

# CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 1.

TORONTO, ONTARIO

January 10th, 1951

## 1951 CONVENTION CALENDAR

1951 JANUARY 1951							1951 FEBRUARY 1951							1951 MARCH 1951						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6					1	2	3	4	5	6	CAB	1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10	11	12	13	14	15	16	17
14 MAB FORT CUMBERLAND HOTEL 15 AMHERST N.S. 16 17	18	19	20				11	12	13	14	15	16	17	18	19	20	21	22	23	24
21 22 23 24 25 26 27							18	19	20	21	22	23	24	25	26	27	28	29	30	31
28 B.C.A.B. Empress Hotel 29 VICTORIA 30	31						25 C.A.B. Chateau Frontenac 26 27 28	Quebec City												

1951 APRIL 1951							1951 MAY 1951							1951 JUNE 1951						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7			1	ACA Royal York Hotel Toronto 2 3 4	5								1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

1951 JULY 1951							1951 AUGUST 1951							1951 SEPTEMBER 1951							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7				1	2	3	4	1	2	3	4	5	6	7	8
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22	
29	30	31					26	27	28	29	30	31	23/30	24	25	26	27	28	29		

1951 OCTOBER 1951							1951 NOVEMBER 1951							1951 DECEMBER 1951						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
											1	2	3							1
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30	23/30	24/31	25	26	27	28	29	

### HOLIDAYS

New Year's Day	January 1	Civic Holiday	August 6
Good Friday	March 23	(In many centres)	
Victoria Day	May 24	Labor Day	September 3
Dominion Day	July 2	Thanksgiving	October 8
		Christmas Day	December 25

NOW IN OUR 10th YEAR OF SERVICE TO RADIO AND ITS CLIENTS

*Our specialty*

Consulting and engineering services to Canadian broadcast stations on

**AM • FM • TV**



Over the last quarter century, RCA Victor has worked hand in hand with Canadian Broadcasters in the technical development and operation of an ever expanding industry. Today, RCA Victor engineers command the experience and are equipped with the modern specialized measuring equipment to provide the following services to Broadcasters:

1. Preparation of briefs for new applicants for Broadcast licences.
2. Preparation of briefs for new frequency assignments, improved facilities.
3. Directive Antenna installation.
4. Proofs of Performance.
5. Installation supervision and measurements of transmitting, studio and accessory equipment, AM, FM, or TV.
6. Instructing and training of station operating personnel.
7. Measurement and curves of FM and TV antennas and accessory equipment, including transmission lines, matching networks, diplexers.
8. Prompt help in emergencies, Technical advice, service and assistance on special problems.
9. Performance measurements and adjustments for station compliance with Department of Transport regulations.



**101**  
proofs of results

**33**

Stations served with Directive Antenna Installation and tune-up.

+

**23**

Successful briefs for new or improved frequency assignments.

+

**45**

Antenna proofs of performance completed and accepted by D.O.T.

Let us help you, too! Write to Engineering Products Department, RCA Victor Company Limited, 1001 Lenoir St., Montreal. Or call in your nearest RCA Victor Engineer.



**RCA VICTOR**

RCA VICTOR COMPANY LTD.

Halifax • Montreal • Toronto • Winnipeg • Calgary • Vancouver

**It's experience and know-how that count!**

There's no substitute for experience . . . and RCA Victor can bring vast resources in research, factory and field experience to bear on your problems. Please contact your nearest RCA representative:

- ★ HALIFAX — R. G. (Bob) Powers
- ★ MONTREAL — E. W. (Ernie) Miller
- ★ TORONTO — K. G. (Ken) Chisholm
- ★ WINNIPEG — E. P. Burns
- ★ VANCOUVER — R. B. (Bruce) Lanskaill

# VERBATIM

## Night Plane To Maritimes

(Reprinted from Canadian Broadcaster, June 9, 1945)

There is hidden treasure out there on the barb-wire networks of the Maritime Provinces in the shape of programs fashioned around the local communities — a part of those communities in fact—and after an all too short tour of the eastern terrain, it is our suggestion that sponsors and their agencies are missing opportunities for tying onto some of the time-tested local programs for which listeners turn to their local stations much as they perform any of the other routine functions of their daily lives. The reason, no doubt, is that stations do not inform their national representatives of these community activities, and consequently the reps are deprived of this sort of ammunition to peddle around the agency belt-line, so the agencies trot out the old alibi—"ain't no local talent"—and dust off the 30-minutes-of-teashop-tune routine, rename it, and pump it out onto the networks.

It takes a periodical tour of the back concessions for a Torontonian to keep himself reminded that this Holy City is not the beloved Mecca of all the rest of Canada, and that there are hundreds of thousands of Canadians who don't live in Toronto because they would rather die. Actually we believe that the maritimers waste a terrible amount of time hating the trillium flower and all that it stands for. But to our way of thinking that hatred, while it serves no useful purpose, is not without some reason.

For years they have watched the cream of their young manhood forsake their native heath for the smoke of the big city; for years they have done business with firms which label their goods "Manufactured in Toronto and Montreal." There are those of them who definitely believe that Ontario and Quebec have contrived to supply industry with cheap power for the sole purpose of sabotaging maritime manufacturing.

We only covered about half the places we had intended to visit, because, in spite of the fact that we came from Toronto, we found a spirit of welcome we have never experienced in this province, which came out into daylight when our hosts discovered that the sole purpose of our visit was to find out what makes them tick.

AUTOTYPED letters in any quantity, cost only slightly more than duplicating, yet are individually typed. Samples and prices from:

AUTOTYPE  
LETTER SERVICE  
73 Adelaide W.  
EL. 2983 Toronto

In days gone by, Great Britain made the mistake of trying to sell Canada goods which were manufactured, presented and promoted for the British Isles. She was unable or unwilling to see that the complicated process of living is not the same both sides of the Atlantic, and by this failure she lost, not only in goodwill but also in actual sales. Ontario business has the same lesson to learn insofar as her treatment of the Maritimes is concerned, and if she does not do so, the loss will not only be in business, but also in national unity.

Though the commercial and sustaining offerings of the two radio networks enrich the Maritime airways, to a far greater extent than in Toronto even, care must be exercised lest they supplant local programs, which depict far more individuality than do ours in the more densely populated areas. Naturally talent only exists in ratio to population, yet easily the most popular programs in the east are musical shows which range from hill-billy to folk

music. "Don Messer and his Islanders" are now on sustaining on the network, but Don has been wielding his baton since he started in Saint John in 1930. He has been playing from CFCY, Charlottetown, since 1939.

What sort of a reception do you

imagine does CJFX, Antigonish, rate for its bid for listeners with the programs in Gaelic which it aims at a large settlement of Cape Breton Scots, and which Decca thinks enough of to record?

And so forth.

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



**More radios  
are consistently tuned  
to CKRC  
than to any other  
Manitoba station**

BBM 1950 (6 - 7 TIMES WEEKLY)

Daytime	Station	Nighttime
126,260	CKRC— 5,000 watts	97,100
113,810	#2 —50,000 watts	84,580
72,450	#3 — 250 watts	46,770

