

Regulatory Body Hinted By Committee

Ottawa — This year's Parliamentary Committee on Radio Broadcasting brought down a report in which it approved, in principle of the long sought independent regulatory body to preside over the destinies of radio, both enterprise and state-owned.

This particular phase of the report said that the committee "detected a more reasonable approach to this subject (of regulation) than in former years in that the association appeared to concede the necessity for regulation and co-ordination of broadcasting in Canada". It went on to state that it was "unable to study the subject with the care which it would appear to merit" This is interpreted to mean that the committee is leaving the door open for the industry and the government to get together on the subject of implementing the quest for the independent body.

According to a CAB release, this is the first time that the report of a Parliamentary radio committee has shown any sympathy or favor towards CAB representations. The Committee reports of 1932, 1934 and 1936 all reaffirmed, in the strongest possible terms, the Aird Report recommendations for a complete nationalization of broadcasting in Canada, the release said. With the sole exceptions of the 1946 and 1951 Committee reports, all other reports either completely ignored CAB presentations or expressed favor of the system of CBC control, it continued.

Some dissent has been expressed from the CAB's act in congratulating the government on its new television policy as announced in the House on March 30:

"The principle of one station to an area is to apply only until an adequate national television system is developed. At the rate that applications for stations are now being received it may not be long before there is a sufficient degree of national coverage to justify the government and the CBC giving consideration to permitting two and perhaps in some cases more than two stations in certain areas. It is anticipated that, in due course, private stations will be permitted in areas covered by CBC stations, and the CBC may establish stations in some areas originally covered by private stations."

The CAB brief apparently assumed that this statement of government policy indicated the opening up of television licenses in all areas in Canada and on a competitive basis as it went on to say:

"This announcement brings government policy into line with the recommendations of the Massey Commission and at the same time reaffirms the general Canadian distaste for monopoly.

"Our opinion is that the policy as announced is likely, within a reasonable length of time, to assist in providing the great bulk of Canadian communities with competitive television service and to assist in the

Long May She Reign!



Miller Services

On June 2nd, Her Majesty the Queen will renew the pledge she made in her Christmas Broadcast to dedicate herself to the service of the people of the Commonwealth and Empire. Our photograph shows her making that broadcast from Sandringham House. The words she spoke appear on page 5.

sound development of a great new industry as well as helping to speed the provision — by means of this new invention — of information, news and entertainment to Canadians.

"This achievement has always been the desire of the Canadian Association of Broadcasters and its member stations. These stations have for many years indicated their willingness to provide television service to the people of Canada. It is a striking indication of their faith in the future of this country and of this great new medium of communication that applications for licenses in permissible areas were filed immediately upon announcement that such applications would be heard. Seven of these applications were granted and television service will shortly be a reality in the affected areas as the result of the combined efforts of ten existing AM licensees"

"With respect, we suggest that present government policy as quoted above be expedited as quickly as economic factors will allow, and that the telecasting form of broadcasting

also be subject to the operations of the independent regulatory board which we have proposed. We would like to urge also the earliest possible announcement of the regulations under which Canadian television stations are to operate."

The dissenting voice was that of George Chandler, president of station CJOR, Vancouver, who criticized the CAB's congratulating the government on its TV policy.

"The very fact that the CAB has given such congratulations is a damning indication of the strong control over publication by radio and TV that the government now holds", he said.

"Our position is that government policy remains monopolistic, has caused long delays, refuses Canadians a choice of programs, and in many border areas has driven Canadians to rely on American TV service."

Chandler said that as a form of publication, radio needs recognition as an equal to all other forms of publication. "Regulation lies solely in

law and not in regulation promulgated by any Government Board," he said.

"In the interests of the Canadian people, it is the duty of radio and TV broadcasters to continue to resist monopolies in their own field, and to point out that present regulatory methods are not in line with Canadian principles of freedom and responsibility."

CAB general manager Allard declined to comment on Chandler's statement. He reflected only that "the CAB's brief to the Parliamentary Radio Committee was very carefully prepared after long study by the board of directors, and after consultation with many broadcasters. After approval by the general membership, many of the members went out of their way to add congratulatory comment to their approval" he stated. "The favorable reception of this brief by the Parliamentary Radio Committee is a great tribute to the continuing efforts over many years of devoted association members who worked hard in the general interest of the industry even when the atmosphere was discouraging and unfavorable. It is also a tribute to the general unity of broadcasters in their association over many long hard years, and the consistent support they have given their association's efforts."

HOW THEY STAND

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

| DAYTIME | | |
|-----------------------------------|------|--------|
| English | | |
| Ma Perkins | 15.8 | — 1.4 |
| Pepper Young's Family | 15.3 | — .3 |
| Aunt Lucy | 14.0 | — .8 |
| Right to Happiness | 13.9 | — .2 |
| Road of Life | 13.6 | — .7 |
| Happy Gang | 12.5 | — 1.4 |
| Laura Limited | 12.5 | — .2 |
| Life Can Be Beautiful | 12.4 | Same |
| Your Good Neighbour | | |
| (Kate Aitken) | 12.2 | — .1 |
| Rosemary | 11.8 | — .6 |
| French | | |
| Jueneuse Doree | 29.5 | — 2.2 |
| Rue Principale | 28.8 | — 2.0 |
| Les Joyeux Troubadours | 27.8 | — 1.4 |
| Vies de Femmes | 25.5 | — 4.1 |
| Francoise Louvain | 25.2 | — 3.4 |
| Je Vous ai tant aimé | 24.8 | — 2.2 |
| Estelle Leblanc vous | | |
| Propose | 23.9 | — 3.1 |
| Grande Soeur | 20.8 | — .6 |
| Tante Lucie | 19.0 | — 3.0 |
| Quart d'heure de detente | 18.7 | — 2.3 |
| English | | |
| Edgar Bergen Show | 29.8 | — 2.7 |
| Amos 'n' Andy | 27.5 | — 2.3 |
| Lux Radio Theatre | 26.4 | — 2.7 |
| Our Miss Brooks | 26.1 | — 2.0 |
| Fun Parade* | 19.8 | — .6 |
| Take a Chance* | 19.5 | — .3 |
| Great Gildersleeve | 18.9 | — 2.5 |
| Your Host | 18.5 | — 1.6 |
| I Was a Communist for the F.B.I.* | 18.4 | — .7 |
| N.H.L. Hockey | 17.8 | + .6 |
| French | | |
| Un Homme et son Peche | 45.2 | — 2.5 |
| Radio Carabin | 33.2 | + 1.5 |
| N.H.L. Hockey | 29.9 | + 11.0 |
| Metropole | 28.1 | — 1.6 |
| Cure de Village | 23.5 | — 1.0 |
| Le Survenant | 23.4 | + .2 |
| Tambour Battant | 23.1 | + 2.7 |
| Theatre Lyrique | 22.3 | — 1.0 |
| Chanson de L'Escadrille | 21.5 | — 3.1 |
| Tentez Votre Chance | 20.5 | + .4 |

