of television receivers throughout Canada soared to 23,631 during October, according to the latest monthly sales and inventory report of the Radio-Television Manufacturers Association of Canada released here last week.

The October figures brought the all-time total of sets sales to 172,278 with a value of \$79,735,499, or an average value at "suggested list" prices of \$462.83.

The October report showed that sales in the Toronto-Hamilton area for the month accounted for about 40% of the total, which is in keeping with the pattern set over the past year. The figure for Montreal revealed a slight increase to about 27% of the total.

A change in the trend toward costly sets was noted in the report. About 40% of the sales were table model sets with a suggested list price of under \$400. Another 25% were console models valued at less than \$500. However, almost half of the month's sales were sets with 17-inch picture tubes or larger, indicating a new swing toward bigger screens. The average set value for the month remained virtually unchanged at \$431.83.

Distribution of the total number of sets in operation, according to R-TMA, is as follows: Toronto-Hamilton—67,905 or 39.4%; Windsor—45,249 or 26.3%; Niagara Peninsula—25,944 or 15.1%; Montreal—23,406 or 13.6%; and other areas—9,774 or 5.6%.



MERRY
CHRISTMAS
AND A
HAPPY NEW
YEAR
TO EVERYBODY



Peggy Brooks

A GROWING MARKET

Prince George is now served by two railways. The first Pacific Great Eastern arrived in Prince George last month.

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.

Joyeux Noël

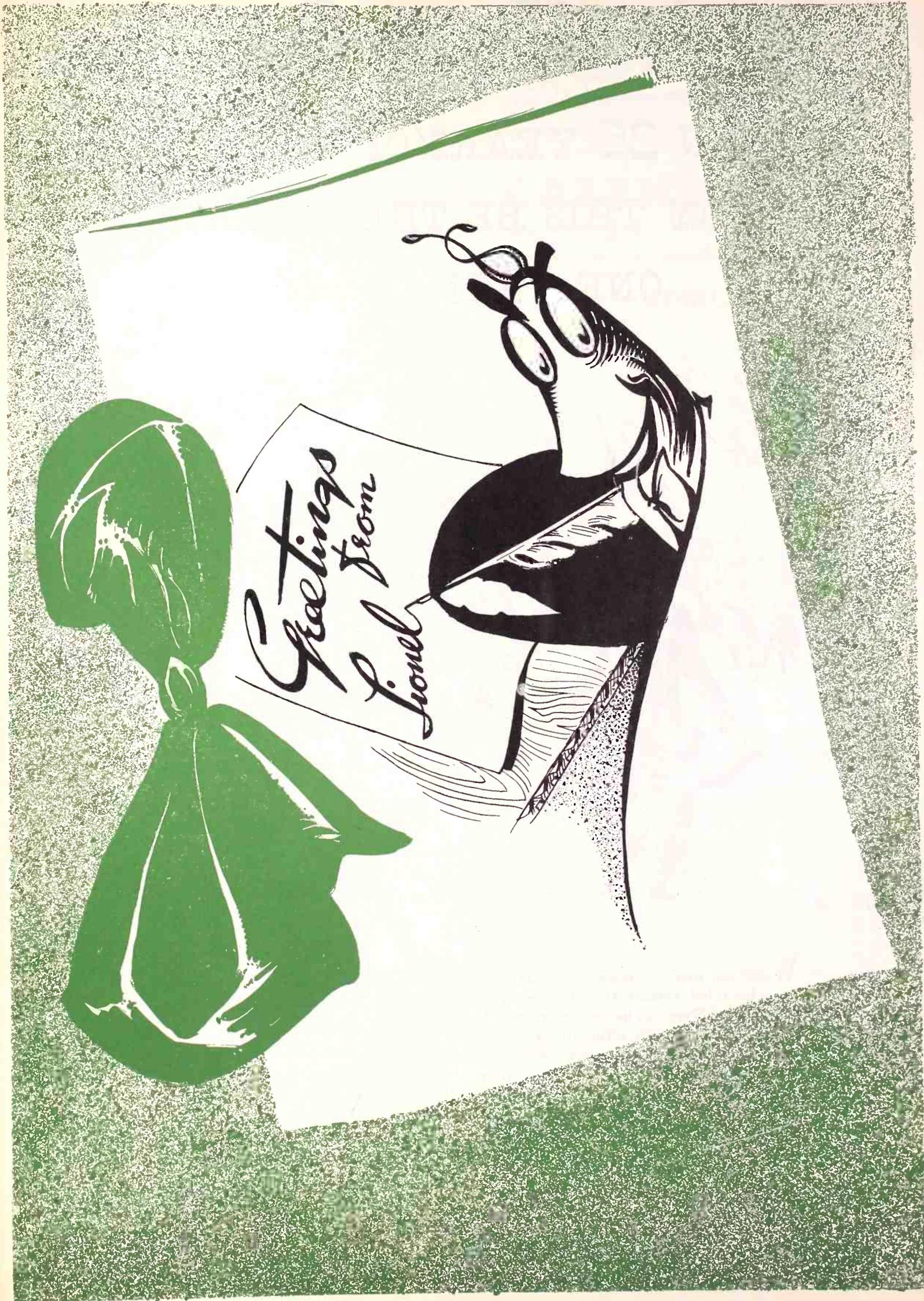
et

Bonne Heureuse Année

CKSB

1000 WATTS ST. BONIFACE, MAN. 1250 KCS.

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





N 25 YEARS OF WISHING... MAY THIS BE THE MERRIEST ONE YET!



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

keep quiet. He was your excuse for being at the exciting, wonderful Santa Claus Parade.

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

Sincere Christmas Wishes to one and all—

CFRB TORONTO