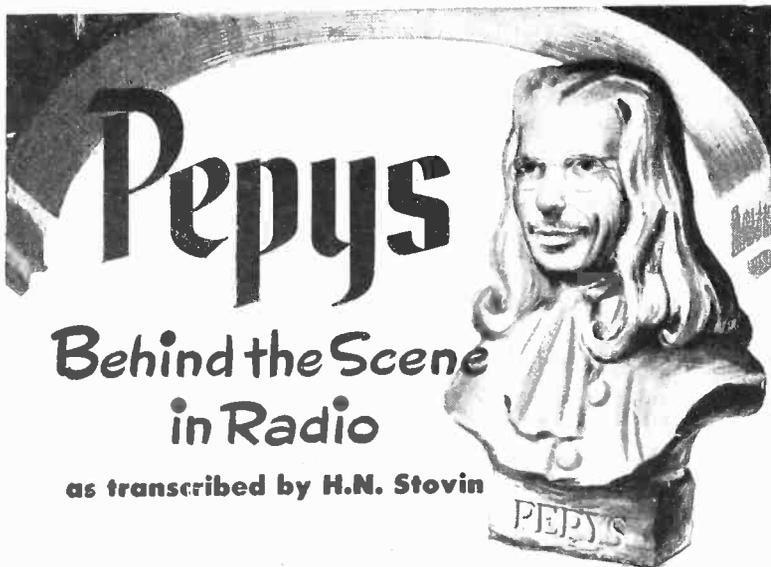
**CHECK FOR AVAILABILITIES ON**

# CKRC

## WINNIPEG

**630 KILOCYCLES — 5000 WATTS**

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



"Do find, in my sojournings in the coffee-houses, that many are loathe to forecast what the year may bring forth in the manner of business. Never having been one to hold back in the field of radio prognostication, have made publick my honest belief that 1951 will see more and more advertisers using Radio, and producing sales thereby on a greater scale than ever before ● ● ● Do forecast this on the pattern set in previous years, and the steadily growing list of successes by local and national advertisers alike, which has attracted the attention of a large and goodly number of businessmen, anxious to make sales. It is because Radio—and especially spot radio, both program and announcement—can reach right into the home that it can produce immediate action. In St. John's, Newfoundland, it can reach right into publick transportation busses as well, since VPCM introduced fixed frequency receivers in the Capital bus lines vehicles. Passengers are reported 'happy and enthusiastic' ● ● ● Radio 'plusses', too, intrigue advertisers. For example, CFOS, Owen Sound, now provides all salesmen, storekeepers and wholesale houses with advance information on the advertising, including spot announcements, carried on the station ● ● ● Then, too, Radio excels in coverage, for CHAB in Moose Jaw daily reaches more people than all the Saskatchewan daily newspapers combined ● ● ● And, when it comes to producing sales, one Toronto car dealer gives his daily CJBC program full marks for cleaning 500 cars right off the lot in a fall campaign ● ● ● Lastly, Radio does reach all types of people, as CKSF can prove. For years this Cornwall station has been telling people how easy it is to get money from the Household Finance Company. Harry Flint reports that one listener evidently decided to try it for himself—for he did crack open the safe and easily got away with \$500!"

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for these live Radio Stations*

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

## STATIONS

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Also being sought at this time is a license for a French language station in Saskatoon to operate with 1,000 watt power on 950 kc., directional, by Radio-Prairies-Nord Limitee.

A license has been requested by Hugh M. Sibbald for a station in Edmonton with power of 1,000 watts on 630 kc., directional. The board is also scheduled to consider the application of J. Conrad Lavigne for a French language station at Timmins with 1,000 watts on 580 kc., directional, as well as those submitted by G. W. Stirling for a station in St. John's, Nfld., to operate on 930 kc. with 5,000 watt power, and Radio-Gravelbourg Limitee for a French language station in Gravelbourg, Sask., to operate on 1340 kc. with 250 watt power.

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Requests for transfers of licenses are to be considered for the following stations: CKRM, Regina, from Transcanada Communications Ltd.; CKPR, Fort William, from Dougall Motor Car Co. Ltd. to H. F. Dougall Co. Ltd.; and CJRL, Kenora, from Kenora Broadcasting Co. Ltd. to C. W. Johnson, who heads the Norwestco Corporation.

RCA Victor Company Ltd. and Stewart-Warner Alomite Corp. of Canada have requested licenses for experimental television stations which will be considered by the board at this time. The RCA request is for a station in Montreal to operate on channel 5, while Stewart - Warner, if successful, will operate in Belleville on channel 10.

### Maritime Stations Stage 3-Day Meet

Fredericton, N.B.—The Maritime Association of Broadcasters will hold its annual meeting January 15 to 17 at the Fort Cumberland Hotel, Amherst, N.S., according to Malcolm Neill, manager of station CFNB, who is president of that body. Because of the heavy agenda, the third day has been added.

An item slated for considerable discussion is the matter of a promotional book, describing the Maritime market in detail, which the MAB is considering issuing. A considerable amount of work has been done on this project, which now awaits final MAB approval.

Non-Maritimers attending the meetings will be Jim Allard and Pat Freeman of the Canadian Association of Broadcasters. Allard will speak on copyright and other CAB matters. Freeman will describe his new research material and other sales aids. Ralph Snelgrove, manager of CKBB, Barrie, and president of the Central Canadian Broadcasters' Association, will speak on small station operation. Lyman Potts, assistant manager of station CKOC, Hamilton, will discuss station administration, organization and programming. Dick Lewis, of Canadian Broadcaster & Telescreen, is to speak on the subject "Maritimers are People."

**Simcoe County has 25,410 RADIO HOMES (1949 BBM)**

and no daily newspaper.

Most of these homes depend for their news, entertainment and shopping information on

**CKBB**  
BARRIE ONT.  
RALPH Snelgrove  
Manager

PEPS. NATIONAL BROADCAST SALES

# CANADIAN BROADCASTER AND TELESCREEN

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

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 News Editor: THOMAS C. BRIGGS  
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 Vancouver - Bob Francis



Vol. 10, No. 1.

25¢ a Copy — \$3.00 a Year — \$5.00 for Two Years

January 10th, 1951

## Talking Up The Maritimes

An unusually long agenda has been prepared for the annual meeting of the Maritime Association of Broadcasters which takes place at Amherst, N.S., January 15 to 17. The fact that this meeting is coming in for a little advance ballyhoo is significant in that it differs in this respect from past performances. The headlining on the agenda of a plan to put out promotional material on the Maritime market marks the dawn of a new era in Maritime business history, which should be welcomed by all merchandisers who desire to make their distribution completely national.

An innate modesty on the part of Maritime business to declare itself to the rest of Canada has resulted in these industrially productive and agriculturally fertile provinces being termed by the rest of Canada "backward." That the cognomen is erroneous is evident to those who have spent time in the Maritimes as well as to those marketers and others who have taken the time and the trouble to investigate these areas and discover the markets they are and the markets they might become. The failure of these Eastern Canadians to blow their own trumpets has caused many of their brightest sons to journey far afield to turn careers into fortunes. The success with which so many of them have met in the other six provinces is ample evidence of the quality of sons they breed.

■ ■ ■

Carrying the story of the Maritimes, not only to the advertisers and their clients but into every corner of the North American Continent, is not only a move that is far overdue from an economic standpoint. It is also a contribution towards the further unification - by - knowledge - and - understanding of the whole country. The Maritime broadcasters are to be congratulated on starting the ball rolling from a business point of view. Possibly they may decide to institute a program of exchange broadcasts with other parts of the country as well.

Native Maritimers may well be proud of the successes won by their sons all over the continent. Now they need only tell the rest of Canada what they know already themselves.

■ ■ ■

## The Radio Is Here To Stay

Just what do the TV-bugs propose to live on between now and the arrival of the new medium in Canada?

This, we believe, is a good question.

We also believe there is a sound answer.

Television is not the first invention to revolutionize our lives. Once the horseless carriage, an obvious passing fancy, loomed up to strike fear in the hearts of



"Suddenly the stillness of the night is broken by a piercing scream."

carriage builders. The first primitive motion picture bade fair to dealing a death blow to the theatre. How could trains, and later steamships, survive the advent of the airplane? And what a swath the telephone must have cut in the carrier pigeon business.

Certainly the television is here to stay, just like the automobile, the telephone and the airplane. Certainly the day will come when television will be a threat to night-time radio, to say nothing of the newspaper and other media of advertising. Television is the twentieth century's hot potato. But even overlooking the present state of international chaos, it is not going to be installed overnight. Those of us who live in the large centres will be privileged to look in on the new medium, if we are not already doing so. But if television is brought into range of ten Canadian cities in the next ten years, we shall be surprised. And in the meantime, radio listening is on the increase, whatever way you want to look at it, and it will continue to be the mass medium of entertainment and information for most Canadians even when, as and if television finally materializes.

■ ■ ■

So let us by all means explore and study the new medium. Let us gasp in admiration at its wonders. Let us harness it to sell our wares, when, as and if we are given the opportunity. But let us also remember that the movies did not supplant the theatre — just goaded it into bigger and better things; that radio did not bankrupt the newspapers — just made them more keenly aware of their readers' wishes. Let us remember also that the radio has penetrated our way of living more than we have ever realized, and will remain there for very many years to come.

## Concerning People

A young man went in to see his chief and told him "I want to get more money."

The chief looked at him a moment, and asked a very logical question—"Why?"

The young man was ready for this. He explained that he was about to get married. The chief congratulated him.

Encouraged, the young man got all wound up telling his boss about the grand apartment he and his bride-to-be had secured. The chief seemed interested.

Really rolling now, the young man went into considerable detail about the furniture design they had chosen, the silverware—nothing but sterling for his one-and-only.

The chief sat grinning and seemed to be taking the bait admirably. Finally he took him to lunch—at his lush club—"just to celebrate your engagement," he explained.

Lunch proceeded normally — pleasantly. The young man was overflowing with exuberance and kept wondering why he had been hesitant to beard the old man long before.

■ ■ ■

A friend of the chief's stopped by the table. Introductions were made. The young man felt he knew him—was sure he was the president of something or other, but couldn't remember what. This was the life, he thought. A swell club, two hours for lunch, and a drive out to a home in the country at four.

The chief must have read his thoughts. "Like it here?" he asked.

"You bet your life I do," the kid overflowed.

"Costs me a small fortune," the boss confided.

"You're the man who can afford it," said the other.

"Think so?"

The lad nodded, grinning.