* Selective Program

CAB Member Stations

ATLANTIC (15)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW Moncton
- CKMR Newcastle
- CHSJ Saint John
- CJON St. John's
- VOCM St. John's
- CJRW Summerside
- CKCL Truro
- CFAB Windsor

FRENCH LANGUAGE (24)

- CHAD Amos
- CHFA Edmonton
- CHEF Granby
- CKCH Hull
- CKRS Jonquiere
- CKLS LaSarre
- CKBL Matane
- CHLP Montreal
- CKAC Montreal
- CHNC New Carlisle
- CHRC Quebec
- CKCV Quebec
- CJBR Rimouski
- CHRL Roberval
- CKRN Rouyn
- CKSM Shawinigan Falls
- CJSO Sorel
- CHGB St. Anne de la Pocatiere
- CHNO Sudbury
- CKLD Thetford Mines
- CFCL Timmins
- CKVD Val D'Or
- CFDA Victoriaville
- CKVM Ville Marie

CENTRAL CANADA (38)

- CKBB Barrie
- CJBQ Belleville
- CKPC Brantford
- CFJR Brockville
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKPR Fort William
- CJOY Guelph
- CKOC Hamilton
- CJSH-FM Hamilton
- CHML Hamilton
- CJRL Kenora
- CKWS Kingston
- CJKL Kirkland Lake
- CKCR Kitchener
- CFPL London
- CJAD Montreal
- CFCF Montreal
- CFCH North Bay

What Price Radio?



E. T. GATER
Vice-President
in charge of Advertising
STERLING DRUG MFG LTD

says:

"An even dozen of our products are currently being promoted by radio advertising through spot announcements, newscasts, day time serials and a night time show.

Radio provides us with infinite combinations of broad mass coverage, regional pressure, localized effort and promotional support, to meet the varying needs of our many products.

The fact that Sterling Drug invests over a third of a million dollars each year in Canadian radio advertising is indicative of the sales results we get from this medium."

The
CANADIAN ASSOCIATION of BROADCASTERS

Representing 117 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD
General Manager
108 Sparks St.
Ottawa

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto

CAB Member Stations

CENTRAL CANADA (38)
(Continued)

- CFOR Orillia
- CKLB Oshawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines
- CHLO St. Thomas
- CJIC Sault Ste. Marie
- CJCS Stratford
- CKSO Sudbury
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Windsor
- CKNX Wingham
- CKOX Woodstock

PRAIRIES (23)

- CKX Brandon
- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CKDM Dauphin
- CFRN Edmonton
- CJCA Edmonton
- CFAR Flin Flon
- CFGP Grande Prairie
- CJOC Lethbridge
- CHAT Medicine Hat
- CHAB Moose Jaw
- CJNB North Battleford
- CKBI Prince Albert
- CKRD Red Deer
- CKCK Regina
- CKRM Regina
- CFQC Saskatoon
- CKOM Saskatoon
- CKRC Winnipeg
- CJOB Winnipeg
- CKY Winnipeg
- CJGX Yorkton

PACIFIC (17)

- CHWK Chilliwack
- CJDC Dawson Creek
- CFJC Kamloops
- CKOV Kelowna
- CHUB Nanaimo
- CKLN Nelson
- CKNW New Westminster
- CKOK Penticton
- CKPG Prince George
- CJAV Port Alberni
- CJAT Trail
- CJOR Vancouver
- CKWX Vancouver
- CKMO Vancouver
- CJIB Vernon
- CKDA Victoria
- CJVI Victoria



Over the Desk

Well I'm back. It happened over a week before writing this — bodily — but now I think my mind has made the big trek too.

I left the family at the Air Lines Terminal in Buckingham Palace Road at 4.15 on that Sunday afternoon. I said goodbye and drove in an Air Lines bus to London air port, Heath Row, without strange occurrence. There I found a couple of kindly cousins waiting to say "so long". I only had a couple of minutes with them though. Then I was shunted through the customs and emigration, from which there is no return. After that I had to wait nearly half an hour before we took off. Silly, wasn't it? Eventually we got away.

I got acquainted with my seat-mate, a rather dull Yorkshireman who was flying across the Atlantic, and Canada, en route for Australia, where he intended to settle. He didn't seem to have anything to say and I couldn't think of much. He didn't drink. He smoked though. I don't, if you remember.

I tried the ship's bar. It's down a flight of stairs into a round room where I always thought they kept the petrol. (BOAC y'know). It wasn't though. There I ran into a Canadian army type — top brass — a general returning from a NATO meeting in Paris. We had a few. Quite a few I guess. Then they told us dinner was ready. This was on the house and consisted of cocktails before, champagne during and liqueurs after. I suppose we had food too. I don't quite remember.

After this repast, I think I had a nap. Next thing I knew was a voice, coming at me over the ship's public address system, proclaiming that one of our motors was missing. We all looked at each other wondering who was the guilty man. But that didn't seem to be the issue. The next intelligence to come through the loud speaker was that we were turning back London.

There didn't seem to be anything we could do about it. I had made a point of counting the motors before we left. I remembered quite clearly that there were four. I supposed we could make it on the three we had

left. He only said one was missing. We had another drink and waited to land.

Don't ask me what time it was . . . I think I could deduce it . . . When we got back to Heath Row, the bar was still open. We ordered a drink; sipped it gently; talked ourselves into another; turned to find it was closed. So it must have been ten thirty by then. Unless it closed at 10. As a matter of fact, when we did finally take off, I did notice my watch. It said 11 p.m. Well the watch didn't actually say "p.m.", but it was 11, and it was dark outside, so it is safe to assume it. We had dissipated just five hours to get back where we came in.

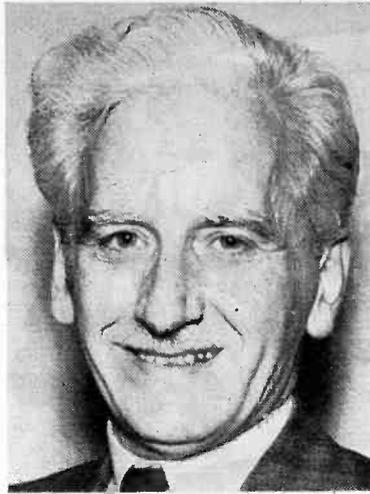
Our second attempt was more successful. We made it in one. Well, not quite. We did make an unscheduled landing, at about 4 a.m. Canadian time, at Goose Bay in Labrador. This was probably a very good thing for Goose Bay, because, for the life of me, I can't imagine anyone landing at Goose Bay on purpose.

We made Montreal a little before eight Monday morning, Canadian time. By the time we had gone through Customs and Immigration it was eight-thirty. I had arranged to drop in on some friends, the Randalls, who live conveniently close to the Dorval air port if you happen to be in the neighborhood. I called them on the phone, found they were up and waiting for me with bed and breakfast — in the reverse order — with a bath tub in between.

I got the 4.30 train out of Montreal West in the afternoon. (That's daylight saving time incidentally, in case I lead you astray). This reached Toronto at 10.45 p.m., where I was met by Briggs and Harkley. They got me to the house at 11.15 p.m. on the Monday night, 4.15 British Summer Time Tuesday morning, or exactly 36 hours after I had said goodbye to the family that Sunday afternoon at the Air Lines Terminal, in Buckingham Palace Road, London.

CJBQ's Frank Murray reports a recent contribution to the station's *Joke Program*. Asked to spell Belleville, a youngster replied: "That's easy. I hear it on the radio every day, C-J-B-Q, Belleville."

When Gordon Forsyth joined the Toronto office of Young & Rubicam as radio and television producer last week, he brought a wealth of experience, not just in radio, but in the theatre — both drama and music — and also marionettes or puppets,



GORDON FORSYTH

in which he and his wife Joan worked for many years.

I tried to get this old friend of mine — or should I say this friend of mine of long standing on account of his sensitive nature? — to tell me how he played leads opposite Sarah Bernhardt or something, but he didn't so he couldn't. Instead, Gordon was the utilitarian actor who was always on the job, with the result that he saw the stars twinkle into fame and out again, while he was still there.

It all started, on an amateur basis, while he was at the University of Toronto. Up and down the States and Canada, he trooped with this company and that. Sometimes it was a resident stock company, sometimes a road show. He met and teamed with his wife while they were both working in Chicago.

(Continued on page 4)



FOR THESE ARTISTS

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

Day and Night Service
at
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The Largest French-Language
Potential Coverage in Canada
after Montreal and
Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

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

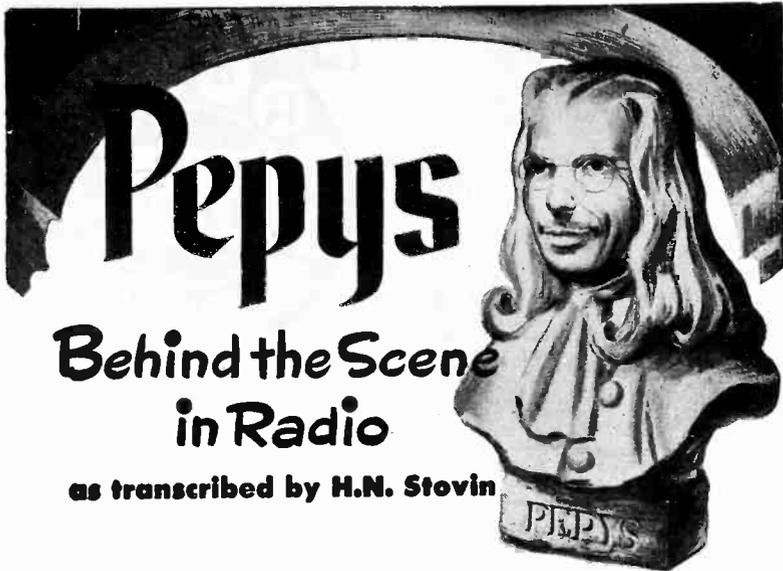
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C B & T

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as transcribed by H.N. Stovin

“From CKCW Moncton the good news, by the hand of Fred Lynds, that their increase in power became effective on April 27th. This means that Lionel, as lusty a lobster as ever graced the Maritimes scene, is now a magnificent 10,000 watter — which great voice will be used in the interests of audience and advertisers alike ● ● ● More proof of our ‘proven stations’ from CKXL Calgary, the only station used in this area for Life Magazine’s recent sales campaign. By using CKXL’s spot ‘saturation technique’, with Ted Soskin, Calgary’s top disc-jockey, Life Magazine’s sales increased 57% in the first four weeks ● ● ● CKY Winnipeg, whose promise of ‘more sales value from your advertising dollar’ is no empty phrase, did recently draw in one week over 10,000 letters to one segment of the program ‘Time to Win’, for a national food account. When we do claim that ‘A Stovin Station is a Proven Station’ we can SHOW the proof! ● ● ● CKSF Cornwall has within its coverage the St. Regis Indian Reservation, and in these Canadians Manager Fred Pemberton takes a genuine interest — entertaining their children on ‘Sunshine Ranch’ program, and featuring the St. Regis Indians Lacrosse Team in sports programs. To show their appreciation, the tribe inducted Fred as a chief with the title ‘SKA-LON-IA-TE’, which means ‘You Speak to us from beyond the Sky!’ To this new and noble red man Pepys adds a heartfelt ‘How’.”

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Member of Radio Station Representatives Association

OVER THE DESK

(Continued from page 3)

Back in Toronto, they got into the marionette business in a big way. They wrote the shows — both words and the music — designed the sets, carved the puppets, made their clothes and played the parts. Also, Gordon sold his programs to national advertisers at the CNE and other exhibitions and fairs all over the country. Sometimes they had as many as three shows running at the same time, with a dozen or more people engaged to run them.

I met Gordon first in 1941, when he was running Red Foster’s open air show at the Canadian National Exhibition. Gordon and I had a deadly serious bit as two Germans for Christie-Brown biscuits. Maybe it was our faces or our accents. I wouldn’t know. But the first performance brought the house down, so we decided that if they were going to laugh anyhow, maybe we should play it as comedy.

Ever since then, he has been with Red Foster, now Harry E. Foster Advertising Ltd., producing that agency’s radio programs. The list of the shows for which he has been responsible is far too long for this space, but here is a dozen: “The Northern Electric Hour” and Simpson’s “Pop Concerts”, which ran respectively for six and five years; Lowney’s “Men in Scarlet”; “Crown Brand Sports Club”; Prudential’s “Worth Knowing”; Colgate’s “Barry & Betty”; “Headliners” through four sponsorships — Mutual Benefit, Toronto Telegram, Supertest and Northern Electric; Supertest’s “Command Performance”; Orange Crush’s “Trouble Shooters” and “High Revue” and “Westons Present”.

To this add such sports events as Grey Cup Games, and Queen’s Plate horse races. Also composition of a number of the singing commercials the nation hums — notably “Vel! Vel! V-E-L” and “say Okay for O’Keefe’s” used on television.

The talent crowd will join us in wishing Gordon well in his new berth.

My trading brother in Kenya has had a serious reverse. A boat load of guano he had prepared for shipment went bad.

John Loader of CJAT, Trail, staged a pleasant luncheon at the Club 1-2 on Adelaide Street, Tuesday of last week, to tell a group of time buyers and others about his market. The reception he got was typified by the

words of Bulova’s Bob Day, who looking straight through Gordon Ferris of Household Finance, said he felt moved to speak as the only sponsor present.

Loader punctuated his talk with a number of attractive slides showing views of the area in full color.