The old boy looked sage a moment. "I didn't bring you here to preach a sermon," he said, "but I won't say I didn't hope an opportunity would arise."

The young man said nothing—just looked. "It's a long time since I got married," he said. "At the time I was operating a small dump truck. It was mine—mine and the finance company's. Suddenly I realized that I wanted to get married more than anything else in the world."

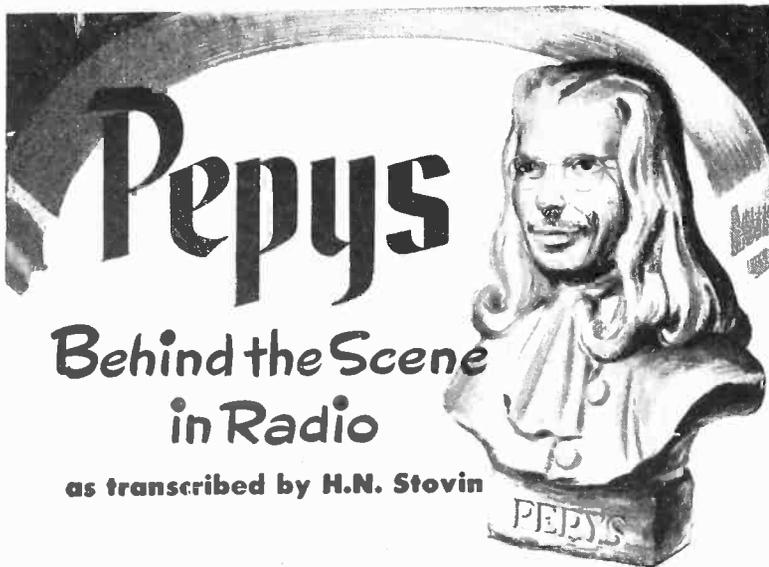
The kid nodded, knowing how he had felt. "First I wondered how I could persuade the people I was hauling stuff for to raise the ante a little. That seemed the simplest way. It didn't work, though. Then I got another idea. I put in three months without smoking, taking a beer or indulging in any luxury. I just worked as long as I could stay awake. Then I found I had the down payment on another truck. I scouted around and lined up some more customers and hired a man to run the old one.

"Then I got married."

The kid didn't say a word. Together they rose from the table and left in silence.

Back at the office, the young man—he wasn't a kid any more—started looking around the place, studying the job he was called upon to do, scheming how he might be able to produce more for his firm in his working day.

The young man didn't have to ask for the raise again. It came along with a note from the chief. "I guess you caught on to what I meant about that second dump truck," he had written. "I guess you realize now that you don't go and get more money — you earn it."



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& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for these fine Radio Stations*

CJOR Vancouver	CKY Winnipeg	CKSF Cornwall
CFPR Prince Rupert	CJRL Kenora	CKVL Verdun-Montreal
CKLN Nelson	CJBC Toronto	CJBR Rimouski
CJGX Yorkton	CFOR Orillia	CJEM Edmundston
CHAB Moose Jaw	CFOS Owen Sound	CKCW Moncton
CJNB North Battleford	CHOV Pembroke	CHSJ Saint John
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AD. 5075

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January 10th, 1951

## Talking Up The Maritimes

An unusually long agenda has been prepared for the annual meeting of the Maritime Association of Broadcasters which takes place at Amherst, N.S., January 15 to 17. The fact that this meeting is coming in for a little advance ballyhoo is significant in that it differs in this respect from past performances. The headlining on the agenda of a plan to put out promotional material on the Maritime market marks the dawn of a new era in Maritime business history, which should be welcomed by all merchandisers who desire to make their distribution completely national.

An innate modesty on the part of Maritime business to declare itself to the rest of Canada has resulted in these industrially productive and agriculturally fertile provinces being termed by the rest of Canada "backward." That the cognomen is erroneous is evident to those who have spent time in the Maritimes as well as to those marketers and others who have taken the time and the trouble to investigate these areas and discover the markets they are and the markets they might become. The failure of these Eastern Canadians to blow their own trumpets has caused many of their brightest sons to journey far afield to turn careers into fortunes. The success with which so many of them have met in the other six provinces is ample evidence of the quality of sons they breed.

■ ■ ■

Carrying the story of the Maritimes, not only to the advertisers and their clients but into every corner of the North American Continent, is not only a move that is far overdue from an economic standpoint. It is also a contribution towards the further unification - by - knowledge - and - understanding of the whole country. The Maritime broadcasters are to be congratulated on starting the ball rolling from a business point of view. Possibly they may decide to institute a program of exchange broadcasts with other parts of the country as well.

Native Maritimers may well be proud of the successes won by their sons all over the continent. Now they need only tell the rest of Canada what they know already themselves.

■ ■ ■

## The Radio Is Here To Stay

Just what do the TV-bugs propose to live on between now and the arrival of the new medium in Canada?

This, we believe, is a good question.

We also believe there is a sound answer.

Television is not the first invention to revolutionize our lives. Once the horseless carriage, an obvious passing fancy, loomed up to strike fear in the hearts of



"Suddenly the stillness of the night is broken by a piercing scream."

carriage builders. The first primitive motion picture bade fair to dealing a death blow to the theatre. How could trains, and later steamships, survive the advent of the airplane? And what a swath the telephone must have cut in the carrier pigeon business.

Certainly the television is here to stay, just like the automobile, the telephone and the airplane. Certainly the day will come when television will be a threat to night-time radio, to say nothing of the newspaper and other media of advertising. Television is the twentieth century's hot potato. But even overlooking the present state of international chaos, it is not going to be installed overnight. Those of us who live in the large centres will be privileged to look in on the new medium, if we are not already doing so. But if television is brought into range of ten Canadian cities in the next ten years, we shall be surprised. And in the meantime, radio listening is on the increase, whatever way you want to look at it, and it will continue to be the mass medium of entertainment and information for most Canadians even when, as and if television finally materializes.

■ ■ ■

So let us by all means explore and study the new medium. Let us gasp in admiration at its wonders. Let us harness it to sell our wares, when, as and if we are given the opportunity. But let us also remember that the movies did not supplant the theatre — just goaded it into bigger and better things; that radio did not bankrupt the newspapers — just made them more keenly aware of their readers' wishes. Let us remember also that the radio has penetrated our way of living more than we have ever realized, and will remain there for very many years to come.

## Concerning People

A young man went in to see his chief and told him "I want to get more money."

The chief looked at him a moment, and asked a very logical question—"Why?"

The young man was ready for this. He explained that he was about to get married. The chief congratulated him.

Encouraged, the young man got all wound up telling his boss about the grand apartment he and his bride-to-be had secured.

The chief seemed interested.

Really rolling now, the young man went into considerable detail about the furniture design they had chosen, the silverware—nothing but sterling for his one-and-only.

The chief sat grinning and seemed to be taking the bait admirably. Finally he took him to lunch—at his lush club—"just to celebrate your engagement," he explained.

Lunch proceeded normally — pleasantly. The young man was overflowing with exuberance and kept wondering why he had been hesitating to beard the old man long before.

■ ■ ■

A friend of the chief's stopped by the table. Introductions were made. The young man felt he knew him—was sure he was the president of something or other, but couldn't remember what. This was the life, he thought. A swell club, two hours for lunch, and a drive out to a home in the country at four.

The chief must have read his thoughts. "Like it here?" he asked.

"You bet your life I do," the kid overflowed.

"Costs me a small fortune," the boss confided.

"You're the man who can afford it," said the other.

"Think so?"

The lad nodded, grinning.

The old boy looked sage a moment. "I didn't bring you here to preach a sermon," he said. "but I won't say I didn't hope an opportunity would arise."

The young man said nothing—just looked. "It's a long time since I got married," he said. "At the time I was operating a small dump truck. It was mine—mine and the finance company's. Suddenly I realized that I wanted to get married more than anything else in the world."

The kid nodded, knowing how he had felt.

"First I wondered how I could persuade the people I was hauling stuff for to raise the ante a little. That seemed the simplest way. It didn't work, though. Then I got another idea. I put in three months without smoking, taking a beer or indulging in any luxury. I just worked as long as I could stay awake. Then I found I had the down payment on another truck. I scouted around and lined up some more customers and hired a man to run the old one.

"Then I got married."

The kid didn't say a word. Together they rose from the table and left in silence.

Back at the office, the young man—he wasn't a kid any more—started looking around the place, studying the job he was called upon to do, scheming how he might be able to produce more for his firm in his working day.

The young man didn't have to ask for the raise again. It came along with a note from the chief. "I guess you caught on to what I meant about that second dump truck," he had written. "I guess you realize now that you don't go and get more money — you earn it."

# Everybody HIT THE JACKPOT!



"... we as a group want this type of program reserved for this group's first refusal at anytime and the idea should not be transferred to any other group without our consent."