“Caliper”, the journal of the Canadian Paraplegic Association, carries an article by James Burke, husband of radio’s Laddie Dennis, called “This is Your Announcer, Cam Langford”. Cam, you will remember, is the CJOY, Guelph, announcer who broke his neck in an automobile accident last March and became paralyzed.

In his article, Burke says of Cam: “Of course you don’t get out of hospital and return home in nine months after breaking your neck simply because of luck. You have to work at it in a determined, clear headed manner. You have to be alive mentally.

“Cam is certainly that.

“He has a surprising variety of hobbies and interests and accomplishments. At his home in Toronto you’ll see oil paintings drying in every corner. In spite of his paralyzed hands, he has pursued this hobby, not only because it is one that he has always been interested in, but because it is excellent therapy for paralyzed hands. And the results aren’t just daubs. They have real interest.

“You’ll also see a radio he has built and a miniature stage set for the play *Born Yesterday*. Out back, in what used to be the breakfast room, you’ll see his electric typewriter where he turns out the scripts for his radio shows. This room is destined to be soundproofed so that Cam can tape record his shows with the assurance that outside noise won’t interfere with the sound track.

“But it isn’t all gravy. Cam’s hands are in pretty bad shape. He has to use finger splints to type and for most other activities. There may be some tendon transplants done in the future to provide him with a hand that has a real grip — and that should make life a little more convenient than it is now. With that operation behind him, he should be able to drive right ahead and build his career without threat of interruption.

“At this date, things haven’t developed fully for Cam Langford, but this much can be said: He has recovered his health and taken his rehab training in record time; his connection with his former career remains unbroken and shows promise of a healthy development; his wide interests will afford him plenty of
(Continued on page 6)

THE NEWFOUNDLAND STORY
... within the past 36 months ...

Domestic Power Consumption up 103%.

Commercial Power Consumption up 89%.

Car Sales up 358%.

Home Construction up 568%.

Retail Sales up over 80 million increase first quarter.

All surveys show CJON with more listeners than all other NFLD stations morning, noon and night . . . plus more local business than all others combined.

CJON 5000 WATTS
DAY & NIGHT

CANADIAN BROADCASTER AND TELESREEN

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

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Vol 12, No. 10

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

May 20th, 1953

The Royal Pledge

Text of Her Majesty the Queen's Broadcast from Sandringham House, Christmas Day, 1952.

Each Christmas at this time my beloved father broadcast a message to his people in all parts of the world. Today I am doing this to you, who are now my people. As he used to do, I am speaking to you from my own home, where I am spending Christmas with my family; and let me say at once how I hope that your children are enjoying themselves as much as mine are on a day which is especially the children's festival, kept in honour of the Child born at Bethlehem nearly 2,000 years ago.

Most of you to whom I am speaking will be in your own homes, but I have a special thought for those who are serving their country in distant lands far from their families. Wherever you are, either at home or away, in snow or in sunshine, I give you my affectionate greetings, with every good wish for Christmas and the New Year.

At Christmas our thoughts are always full of our homes and our families. This is the day when members of the same family try to come together or, if separated by distance or events, meet in spirit and affection by exchanging greetings. But we belong, you and I, to a far larger family. We belong, all of us, to the British Commonwealth and Empire, that immense union of nations, with their homes set in all the four corners of the earth. Like our own families, it can be a great power for good — a force which I believe can be of immeasurable benefit to all humanity. My father and my grandfather before him worked all their lives to unite our peoples ever more closely and to maintain its ideals which were so near to their hearts. I shall strive to carry on their work.

Already you have given me strength to do so. For, since my accession ten months ago, your loyalty and affection have been an immense support and encouragement. I want to take this Christmas Day, my first opportunity, to thank you with all my heart.

Many grave problems and difficulties confront us all, but with a new faith in the old and splendid beliefs given us by our forefathers, and the strength to venture beyond the safeties of the past, I know we shall be worthy of our duty. Above all, we must keep alive that courageous spirit of adventure that is the finest quality of youth; and by youth I do not just mean



"But I'll have to go on. I've mailed my statement that I was outrageously misquoted."

those who are young in years: I mean, too, all those who are young in heart, no matter how old they may be. That spirit still flourishes in this old country and in all the younger countries of our Commonwealth.

On this broad foundation let us set out to build a truer knowledge of ourselves and our fellow men, to work for tolerance and understanding among the nations and to use the tremendous forces of science and learning for the betterment of man's lot upon this earth. If we can do these three things with courage, with generosity, and with humility, then surely we shall achieve that 'Peace on earth, goodwill toward men' which is the eternal message of Christmas and the desire of us all.

At my Coronation next June, I shall dedicate myself anew to your service. I shall do so in the presence of a great congregation, drawn from every part of the Commonwealth and Empire, while millions outside Westminster Abbey will hear the promises and the prayers being offered up within its walls, and see much of the ancient ceremony in which kings and queens before me have taken part through century upon century. You will be keeping it as a holiday; but I want to ask you all, whatever your religion may be, to pray for me on that day — to pray that God may give me wisdom and strength to carry out the solemn promises I shall be making, and that I may faithfully serve Him and you all the days of my life.

May God bless and guide you all through the coming year.

Reason Has A Two-Way Stretch

Once again the Parliamentary Committee on Radio Broadcasting has met and tabled its report. Once again the report contains no immediate benefit for private radio. But for the first time, the committee reported itself favorably disposed to the quests of the CAB, and this is encouraging indeed.

The point at issue is the long-sought independent regulatory body which would preside over both kinds of radio — government and private — impartially, in the place of the present system under which the CBC competes with the industry and makes the rules under which it has to function.

In stating that it felt the CAB's approach was more "reasonable" this time, in that it appeared to "concede the necessity for regulation and co-ordination of broadcasting in Canada", it may be said that the committee was taking quite a lot for granted. Whether one feels that this function of government is necessary or not, it is obviously going to continue to function in this field. Those who decry this kind of autocracy but want the independent body rather than the present system, have to look to the end rather than the means, even to the extent of accepting this questionable statement of the reasonableness of regulation.

When the report said: "The committee was unable to study this subject with the care which it would appear to merit . . .", it must have intended this to be interpreted as a suggestion that it be studied by someone else in the government. It is therefore reasonable to feel that the door is open, and that the independent regulatory body with its attendant benefactions, will be accomplished fact before too long.

In the meantime, it seems to us that it is urgent that the industry show a willingness to co-operate in the over-all tactics, even if some of the minor incidentals seem mistaken, with those it has appointed and elected to steer and conduct the continued campaign for getting radio off the dictatorial hook.

This paper feels that even an implied admission of the rightness of something as wrong as government control of speech and thought is unfortunate to say the least. It also believes though that some evils can only be remedied with a dose of their own medicine.



You're in good company when you're "on" CFAC

... and by "good company" we mean the type of listener who really listens to your sales message ... then goes out and BUYS.