The listener... the sponsors... and "Lionel" all cracked this one when CKCW's CHRISTMAS JACKPOT went over with a bang and resulted in the above.

JACKPOT required store visits by listeners to ascertain daily "Jackpot" items and Monctonians stamped to win large cash prizes... buying along the way. The sponsors, pop-eyed at the increased traffic and sales, delivered the above ultimatum after one week's airing. The results didn't surprise "Lionel" for CKCW audiences always react in a tangible manner to our local shows.

JACKPOT'S success was just further evidence that WE DON'T SELL TIME... WE SELL RESULTS! Ask Horace N. about other CKCW programs that will hit the Jackpot for you.



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

**NORTHERN ONTARIO'S**

*Greatest*

**ADVERTISING**

**MEDIUM**

**CKSO**

**NORTHERN ONTARIO'S**  
**HIGH-POWERED**  
**STATION**

*Ask*

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

## TECHNICAL

### Engineers' Meet A Success

Calgary.—When 42 radio engineers, most of them from private stations affiliated with the Western Association of Broadcasters, met here in the Palliser Hotel for their first annual conference the last day of November, it meant that for the first time practical technical knowledge would be pooled for the advancement of the broadcasting industry generally.

Sponsored by the Western Association of Broadcasters, the three-day conference got under way when R. H. Tanner, audio equipment engineer for Northern Electric, took a swipe at radio station studios in his address, "Studio Amplifiers, Microphones and Acoustics." He said that almost all studios are too small for the purpose and in addition he looked with disdain on producers who demand a microphone for every section of an orchestra and chorus. Tanner also discussed television, claiming that 90 per cent of effort and attention is directed towards the video end, while sound receives only the remaining 10 per cent.

Immediately after, Charlie Smith, of CKWX, Vancouver, delivered a highly technical discourse on "Transmitter and Audio Rack Tube Life."

Following a luncheon, delegates heard an address on "Safety Measures in Broadcasting," by E. E. Owen, safety supervisor for the

(Alberta) Provincial Branch of the Workmen's Compensation Board, in which he urged the adoption of a four-point safety program.

At the top of Owen's list of recommendations was "a complete study of all machines and equipment, together with methods of operation, which might cause damage or injury should anything unforeseen occur." Secondly, the speaker suggested, signs should be placed on all transformers and other electric devices. In the case of high-power equipment, especially of an exterior type, barbed wire enclosures should be provided, to prevent youngsters or curious people from examining them with tragic results.

Fire extinguishers should be kept close at hand and clearly labelled, he said, and their use should be thoroughly understood by all employees. Improperly used, an extinguisher could be as dangerous as the fire, he warned. The final point which Owen underlined was that eyes should be protected when working where there is the danger of sparks or particles entering them. He singled out the fluorescent lamp as a hazard, explaining that it contained an element which, if broken, could cause serious injury if particles entered the eyes or lungs.

Bob Lamb, of CFCN, Calgary, in discussing radio interference, said that rural electrification and the use of appliances, such as fluorescent lights, make it necessary for a station to pump out a healthier signal to overcome interference. The proper use of filters on electrical appliances can reduce interference as much as 75 per cent, Lamb said.

From the floor came a suggestion that the Department of Transport should compel those using equipment causing interference to install the necessary attachments to eliminate it. Another suggestion was to the effect that domestic appliance manufacturers should be required to label their products which are interference-free as such, and eventually make illegal the manufacture of those appliances which are not so labelled.

The second day of the conference got rolling when J. P. Gilmore, of the CBC in Montreal, discussing recording in general, said that the adoption of the National Association of Broadcasters Recording Standards in Canada "would be a forward step." Later, delegates showed unan-

## NOTES TO YOU!

### "STAY HOME and be LONELY"

is a way of keeping them home listening to you.

It's a London Record, No. 755.

Write us for a free disc.

**FAVORITE MUSIC CO.**  
 21 SUSSEX AVE. TORONTO 5

## LIBRARIAN WANTED

for aggressive independent city station in Ontario. Station experience necessary. Ability to script shows desirable. Your reply will be treated in confidence.

Our staff knows of this advertisement.

Box A-69

Canadian Broadcaster & Telescreen



**THE FIRST ENGINEERS' CONFERENCE**, sponsored by the Western Association of Broadcasters, brought men on the technical side of the radio business from throughout the western provinces and beyond, to Calgary, for the three-day meet which began November 1. From left to right, they are: back row—Roy Cahoon, western division of the CBC; Gordon McLeod, CPR, Calgary; Ian Carson, CHAT, Medicine Hat; Leo Haydamach, CHAB, Moose Jaw; Bill Forst, CKRD, Red Deer; W. H. Cumberland, Canadian National Telegraphs, Toronto; Bob Lamb, CFCN, Calgary; third row—Frank Hollingworth, CJCA, Edmonton; Bert Hooper, CKRC, Winnipeg; Doug Thomson, CKSB, St. Boniface; Bill Pinko, CKUA, Edmonton; Vern Wileman, CKNW, New Westminster; Jim de Roaldes, CFCP, Grande Prairie; Merv Pickford, CHAB, Moose Jaw; G. Woodward, CFAR, Flin Flon; Gordon Sadler, CHFA, Edmonton; Allan Ramsden, CKLN, Nelson; Jim Gilmore, CBC, Montreal; second row—Ernie Strong, CKCK, Regina; Stan Gilbert, CFAC, Calgary; Gordon Shillabeer, CBX, Edmonton; Stan Hamilton, CBC, Toronto; Bob Reagh, CJOC, Lethbridge; Ross Craig, CKXL, Calgary; Frank Makepeace, CFRN, Edmonton; John Hepburn, CJAT, Trail; Fred Weber, CKOV, Kelowna; Bill McDonald, CKRM, Regina; Art Chandler, CJOR, Vancouver; Tom VanNess, CKBI, Prince Albert; front row—Eric Peel, CJOR, Vancouver; Hector Hill, CFRN, Edmonton; Lyn Hoskins, CFQC, Saskatoon; Harold Gissing, Northern Electric, Winnipeg; Ian MacDonald, Magnecorder Company; "Doc" Souch, Marconi Co., Winnipeg; Bruce Lanskill, RCA, Vancouver; Bob Tanner, Northern Electric, Belleville; Earle Connor, CFAC, Calgary; Charlie Smith, CKWX, Vancouver; Geo. Chandler, CJOR, Vancouver.

ious agreement with this view when Earle Connor, of CFAC, Calgary, suggested that serious consideration be given this proposal by the Western Association of Broadcasters. Gilmore also said that broadcasting stations should confine their operations to 33 1/3 and 78 r.p.m. recordings for the time being, since technical difficulties stood in the way of rapid acceptance of "long-playing" discs.

The remainder of the day was given over to the discussion of technical aspects of recording and programming, and the conference concluded with an inspection tour of the three Calgary stations the day following.

Under the guidance of conference committeemen Lloyd Mofatt, CKY, Winnipeg, manager; G. R. A. Rice, CFRN, Edmonton, manager, and W. F. "Doc" Souch, Canadian Marconi Co., as chairman, the conference, it was felt, had added to the collective and individual knowledge of the delegates, and had permitted the en-

gineers to become acquainted with their counterparts, as well as their problems and solutions, in widely separated localities. It was also felt that "the forgotten men of radio" are not likely to be forgotten again; their contributions to the medium will be even more evident.



Check that line-up of daily network shows on CFCN  
**WHAT A SPOT FOR SPOT RADIO**

Ask Radio Reps. -- Toronto -- Montreal



"THE VOICE OF THE PRAIRIES"

★  
Calgary

Wise time-buyers have used CFCN to sell the Southern Alberta Market for over 28 years.

## Edmonton's Broadcasting Pioneers



G. R. A. RICE

Built Edmonton's first radio station



Born in Teddington, Middlesex, and educated in England, Dick Rice is one of the outstanding radio men in Canada. In World War I, he served with Marconi

in the Admiralty Service in the Mediterranean theatre, in Spain and at various points in Africa and South America.

He came to Canada in 1921. The following year he joined the staff of the Edmonton Journal, and engineered and operated CJCA, Edmonton's first broadcast outlet.

The present firm, Sunwapta Broadcasting Company, was organized in 1934 with initial power of 100 watts. Today it is a friendly, influential 5,000-watt voice in one of Canada's richest and potentially greatest areas—Central and Northern Alberta.

Active in both WAB and CAB, Dick Rice has served in various capacities as Director, President and Chairman of the Board of Directors. He is a Rotarian, a member of the Edmonton Club and the Edmonton Golf and Country Club, on the Board of the Alberta Division of the Canadian Cancer Society, and the Canadian Foundation for Poliomyelitis.