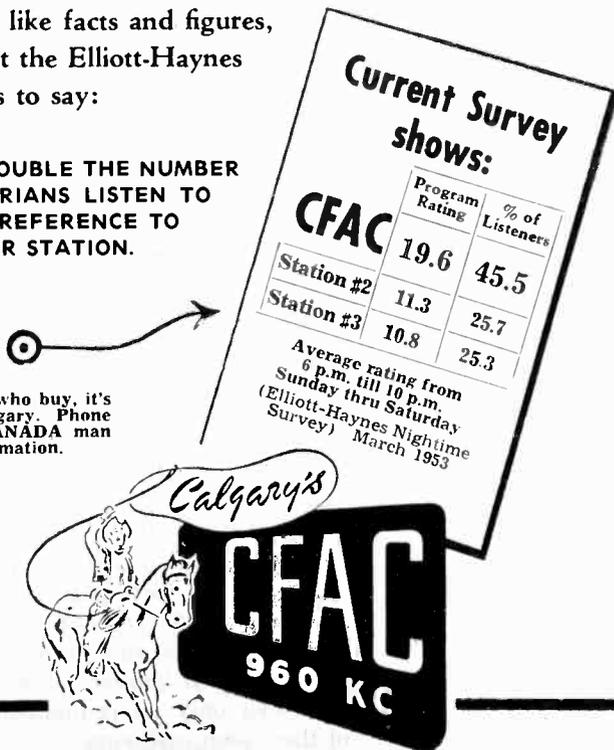
This better listener can be attributed to one main fact. CFAC programs are planned to induce their audience to sit down and digest the entertainment AND the sponsor's message.

And to back up what we say, time after time our advertisers have written to tell us just how amazingly effective CFAC has been as a sales and business builder.

But if you like facts and figures, here's what the Elliott-Haynes Report has to say:

ALMOST DOUBLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION.

For listeners who buy, it's CFAC in Calgary. Phone your ALL CANADA man for full information.



OVER THE DESK

(Continued from page 4)

scope for his abilities. In the coming year, things should really start rolling.

"Oh! and there's one other accomplishment I've forgotten to mention — Cam's satirical poems. They're real howlers, and any day now we expect to get one dealing with life at Lyndhurst, for instance. There will always be a page in The Caliper reserved for the humour that Cam Langford has preserved through an extremely rough ordeal."

Cam is now in the ranks of the freelances and is most available for engagements. He is doing some work. Other shows are in prospect. He says nothing like a mere flight of stairs will stop him. Also he is the proud owner of a good tape recorder

You don't have to visit the one-time BBC Toronto representative, who is now a top-name freelance on BBC radio and television. Gilbert Harding calls on you, from the

columns of the newspapers, at least once a week. Usually he is apologizing for saying or doing something to a member of the radio or TV audience.

One of these episodes which boomeranged was reported the other morning in the Daily Mail, among other papers. It seems that during the TV show What's My Line?, Harding asked a 30-year-old professional ghost hunter, Philip Paul, if he believed in ghosts. When Paul replied "I most certainly do", Harding retorted, in true tradition, "You must be barmy". Later he apologized and made the front page for his trouble. Where it boomeranged was that the paper ran a picture, not of Harding but of the insulted Mr. Paul.

"Any time now boys" but nothing definite seems to be the status of private TV here in the mind of the Postmaster General, whose charge it is. I had hoped to be able to report it was on the way, which it undoubtedly is, but it'll be quite a while I should think.

Equity, the British actors' trade union, which is reported to have 4,000 of its members out of work in any one week, seems to be looking to commercial TV for a major source of work.

There's a familiar ring to the report that even before the first licenses have been granted, Equity has started campaigning for a "nearly closed" shop.

The union says in its annual report that it is asking the government to rule that not less than 80 per cent of the material transmitted by commercial television stations shall be British. Reason stated for this is the fear of "foreign television or cinema films which can be sold cheaply in this country, since they have already covered the cost of their production in America."

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

Tell Us Another

During Frank Crawford's first year with the Allis-Chalmers Farm Equipment agency in Orillia, we were only able to sell him short term spot campaigns. Then we beat him over the head until he agreed to try a newscast on a regular basis. He signed for a year — in blood — for three five-minute newscasts a week.

The other day, Frank signed for another year, not just three a week, but he was crazy enough to make it six. Guess he works on the idea that if at first you don't succeed ...

For more funny stories contact one of the Stovin offices. They got a million of 'em.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

cjcs

SELLS

in

Stratford



900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec



1240 Kc. 250 Watts

Representatives

JOS. A. HARDY & CO. LTD. — CANADA · CHLT RADIO TIME SALES LTD. · CKTS ADAM J. YOUNG, JR. INC. — U.S.A. · CHLT & CKTS



TAIT



HARRICKS

—Staff photos

BOB TAIT HAS BEEN APPOINTED manager of the Program Division of All-Canada Radio Facilities Ltd., effective May 15. The same date, Peter Harricks, formerly radio director of Vickers & Benson Ltd., joined the Station Time Division of the same company. Jack Hulme, formerly with the paint division of Canadian Industries Ltd., starts June 1 as representative for World Program Sales Division. Announcement of these appointments was made by the general manager, Guy F. Herbert.

RADIO DIRECTOR



—R.G.B. photo

Toronto. — Ken Burt has been appointed radio and television director of Walsh Advertising Co. Ltd., succeeding Ev Palmer, it was announced last week by president George Akins.

Formerly with two Hamilton stations — CHML and CJSH-FM — and the International Service of the

CBC, Burt began his career when a series of weekly half-hour shows which he scripted and wrote while in High School in Timmins brought him to the attention of CKGB there. He joined that station's staff when he left school shortly after.

Later, he was chosen to head up the program department of a station being opened in Sarnia — CHOK — and later still, he joined CJAD, Montreal, where he was also able to do some freelance broadcasting and work with the CBC.

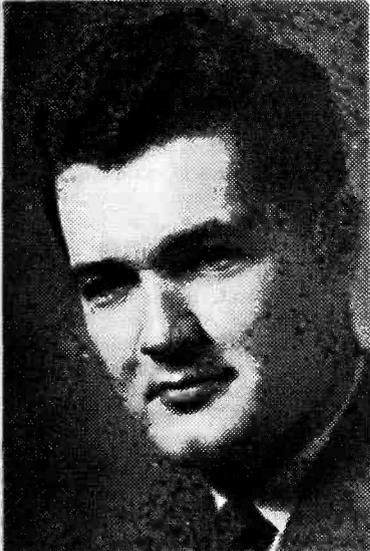
Through special arrangements with the International Service, Burt broadcast reports from Hamilton on work at McMaster University, particularly on industrial expansion and nuclear physics.

BRAND NAME PROMOTION

New York. — A series of 25 spot announcements, under the title *Telling Your Story To Your Listeners*, has just been released by Brand Names Foundation here.