Owner of a log cabin hideaway on the shore of beautiful Lake Edith in Jasper National Park, Mr. Rice is an ardent advocate of the fullest development of the Park to make it more accessible and of greater use to Canadians. He is also keenly interested in the preservation of historical and legendary lore, and uses the pioneer and Indian motifs as decorative themes in studios and transmitter. He has a unique collection of early pioneer and Indian paraphernalia. The firm is named after the magnificent Sunwapta River and Falls in Jasper National Park.

**IN EDMONTON IT'S CFRN**

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



# we're going to give them

Only a few days ago, Associated Program Service sent the following announcement to all of its subscribers throughout the radio industry. Normally, this would have been a confidential memo intended for them alone — yet what it reports is of such importance that we think the facts should be shared with everyone in the whole field of broadcasting.

This memo is a wish coming true. Our wish—and yours, too.

As broadcasters, we've both long hoped that the folks who produce services for us would find some way to plan these services *as station operators would plan them*. Plan them, that is, for maximum productivity in terms of audience and especially in terms of dollars.

Well... it's happened. And it couldn't have happened to a nicer organization than Associated. For several weeks now we've been traveling the nation, visiting stations, talking to broadcasters, asking them what they thought a real broadcasters' library should be.

Here's what they said:

1. Broadcasters want a library service with a built-in **SALES SERVICE!** They want a library that produces income—easily!
2. Broadcasters want a library that offers real program help. They want news about *new* program developments. They want program service that *cuts costs and ups ratings*. They want to know how to get the *most* out of a library. They realize that the new developments in sales and programming in radio must come from stations from now on—and they want all the necessary tools.
3. Station men say they want a good, big, basic, well-balanced musical library. And they want quality reproduction, ease of handling—and *lots of new releases all the time!*

To meet these requirements—based on the *actual specifications set by broadcasters*—Associated is now planning to deliver a brand new kind of service to its subscribers. We think it's going to set a pattern for radio library service from now on. Here's the pitch:

**First**—*we're going to help you sell*. Not just by sending you bulletins... not just by grinding out sales aids. **We're going to work directly with your sales staff—at your station!**

Here's how:

**Beginning in January 1951**—and continuing monthly thereafter—I'm going to put a *sales meeting on a transcription* and send it to every Associated subscriber station. Each transcription will cover a different phase of selling radio advertising. Some will cover fields of retail business—furniture, ready-to-wear, used cars, banks, etc. Others will cover techniques of salesmanship, presentation, creative selling, etc. And I've invited guests to accompany me to your sales meetings via these transcriptions—top men in

various retail fields and other folks you've always wanted to have talk to *your* sales staff, right in your own office.

Ahead of each transcription will come a complete suggested outline for the sales meeting itself—complete even to assignment forms to use in connection with the meeting project: forms that will help you find out exactly how much business these sales meetings produce for you.

All you will have to do—once each month—is call a sales meeting. Tell your men we'll be around to talk directly to them—bringing a guest or two. And you've solved the problem of "what-to-say" at a dozen of your 1951 sales meetings, at least. (Incidentally, we'll be saying *some* things at those meetings that you've always wanted to say—but wished someone else would say for you!)

#### That's item #1. Here's item #2:

Broadcasters say there's no substitute for talking shop and exchanging ideas with other broadcasters *in person*. We agree, and we want to help. So we're scheduling a series of sales (and program) clinics throughout the nation during 1951. *For Associated subscribers only, of course.* They will be the kind of meetings that everybody's always talked about but nobody—so far—has ever really held. A full jam-packed day of shop talk. Sure, we'll take a few minutes to talk about the APS library—because broadcasters *want* to talk about and learn more about the library as a sales and program tool. But the bulk of each session will be designed to bring you up-to-date on what's new, different and successful in sales and programming... in terms of what is *actually* being done in the field.

You'll get your invitation to the conference in your area just as soon as it's scheduled. And this full day of meaty business discussion will be a part of your Associated subscription. There will be *no registration fee* for Associated subscribers—and non-subscribers won't be invited, of course.

What else? Lots of things—too many to list here, in fact—but here are some:

- *A new, informative monthly bulletin.* Any station manager or sales or program executive will recognize what its title means: "**THE NEEDLE.**" A roundup of sales and program ideas as we see them travelling around from market to market, from station to station.
- *Bigger and even better sales presentations* for the shows in your Associated library. Practical show promotion kits, too—for use by local sponsors.

## APS Associated Program

151 West 46th Street, New York 19, N. Y.

# WHAT THEY WANT!

A series of "how-to-use" manuals, written for you by broadcasters and transcription specialists. They'll tell you how to get the best reproduction, easiest handling and smoothest programming from your library.

More and more special transcription material—like Associated's already-famous weather, time, Dollar-Day, Christmas and retail musical lead-ins... every one produced with sales in mind.

Number—this isn't an invitation to subscribe to additional service! You've earned this service by being an APS subscriber in the first place. It's a franchise link our subscribers will want to guard carefully—since only a limited few will be able to procure as it goes on.

What that mean APS won't take new subscribers? Exactly. But it is a fact that there's a real shortage—a increasing one—of raw materials that go into the production of transcriptions and records. Vinylite is scarce, resistance, and certain metals are almost impossible to get. Others have gone underground, into the "gray market" where prices jump from, let's say, 80 cents a disc to \$8.00. We manufacture all our own transcriptions in our own factory in Kentucky and we're beginning to face some practical realities. Our costs are soaring. Our materials are getting scarcer. Our technique of manufacture is a mass-production one—the discs you get from us are not hand-made, because our quality standards are so high that we actually average only a dozen discs or so from one metal stamper.

What solution? Slam prices up, drop quality standards, buy on the black market. Or else—and this is the way we're going to—put everything you have into serving those with whom you've dealt all these years and produce new libraries when the materials aren't needed for current releases to our subscribers. Just how long we can adhere to this policy is the real question, and as a subscriber you should study the following data carefully:

**You are protected against price-increases** for the life of your current contract.

**We are still permitting current subscribers to extend their contracts** to a maximum of five (5) years. If you want this additional protection, however, you should request it at once—certainly before January 1.

**We will accept only a limited number of new subscriptions** during the coming year. When we

have them—and they're coming fast!—our field staff will concentrate on the sales and program services described earlier in this letter.

**TO SUM UP:** This library is going places! In 1951 we think it will be the most valuable sales and program tool in the industry—and this in an era in which the initiative for sales and programming is once again in the hands of station people. To help you do a better job of selling we'll provide you with

- transcribed station sales meetings
- regional sales-programming conferences
- regular bulletins on sales and programming
- program sales presentations for local use
- sponsor-promotion kits for our shows
- more of those grand APS scripts and programs
- lots of personal service from our field staff
- manuals to help you get the most from your library
- price and quality protection as long as possible

**AND . . . the best basic library in the business.**

We want you to feel, in '51, that your library can and will pay for itself!

**MAURICE B. MITCHELL**  
General Manager,  
Associated Program Service

**Associated Program Service, however, can still accept new subscribers at current rates. If you are interested in being one of them, fill out the coupon below and mail it to us right away. You'll receive a prompt reply with full facts on Associated Program Service and its reasonable cost to your station.**

MAURICE B. MITCHELL, General Manager  
Associated Program Service  
151 West 46th Street, New York 19, N. Y.

I am interested in knowing more about Associated Program Service for my station. Will you air mail the facts to me?

Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Service

library that pays for itself"



# TALENT TRAIL

By Tom Briggs

The decision of the Colgate-Palmolive Peet Company to renew its sponsorship of *The Happy Gang* for the 12th consecutive year, as announced last week, assures the talented gentlemen and lady, who make this just about the most popular show produced anywhere, of a steady income for another year. There was never much doubt that the signing would come, but some big radio bankrollers have been doing a bit of jumping around of late and it is interesting to note that one of the biggest hasn't changed its mind about its program. Besides, it is no small measure of a program's success when an outfit like Colgate says, in effect: "You're doing okay. Let's keep 'em rolling."

On the first program of the new year the *Gang* demonstrated ably why they have been able to build and hold one of the biggest audiences ever gathered (10th place with a national E-H of 10.6) by a daytime Canadian show, both here and points south on a transcribed basis.

The program has a format which denies any precise timing or meticulous planning and generally comes off with the feeling that "we don't care about producing a radio program, really . . . just want to have some fun here for a half hour or so." This seems to be one of the show's dual keys to fame—freedom. It is an illusion, though, as is most good show business, concealing the sweat and anguish which must attend any daily entertainment venture. One can imagine owner, manager and emcee Bert Pearl saying: "I'll give you guys just ten minutes to get happy."

And there is the show's other key—Pearl. There are some who feel that recently the show slipped because of the maestro's absence. Not having heard the *Gang* during that period (the boss won't let me) I have no opinion, but the fact is that the show's rating did take a momentary plunge with the wheel in other hands. It remains to be seen if it will bounce back readily, but it probably will.