The announcements, which come in 15-second, 30-second and minute lengths, have been designed to promote institutionally the value of brand names to the public.

COMMERCIAL MANAGER



Truro, N.S. — George B. Moore has been appointed commercial and promotion manager of station CKCL here, it was announced last week by managing director J. Arthur Manning.

Moore, a Maritimer, was formerly representative of the Procter & Gamble Company in this area, a post he held for two years. Prior to that he was connected with the Robert Simpson Eastern Limited at Halifax, as a department manager, and later served as the Company's office manager in the Saint John, N.B., office.

Optimistic

Vancouver. — Looking hopefully into the future, the University of B.C. Radio Society has changed its name to "The University Radio and Television Society."

Look to the Leader!



Mobile Merchandiser See Page 16



ONLY TOP COVERAGE



plus TOP LISTENERSHIP*

* The following figures are taken from a special Summary of City and Areas Listening Trends prepared for CKRC by Elliott-Haynes Ltd.



Brings the Best FOLLOWING in the MANITOBA Market!

| Elliott-Haynes % of Listeners — Average for January to December, 1952 | | | | | |
|---|----------|---------|---------|----------|---------|
| STATION | WINNIPEG | COUNTRY | STATION | WINNIPEG | COUNTRY |
| CKRC | 32.2 | 34.4 | CJOB | 29.1 | 16.3 |
| CBW | 18.4 | 28.4 | CKY | 12.8 | 16.3 |

TOTAL WEEKLY BBM — 1952 DAYTIME 179,150 NIGHTTIME 172,910

CKRC WINNIPEG
630 KC 5000 WATTS

representatives: All-Canada Radio Facilities — in U.S.A. — Weed & Co.

Advertisers

ELECTIONS, MEDALS and FORUMS at ACA

By Tom Briggs



Photos by Alex Gray

"OVER TO YOU, JOHN" says retiring ACA President Hedleigh Venning as he surrenders his office (and a light) to newly elected John Pitt, advertising manager of Canadian Fairbanks-Morse Company Limited. That's on the left. On the right we have the new crop of ACA award winners showing their medals to Awards Jury Chairman Gerry Hagey. Left to right: Gordon Galbraith, vice-president Canadian Car & Bus Advertising Ltd., Montreal, silver medal (media); H. L. Rous, president, Rous and Mann Ltd., printers, Toronto, silver medal (graphic arts); N. Roy Perry, director of research, Maclean-Hunter Publishing Company Ltd., gold medal; S. H. Young, president Christie Brown & Co. Ltd., Toronto, silver medal (advertisers); Gerry Hagey; J. E. McConnell, Junr., who accepted the silver medal, agencies class, on behalf of his father, J. E. McConnell, Senr., chairman of the board, McConnell Eastman & Co. Ltd., London, Ontario.

New president of the ACA is John O. Pitt, advertising manager of Canadian Fairbanks-Morse Co. Ltd. He was elected to this post following the election of the board of directors and will succeed Hedleigh T. Venning, vice-president in charge of sales for Shirriff's Limited. Under Pitt will be Robert Day, president of Bulova Watch Co. Ltd., as executive-vice-president, and R. E. Sewell, vice-president of Coca-Cola Ltd., as vice-

president and treasurer. After eight years on the board of directors of ACA, Jack Lawrence, who is shortly to retire from the active post of director of advertising and public relations of The Borden Company, received an honorary life membership in the ACA. He was the only one so honored at the ACA members' annual dinner, held during the convention.

Earlier, the following vice-presi-

dents of the Association were elected: M. M. Schneckeburger, director of advertising for The House of Seagram; R. R. McIntosh, vice-president of General Foods Limited; and John Meldram, assistant to the vice-president in charge of sales, National Carbon Ltd.

A complete study of all methods of radio and television research is now being undertaken in the United States by the Advertising Research Foundation, Henry Schachte, ARF chairman told ACA delegates at the Friday morning session. Schachte is also director of advertising for The Borden Company, New York.

He said that the study was started six months ago when many advertisers and agencies became alarmed over the confusion caused by many research companies in the radio and television field coming up with conflicting measurement figures for ostensibly the same subject. He said he expects the committee will complete work on its lengthy and detailed report by November.

In an interview later, Schachte said that it was not the intention of this committee either to establish standards on which research is to be conducted or to cast suspicion on the research organizations. Instead, he said, its object is to make clear to those using the results of the various methods, the peculiarities and limitations of radio and TV research.

Mrs. Jean Wade Rindlaub took a long windup and flung an armload of statistics at a few hundred delegates to the ACA convention, all designed to prove that to keep on top of the business of scientific selling, you can't let your thinking sit still for long. Mrs. Rindlaub, a vice-president and copy group head of Batien, Barton, Durstine & Osburn of New York, was the Convention's first speaker.

She said that a great number of the people doing much of the buying today aren't like some of the people doing the selling, in many ways. She pointed out to the first luncheon meeting, attended by many members of the Women's Advertising Club of

1273
copies
of
This Issue

CANADIAN
BROADCASTER
&
TELESCREEN

went to

National
Advertisers

and their

Agencies

in

Canada

and

the U.S.A.



Well, Whaddya
KNOW?

The National Average of 92.2 Radios per 100 Homes in Canada is 'Topped'* right here in St. John's - VOCM's primary area — by 1.3%.

(Figures released by Dom. Bureau of Statistics)

* ST. JOHN'S, NFLD. - 93.5 Radios per 100 Homes

VOCM is 'FACTUALLY' the Best Medium for Fast and Effective Selling in this Big NFLD. MARKET

OUR RATES ARE RIGHT! Our 'Reps' are ready with availabilities and full info. Stovin & Co. - Adam J. Young, U.S.A.



NFLD'S OWN

VOCM

P.O. BOX 920 - ST. JOHN'S

Toronto, that in the U.S., women are marrying earlier, and one in three of the 17-to-19-year-olds is married now, which for the seller means a lot of young people at the head of families.

There are 19 million women in the U.S. who have full-time, out-of-the-home jobs today, and they represent about one-third of the total female population of that country; and there are more working wives and mothers than at any time in history, she said, in quoting figures which she believed were also largely applicable to Canada.

Mrs. Rindlaub — voted the most distinguished woman in U.S. advertising in 1951 by the American Association of Advertising Agencies — cited a character known as David as typical of many young American men. David grew up in the post World War I boom and the bust of the '30's, saw more of the world in the services than many of the wealthy ever do, and has just finished college on Veterans' Assistance grants.

The speaker pointed out that not only are the millions of Davids essential parts of a new, modern world, but they have made their parents part of it too.

This means to the advertiser, she declared, that he no longer has to worry about "talking sense" to his audience in advertising. The average customer, according to Mrs. Rindlaub is maturing more than ever before.