Back of Pearl is a well-organized team whose members change occasionally. Fortunately for the *Gang* the vacancy has always been filled by an equally able trouper, for in this show it appears imperative that everybody be able to enter into the gay spirit of each daily stanza to make it "go." I believe that *The Happy Gang* is unique in that more of the individual performers here get closer to and gain the interest and attention of the listening audience than on almost any other radio program.

As an example of what this means in terms of entertainment value there is Hughie Bartlett's joke pot, wheeled out at every session as an excuse for general kibitzing. Quite often the gag itself is at best very thin, but what the boys are able to do with the preamble makes for the real humor long before the weak punch-line comes. The same feel-

ing, to a lesser degree, dominates the rest of the show, from Eddie Allen's cheery vocals to the often riotous numbers by the orchestral group of trumpeter Bobby Gimby, violinist Blain Mathe, clarinetist Cliff McKay, vibraphone manipulator Jimmy Namaro, bass fiddler Joe Niosi, lone feminine member-organist Kay Stokes, and pianist Lloyd Edwards.

There also comes the time when the group decides to become deadly serious, with effective renditions of such things as "The Lord's Prayer." One discriminating listener was overheard saying: "This is one program where I'm not overly conscious of the change from light to heavy. Nor is it ever out of place or hammed up." They are this scribbler's sentiments too.

Day in and day out the program is put together, with assistance from the rest of the cast, by Pearl and producer George Temple. The agency end is handled by Spitzer & Mills Ltd.



This familiar column head will not appear again, for Elda Hope, whose brave heart and iron will enabled her to keep up a 10-year fight against sclerosis, closed her eyes for the last time on Friday, December 22.

Elda was 44. She started in radio in the early thirties with the old All-Canada office. In 1938, she joined Dominion Broadcasting Company, where she remained until she retired to bed in 1943.

For five years, she was at home, with one trip to the Kingston Hospital in an attempt, that proved fruitless, to effect a cure. For the last two and a half years of her life, she was in the Queen Elizabeth Hospital, where she died the

Friday before Christmas. She started her column in this paper in July, 1943. She maintained it regularly until last year, when her ebbing strength would not permit her to keep it up except occasionally.

She is survived by her mother, Mrs. Janet Clayton; her daughter, Mrs. Lois Scott, and her sister, Mrs. Ruth Pask.

Elda leaves behind her a shining example of the kind of courage that would not permit an inevitably hopeless illness to stem her wit and spirit. Her death came as a merciful release after her years of pain and suffering.

## WANTED

Experienced radio time salesman for Maritime 250 watt station. Apply giving experience and salary required.

Box 71  
Canadian Broadcaster & Telescreen

FOR RESULTS IN SOUTHERN SASKATCHEWAN



# CKRM REGINA

Ask your All-Canada Man



5000 WATTS  
DAY AND NIGHT

# MONTREAL'S

**F**IRST STATION  
**I**N ENTERTAINMENT  
**N**ATIONAL ADVERTISERS  
**E**STABLISHED SALES RESULTS  
**S**TRONG PROGRAMMING APPEAL  
**T**OP SPONSOR PROMOTION

REPS: In Canada: ALL-CANADA RADIO FACILITIES LTD. — In U.S.: WEED & CO.

ABC and DOMINION NETWORK  
AFFILIATE

# When You Want To Reach The Heart Of Ontario, Consider These Facts:

- C**ost per listener.
- K**now-how in Programming.
- L**istenership.
- B**uying power.

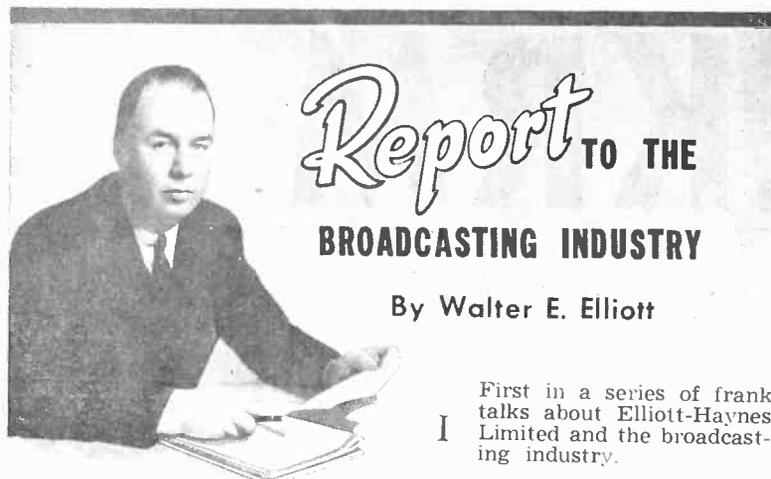
*Put them all together, they spell*

# CKLB

OSHAWA

*"The Biggest Little Station in the Nation"*

ASK JIM ALEXANDER  
OR JOE MCGILLVRA



By Walter E. Elliott

I First in a series of frank talks about Elliott-Haynes Limited and the broadcasting industry.

## We Inaugurate A Series.....

ELLIOTT-HAYNES Limited is pleased to announce the inauguration of a series of "advertorials" in successive issues of the "Canadian Broadcaster & Telescreen."

This series is designed to clarify the thinking of the industry, on how we, at Elliott-Haynes, measure Canada's radio audience. It is also intended to assist in the more intelligent interpretation and use of the E-H rating.

Let this serve as a forum for the enquiries of the industry: please feel free to write us regarding any clarification on how radio audiences are measured—how information is processed — and how the results are to be interpreted and applied.

In the next issue we discuss—"The Selection of the Interviewer."



# Elliott-Haynes Limited

[ Continuous Radio Audience ]  
[ Measurements Since 1940 ]  
Intl. Aviation Bldg. 515 Broadview Ave.  
MONTREAL TORONTO  
PLateau 6494 GErrard 1144

# THERE'S NO "N" IN MARITIMES

By E. V. Palmer  
Radio Director  
Walsh Advertising Co. Ltd.

The frustrating part of it all is, he's a nice guy. Basically. Affable, approachable—even willing to spend some shekkels advertising his three-piece swim suits (free cap) through our agency. At first meeting you'd mentally card him "intelligent"—with the usual reservations, of course. And that's just the way things started off during the first meeting in his office.

For two hours, he amiably nodded his way through my national pitch while I gradually worked across the board from Victoria, over the Rockies, into the Prairies and on around the Lakehead, up the Niagara Peninsula, right through Ontario and Quebec. Even down into the Gaspé.

Then, almost imperceptibly at first, the grin grew until it engulfed a third chin.

"Son," he beamed (he was 30 last month), "you must be tired. For a minute there, I thought you said something about the Maritimes."

I gulped at his mispronunciation and tried not to sound as though I was correcting him as I said: "Maritimes, Mr. Malarkey. Most definitely."

"Oh, come now, son. Look here. It's nearly four bells. About time to call it a day, eh?"

Sometimes the signs are easy to read. And sometimes they say, "That's enough. Shut up and get out." I shut and got. But before I lit my last cigarette for him, another appointment had been laid on for the following afternoon. An hour later I had my campaign to sell the Maritimes revised into an airtight package. After all, it had been a longish session, and probably he'd been busting for a beer or something.

Tomorrow, 30 minutes should clean the thing up.

Well, by four-thirty the next day—and we started at three—I had managed to convince Malarkey that the Maritime Provinces were not United States possessions. Two days later he even admitted that Maritimers might occasionally eat something besides herring. And just yesterday, I presented him with a batch of photos, duly certified by a notary, showing Maritimers driving post-war (II) automobiles. (He still says "any damn fool knows there aren't any roads down there!") But the idea of telephones and electric lights—"Come now, son!" (He's a Torontonion, so I didn't dare add that the electricity was 60 cycle.)

Today he finally signed the estimate. Two one-inch insertions in a Yukon trade journal with an ABC circulation of 42... including the publisher, an Eskimo from the other side of Baffin Land.

But do you see what I mean?

I guess it's our own fault, but whatever the reason, too many national advertisers just don't realize what an amazing radio buy they can get in the Maritime Provinces. And half the time they aren't too anxious to find out because they apparently don't realize that Maritimers eat nationally advertised foods, wear nationally advertised clothes, drive nationally advertised cars and trucks, use nationally advertised appliances and generally do the very same things—admittedly with less fuss about it—as any other group of Canadians.

Some advertisers and their

*(Continued on page 13)*

## CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

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

## CFCO - 630 Kcs - Chatham

## If You Like To Get Up In The Morning

live Ontario station (city) offers you an opportunity to extinguish yourself on a Sunrise Show, 6.30 to 9 a.m. plus other light chores. Good money—straight salary or salary and commission—on business on morning program. Replies confidential. Our staff is hep to this ad.

Box A-70, Canadian Broadcaster & Telescreen

agencies have been astute enough to see the potential of more than a million radio listeners, literally captive, and available through network radio if you like it that way, or sitting ducks for any intelligently planned selective campaign.

You can't reach a quarter of them with daily newspapers; thousands never see a billboard; thousands don't ride on streetcars or buses.

There's just one way. Radio. And it can't miss if you'll play along with the programming know-how of the station operators who make their living catering to the needs and wishes of the loveliest audience ever so beautifully grouped.

Grouped? Take a look at your map—way over on the right, there. Then look at the BBM figures for two or three stations. Without even consulting a rate card, you should be half sold. Man, if you can turn your back on more than a million live bodies, with all the urges and instincts of today's demanding public, with money to spend to satisfy those urges and impulses, then you must be manufacturing atomic bombs — or Canada's first subway!

The only major population centres in the three Maritime Provinces are Halifax and Saint John. Combined, they account for some 200,000. The remaining 900,000 live in smaller towns and villages, in the river valleys and along the seaboard. Most of them never see a daily newspaper. They are entirely dependent for their up-to-the-minute news, their vital marine and inland weather, their crop reports and freshet bulletins, for their major entertainment, on their community radio stations. It's the most natural thing in the world that the 18 independent stations and, to a lesser degree, the three government stations, should play a vital role in the lives of thousands of Maritime men, women and children.

Any agency radio director should be able to give you the cold, hard statistics which would never be remembered here; he should be able to show you what thorough coverage Maritime radio stations can deliver; and he should be quick to break down any campaign into some of the lowest cost-per-thousand figures you've ever seen. What, perhaps, only a native Maritimer can tell you, is the story of the closely knit community friendships existing between station and listener; of the dependence on radio of the listener; of the astounding dominance of radio over other communications media in the Maritimes; of the importance of talking their language to Maritimers and not trying to ram products down their not-so-gullible throats with high-pressure tactics.

Don't forget that the Maritimes have been there quite a few years; that they can claim more exclusives than the longest covered bridge in the world, the Magnetic Hill, the Reversing Falls, or Canada's oldest city, highest tides or first university. They don't worry too much about such things. If you're interested, they're there, and they make fascinating read-



**NEW ERA**

Now that most of Toronto radio has got home again after the RCA Christmas party, we'll be able to settle down to 1951 as soon as Ernie Paul finds his hat.

**EMPLOYMENT**

Experienced Santa Claus wants job spreading good cheer as brewery wagon teamster during off season.

**ADAGE DEPT.**

"Stop and think! There MUST be a harder way."  
*Vic Dyer,*  
*MacLaren Adv.*

**CHARACTER ANALYSIS**

Then there's the disc jockey who had so much gall, he could be divided into three parts.

**FOURTH ESTATE**

Is there a newspaperman whose proud boast it isn't, that he has a radio which doesn't work?

**CRY, CRY AGAIN**

On Art Benson's return from the hospital, where he left his appendix New Year's Eve, his youngest—Susan—dissolved into tears when she learned Daddy had failed to bring her home a new sister.

**POETS CORNER**

"I'm gonna quit," the P.D. said.  
The boys crowed with delight.  
They bought a watch, and threw a do  
Upon a Friday night.  
The P.D. rose. Tears filled his eyes.  
He seemed about to bawl.  
He said: "I have so many friends,  
I'm staying after all."

**WARNING**

Only forty-seven more dull days before the CAB Convention.

ing. But more important, the people are there. True, many of them make their five thousand a year chopping Christmas trees or digging coal or catching sardines instead of rivetting skyscrapers and painting bar-room murals. True, many of them eat fiddleheads and dulce. They're better than crow!

You can complete your national picture by adding the Maritimes. And the only way you can add all the Maritimes is through radio.

But, please—there's no "n" in Maritimes!

# AUDIENCE on WHEELS

For the first eleven months of 1950, Prince Albert City Buses carried 2,198,620 passengers.

All buses are radio equipped and tuned to CKBI.

THIS BONUS AUDIENCE-ON-WHEELS IS STILL AVAILABLE IN 1951

# CKBI

PRINCE ALBERT, SASKATCHEWAN

5000 WATTS

# CJCH

HALIFAX

THE NUMBER ONE STATION IN THE MARITIMES' NUMBER ONE MARKET

# CJCH

HALIFAX

24 HOURS ON 5000 WATTS

TORONTO—Paul Mulvihill, Room 300, 21 King E., WA. 6554  
MONTREAL—Radio Time Sales (Quebec) Ltd., 1231 St. Catherine W., MA. 4864

# CANADIAN TELESCREEN

Vol. 4, No. 1.

TV and Screen Supplement

January 10th, 1951

## AM RATE SYSTEMS WONT FIT TV

**Toronto.**—The practice of allowing frequency discounts in radio, which is being carried over into television, drew a blast from the research and sales development head of Blair-TV Inc., Wells Barnett, while discussing "The Rate Card in Television" at the

Television Clinic held in Royal York Hotel here last month.

Barnett, who dealt out facts and figures at machine-gun pace during his address, said that there are good grounds on which to question the discount system, mainly because he and his company feel it was established on a false premise. It has not encouraged advertisers to use more broadcasting, he said, contending that it has resulted in some advertisers looking "with a jaundiced eye on the whole structure of radio and television rates."

In explanation of this criticism, Barnett said that generally speaking budgets are arrived at through considering the markets, and not on the amount of advertising which can be bought. The amount of money spent on a campaign will remain the same regardless of the discount inducement held out to the advertiser. In addition the discount system does not "tend to smooth out the peaks and valleys in the annual revenue cycle since . . . if an advertiser determines his campaign to match a merchandising pattern or to achieve a goal he has set, that is the number of weeks it will run," he said.

This researcher felt that "any smart advertiser" can see that the high-frequency, or lowest, rates, are "closer to the actual value of the advertising purchased than the base rate, which is simply an arbitrary increase over the rate which the station must get to operate profitably." Hence the "jaundiced eye" attitude.

Another point which Barnett tossed to his audience was the claim that billing, for both the station and agency, is made much simpler when all rates are flat, non-discountable round figures. There are also legal implications involved in discounts, but the speaker didn't enlarge on these.

"A station's time is worth what

it delivers in terms of circulation, and this value does not vary with the number of broadcasts the advertiser uses," Barnett said. He reported that a small trend toward non-discountable rates was evident in the U.S.

because the basic time rate is high, when judged on the usual cost-per-viewer basis, even before the expensive extras that TV entails are added. Time segments differ in TV, and many stations include in their cards detailed breakdowns of periods of one, five, 20, 25, and 40 minutes, in addition to the familiar AM periods.

In Canada, with television expected late this year, Barnett claimed that station operators here would have an easier time getting established since advertisers, noting TV's successes in the U.S., would be ready to buy. And although the cost per viewer is still high, he said, most people are now convinced that TV's impact makes it an economical cost-per-sale medium.



**BETTER CALL SWC**  
FOR DISCS, TAPE & T.V.

A popular presentation of an adult program

### MOON DREAMS

156 quarter-hours

- Marvin Miller—Poetry
- Warren White—Singing Star
- Ivan Epinoff—Violinist
- Del Castillo—Organist

Want the answer to your program needs?

Better Tell Caldwell

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



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

**CHRC**  
5000 WATTS 800 KC.  
Your best French Seller

Representatives:  
CANADA  
Jos. A. Hardy & Co. Ltd.

U.S.A.  
Adam J. Young, Jr., Inc.  
"La voix du vieux Quebec"

## FOR SALE NEW FM BROADCAST TRANSMITTER

REL type 549A-DL, 250 Watt, for operation in the range 88-108 megacycles. Primary Power 208/230 volts 60 cycle single phase (1550 volt amperes for 250 watt output). Complete with crystal and tubes. At a bargain price.

### ROGERS MAJESTIC ELECTRONICS LIMITED

Communications Division

11-19 Brentcliffe Rd., Leaside (Toronto 17), Ont.

## Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL AND 103 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

## CKCH

Studios—121 Notre Dame St., Hull, Que.  
Canadian Representative: Omer Renaud & Cie.  
Montreal—1411 Stanley St. • Toronto—53 Yonge St.  
U.S. Representative: Joseph Hershey McGillvra, Inc.  
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

# TEE VEE ACTION

Early last month RCA unveiled the results of its most recent efforts on the all-electronic color TV system for the benefit of members of the press. The press was impressed and in the stories which followed, the phrase "vastly improved" continually appeared.

Most of RCA's top technical men were on hand for this showing in Washington to explain in wordy detail the changes that have been made. Most of the newsmen were mildly interested. They came to the conclusion that the RCA system had come a long way since the demonstration last April. The number of tubes required by the receiver, for instance, has been reduced from an unwieldy 100 to a more practical 43, while RCA's pride and joy and ace-in-the-hole, the tri-color tube, has replaced the three kinescope tubes and reflector mirror. It was stressed that the new tube does not have the 12½-inch limitation of CBS's mechanical system, but is being made in 16-inch size, and still larger ones are contemplated.