In support of this contention, she referred to national surveys which showed that more classical records are being sold, more non-fiction is being read; people are travelling more, eating more, going to more concerts and attending less movies (because those they see have to be pretty good) than in all U.S. history. Of course, statistics also show, she said, that Americans are smoking more, drinking more and buying more bibles.

This quick-thinking, rapid-fire ad woman claimed that the current social changes are being made manifest in the new stress on "casual living", comfortable and practical clothing. In fact, everything is becoming faster, easier and more "sensible" as far as the average buyer's taste in products is concerned, she said.

Publicity has finally come of age, but it must now go on to inform the public to ever greater extent about the increasing complexity of living, said E. H. Schell, professor of business and engineering administration, Massachusetts Institute of Technology, at another ACA luncheon.

Schell believes that there are two great powers — light and truth — which must travel apace if North American society is to steer clear of totalitarianism. According to him, there is great reason for uneasiness due to the increasing imbalance between technical progress on this continent and public knowledge. There is, he said, "an increasing spread of mystery" in everything from hormones and motor cars to psycho-analysis and atomic energy. New market development, Schell warned, is as important as making new products.

The professor pointed out that
(Continued on page 12)

Look to the Leader!



Mobile Merchandiser
See Page 16

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET

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

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

CHOK
SARNIA ONT.

WE'RE PROUD OF OUR

A.C.T. — CFQC
AMATEUR SHOW
RECORD!

- Over \$160,000 collected
- Over 50,000 miles travelled
- Over 9,000 air appearances
- Over 4,000 contestants
- Over 518 hours of FREE broadcast time on CFQC.

It's quite a record to build in 11 years. We're proud CFQC has helped the A.C.T. stamp out T.B. in Central Saskatchewan.

CONTACT — RADIO REPS.
ADAM J. YOUNG

CFQC 500 KC 5000 WATTS

THE RADIO HUB OF SASKATCHEWAN

CFCO goes over the top again
More listeners per watt cost than any other Western Ontario station.

Total Daytime Audience: 76,950 homes
¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes
¼ hr. program class "A" lowest discount. 31c per M. radio homes
BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

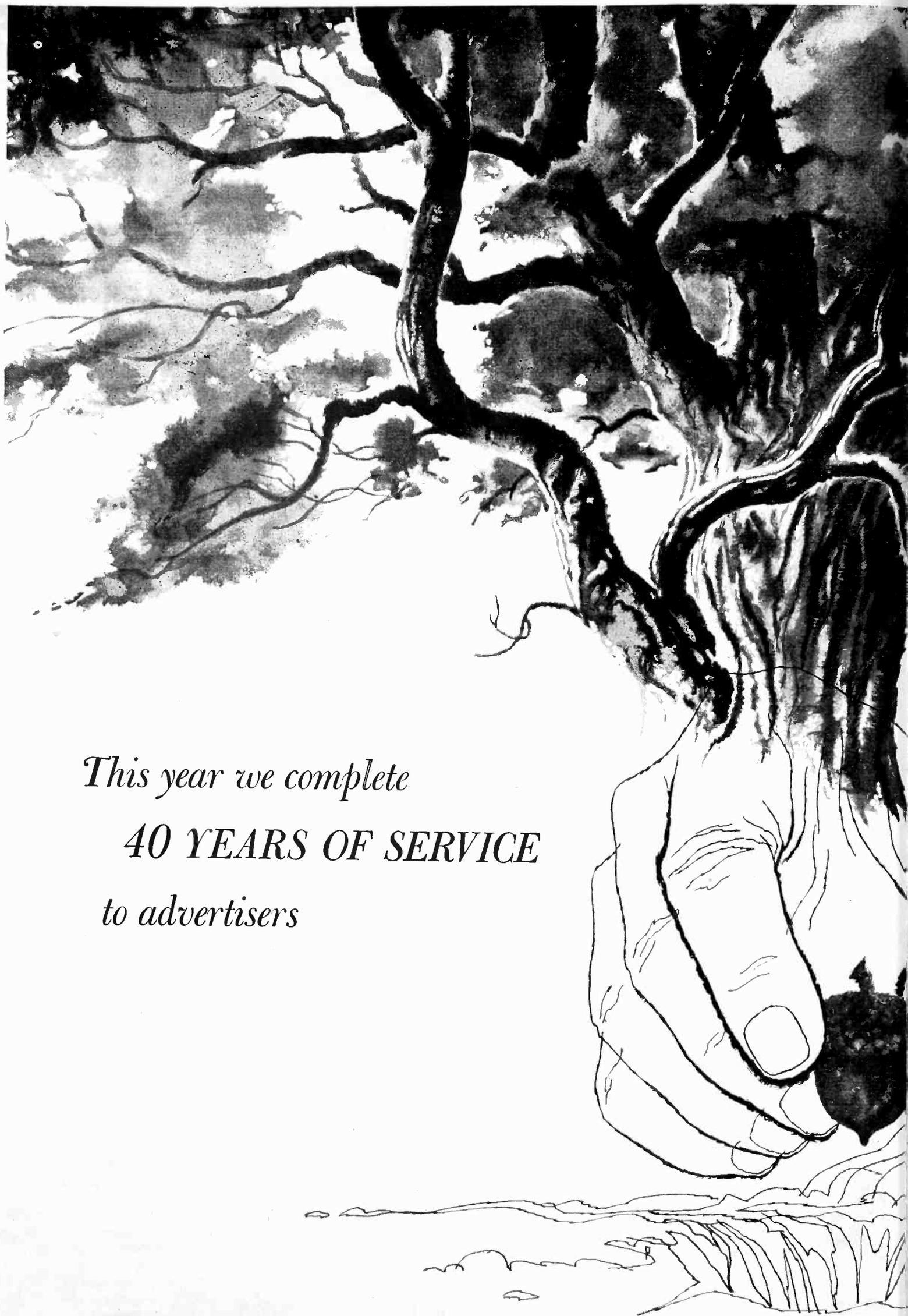
to Sell B.C.

CARNATION MILK USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAY—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



This year we complete
40 YEARS OF SERVICE
to advertisers



This year marks the 40th anniversary of the beginning of operations from which our company evolved. Twenty-five years ago the two original component companies united to form Cockfield, Brown & Company Limited.

To the sixteen clients who joined us during the first ten years of our operations and are with us today; to the fifty-seven advertisers whom we have been privileged to serve for twenty years or more, and to those who have joined us during the ensuing years, we wish to convey our sincere thanks. In the future, as in the past, we will devote our honest effort towards serving you to the best of our ability.

Advertising
Merchandising
Commercial Research
Public Relations

Cockfield Brown & Company Limited
Montreal, Toronto, Winnipeg, Vancouver



NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

ACA CONVENTION

(Continued from page 9)

people aren't disturbed any more by new products and ideas; on the contrary, they have developed the "annual mind" psychosis, which dictates that things which don't change frequently become obsolete. They have great faith in new things, and the price of change is no object.