But what the newsmen were mostly interested in was seeing the color transmissions on the receiver tubes. The pictures were far superior to RCA's earlier attempts and reports stated that "reds, blues and greens were steady, clear and easy on the eyes." This is probably due to the fact that new red and blue phosphors have been added to the color tube, as pointed out by RCA's Dr. E. W. Engstrom.

The color system of RCA has now reached the point where it is commercially presentable, said the corporation's board chairman, General David Sarnoff, but he added that it will take from one to two years to get into full commercial production of the tri-color, electronic-tube sets if the system is approved by the FCC.

To everyone in the business, however, the FCC's approval is a bigger "if" than the general's words might indicate. The current legal battle of RCA versus the FCC and CBS over the color question hasn't developed in RCA's favor so far. Supposed early gains

were merely clarifications of legal points.

They can't make up their minds at the moment on just what is to blame, but sportswriters think that the college football heads will soon point the accusing finger at television as directly responsible for their low gates last season. This year, they say, the TV cameras won't be around a good many of the stadiums that are said to be suffering.

TV defenders point out, however, that last year's figures are down only when compared with the last couple of years, which were abnormal. Look at pre-war figures, they say, and it's a different picture. CBS sports director Red Barber is sore about all this. He says: "TV has become a convenient whipping boy. It never gets credit for a sell-out crowd."

For awhile it appeared as if Zenith might get its Phonevision test in Chicago going shortly after the original schedule date of December 1. Zenith counted on being a week or so late, but for \$70,000 the telephone company got 300 sets into the test homes in short order, installed the special switchboards and billing machinery, and even the film companies, having been nudged by the Justice Department, promptly offered the necessary films.

Then the hitch came. Although Zenith president Eugene McDonald had made a special deal with Petrillo to allow the use of film soundtracks, and the moviemen promised to turn over all rights they held for the test, there are still literally thousands of individuals from whom separate rights must be obtained. Conservative estimates put the time required for a large legal department to sort out the mess at four weeks. And this is just a test.

The film companies have offered the best and the worst films they produced about the middle of 1947, 90 in all, and the fee for test subscribers has been set at \$1.00 per film. 20th Century-Fox and Universal are still refusing to supply film, but those who have offered their products include: M-G-M, Warner, RKO, Columbia, Republic and Eagle Lion. The test will probably go later this month.

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTS**  
(ENGLISH) 1240 Kc. 250 Watts

**SHERBROOKE, QUE.**

## SHERBROOKE, QUE.

Sherbrooke, founded in 1796 by Empire Loyalist stock, is today a city of 50,000 people. It is the buying centre for 200,000 people, and its retail sales average \$36 million annually. 75% of these people live in one of the wealthiest agricultural, mining and manufacturing regions in Quebec Province. To reach this worthwhile market with your sales story, use Radio Stations CHLT (French) and CKTS (English).

Representatives

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

## CKSO

### SUDBURY

has an immediate opening for a live promotion man. Must have ideas and be able to type them.

Write or wire

## CKSO

### SUDBURY

\$3.00 a Year  
(\$5.00 for 2 years)

Insures Regular Delivery of the  
**Canadian Broadcaster & Telescreen**

## ANDREW N. McLELLAN

### Consultant

to advertising agencies, advertisers and broadcasters, in all matters pertaining to

### Television Broadcasting

4 Albert Street  
Toronto  
PLaza 6165

**JOS. HARDY**  
*talks*  
**ON QUEBEC MARKET No 2**

"I was asked the other day if I could recommend the use of CKBL, Matane! Of course I do! Their 1000 watts covers Matane-Matapedia, Saguenay, and Gaspé North. Here are 123,990 people. They spend over \$28 million in retail stores each year. There are 243 manufacturing establishments, who spend big money in addition. CKBL, Matane gives an advertiser complete coverage of this market, in French — the tongue which must be used to reach its people. So of course I recommend CKBL, Matane. If you need any more reasons, just ask Jos. Hardy."

For any information on  
**QUEBEC MARKET No. 2**

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

#### REPRESENTING

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

**Number 1 In '51**

**DEFINITELY!**

**YOUR BEST BUY IN THE**

**OKANAGAN IN '51**

**IS**

**CHOV-KELOWNA**

**THE VALLEY'S NUMBER 1 STATION**

Call

**RATE**

**Averley**  
**1191**

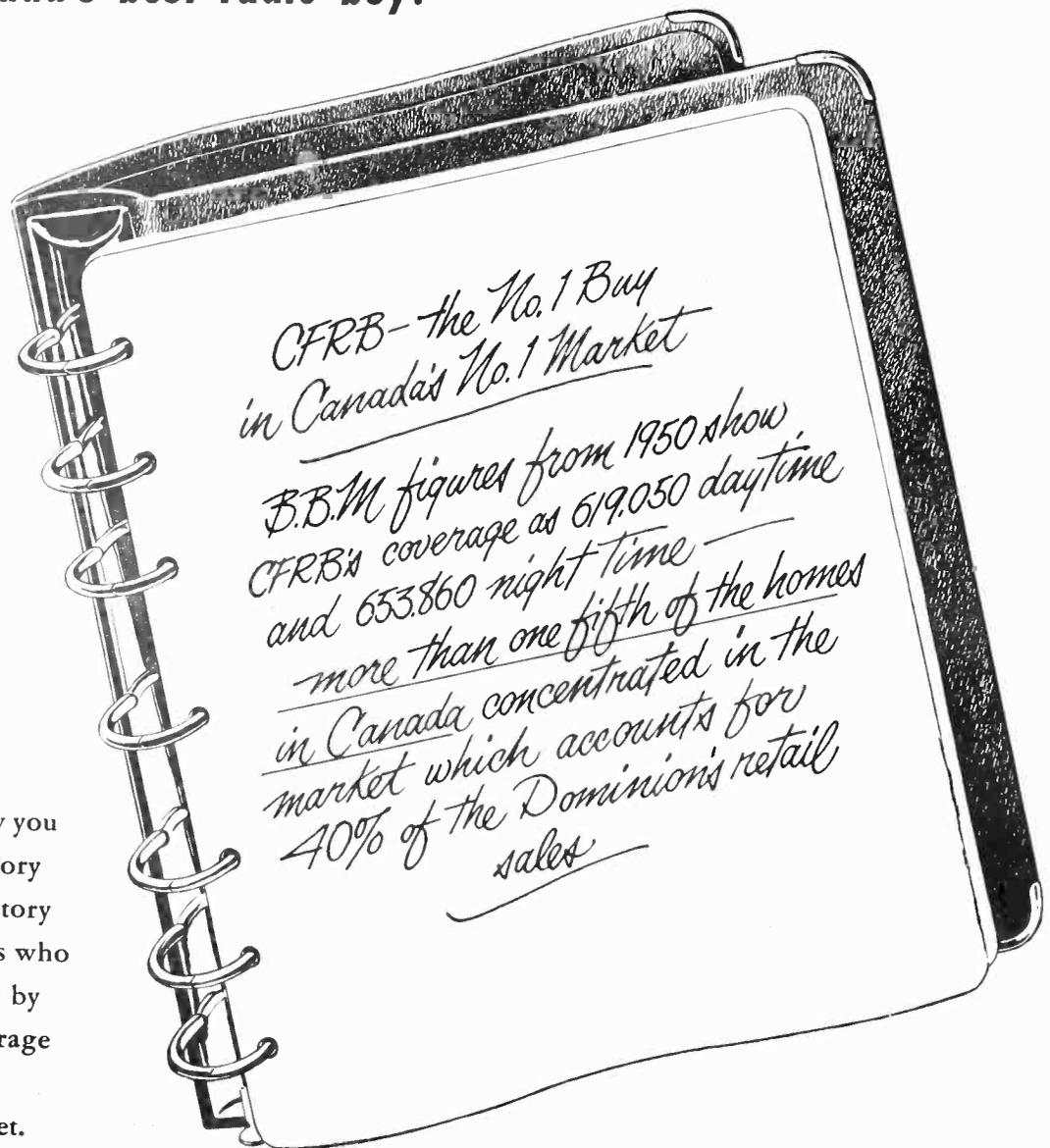
#### FOR THESE ARTISTS

- ARLOW, Herb
- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

# Why CFRB is the No. 1 Buy in Canada!

**Latest BBM figures provide statistically accurate information on CFRB Leadership . . . proof that now, more than ever, CFRB is Canada's best radio buy!**



**L**ET us show you case history after case history of advertisers who have profited by CFRB's coverage of Canada's richest market.

**The Number One Buy  
in the Number One Market!**

**CFRB** 50,000 watts  
1010 kc.

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