The outstanding phenomenon of our time, he said, is organized creativeness, as opposed to previous times when individual inventors were responsible for major developments. He pointed out that wherever there is difficulty there is opportunity (the

converse being also true), and that in view of this, industry must realize the essential worth of its employees. He recommended that business leaders get into the habit of "pushing decisions downward" to the people best able to solve them — the average employee and his ingeniousness.

A plea for business to continue to develop the one changeless commodity — the tradition of excellence — was sent out by O. E. Jones, executive vice-president of Swift & Company, Chicago, following the Wednesday luncheon.

Jones was another of the ACA's imported speakers who felt that the course of current business and economics was changing as rapidly as a basketball game. But he preferred to emphasize the positive element of quality in warning his audience that the "most important single virtue in advertising is truth".

He expressed the view that there is one thing about advertising and selling which is impervious to the changing world — the excellence tradition. "Once established", he said, "(it) may be maintained for generations".

An idealist, Jones warned advertisers not to give in to the temptation of sliding "a little offside" in advertising claims due to the increasing pressure of competition. He said it was never worth it, the short-term gain being offset by the inevitable loss of prestige and business.

Harry Roberts took a professor's (which he is) look at marketing research during Wednesday afternoon's session and practically decided that most businesses can hang out an "Experts Need Not Apply" sign. A professor of the School of Business at University of Chicago, and a one-time manager of the research department of McCann-Erickson Inc., New York, young Roberts feels there is a lot to be done in the market research field, most of it in the direction of common sense.

The most basic and obvious type of research, he said, is that in which somebody tries to find out "what consumers like and dislike about the product itself". Research that attempts to measure the effectiveness of advertising has had too little success, he felt, while that aiming at evaluating merchandising methods "has been modest in scope, but very effective".

But Roberts emphasized that his and others' criticisms of research were directed at research as it has

The Alberta Drama League

April 21st, 1953.

The Manager,
Radio Station CKRD,
Red Deer, Alberta.

Dear Sir:

On behalf of the Alberta Drama League I should like to express gratitude to you and your staff for your contribution to the success of the Provincial One-Act Final Festival sponsored by the Quota Club of Red Deer. We want to thank you for the excellent cooperation you gave the Quota Club in its tremendous task and for the contribution you have made to the development of theatre, not just in the Red Deer area, but in the entire Province.

Yours sincerely,

(Miss) Esther Nelson.

EN:n

One more reason why you
should use

CKRD

RED DEER

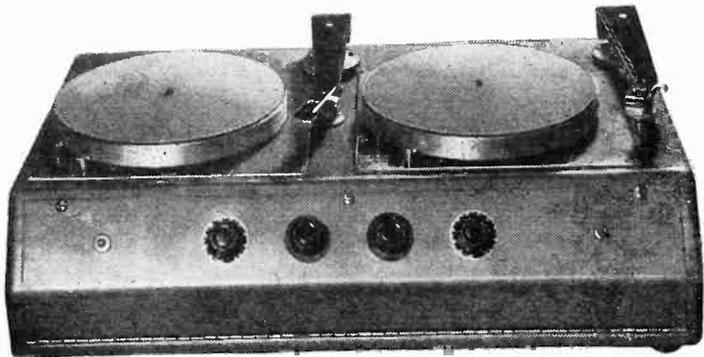
1230 on your dial

Presenting:

'DUAL-UNIT'

BROADCAST RECORD PLAYER

Model MR-20



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

FEATURES:

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

For further details write:

McCURDY RADIO INDUSTRIES LIMITED
74 YORK STREET TORONTO

CKCV listeners have buying power

1000 WATTS 1280 K.C.

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

CKCV
QUEBEC CITY

been, and not as it could be. "Specifically", he said, "I would make a plea for better technical training in statistics, in psychological techniques and in economics analysis", to avoid some of the mistakes that are made due to an inadequate knowledge of fundamentals.

He called on all business men who would use research to make a greater effort to help researchers and to understand their problems. Virtually the same advice he also directed at the statisticians who don't know enough about the problems of business.

He also emphasized that the tools of research should be fitted to the existing problem, and not the reverse. And research should always be used to discover something, not to bolster foregone conclusions.

John S. Hawley, whose business is selling nuts and bolts, made that kind of a speech.

"We have lots of inventors", he declared, "but not enough merchandisers". Too often good ideas lie dormant because nobody has the know-how, the faith or the money to nurture them into commercial prominence. That is why "the introduction of a new product is a stupendous undertaking involving great risk and unbelievable effort", he said. "That is also why it is so challenging and so tremendously important in maintaining our whole business structure."

Hawley, a top executive with Shakeproof Inc., Elgin, Ill., said that one of the prime requisites in new product promotion is "you have to prove to yourself that you can prove to others that the new product is good and sound in every way".

George C. Stineback, another speaker with a new product, pointed out the many-sided promotion program which carried it to the top of the field in a short time, during the fading moments of the Wednesday afternoon ACA session.

Manager of the Polyken division of Bauer & Black Inc., in charge of sales of a new industrial pressure-sensitive tape, Stineback underlined, among other things, that a distributor is not a customer. He is an employed part of the company's sales organization and as such must get out and sell or, he inferred, just get out.

"Increased production is dependent upon increased sales", said John D. Campbell, general manager of the appliance-electronics division of Canadian Westinghouse Co. Ltd., in pointing out the necessity for industry to accurately forecast sales before setting production objectives.

First speaker on Thursday morning, Campbell warned that "virtual disaster awaits the manufacturer who doesn't gear production to sales forecasts". He also revealed that the electrical industry continues to get a larger share of the gross national product from year to year, much of the additional business being captured by household appliances.

At Westinghouse, he said, five-year forecasts based on the gross national product are drawn up every year, and this, when applied against the actual and projected sales history for the whole electrical industry serves as the foundation for sales expectancy planning, sales promotion and production.

He felt that products have to offer the prospective buyer more than honest value and sound engineering in the present competitive era. They need what he termed "demonstrable" (Continued on page 14)

CKMO

Vancouver, Canada

WANTED

- Assistant Manager
- Program Director
- National Sales Manager
- Account Executives
- Continuity Writer
- Announcer
- Senior Librarian

SEND FULL PARTICULARS IN FIRST LETTER
This ad is inserted with the knowledge of employees.

CKBI Market is Still Growing!

1953 building will include:

- ★ Prince Albert CNR Division \$3,450,450.00.
- ★ Prince Albert Brewery expansion \$500,000.00.
- ★ New Prince Albert Medical Building \$300,000.00.
- ★ Housing \$3,000,000.00.

Start those 1953 campaigns in the CKBI Market Now!

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS



RESULTS

CKCW MONCTON NEW BRUNSWICK

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

to Sell B.C.

FOUREX
BAKERIES
USES

B.C.
RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

OPPORTUNITY!

Expanding West Coast station requires top-flight

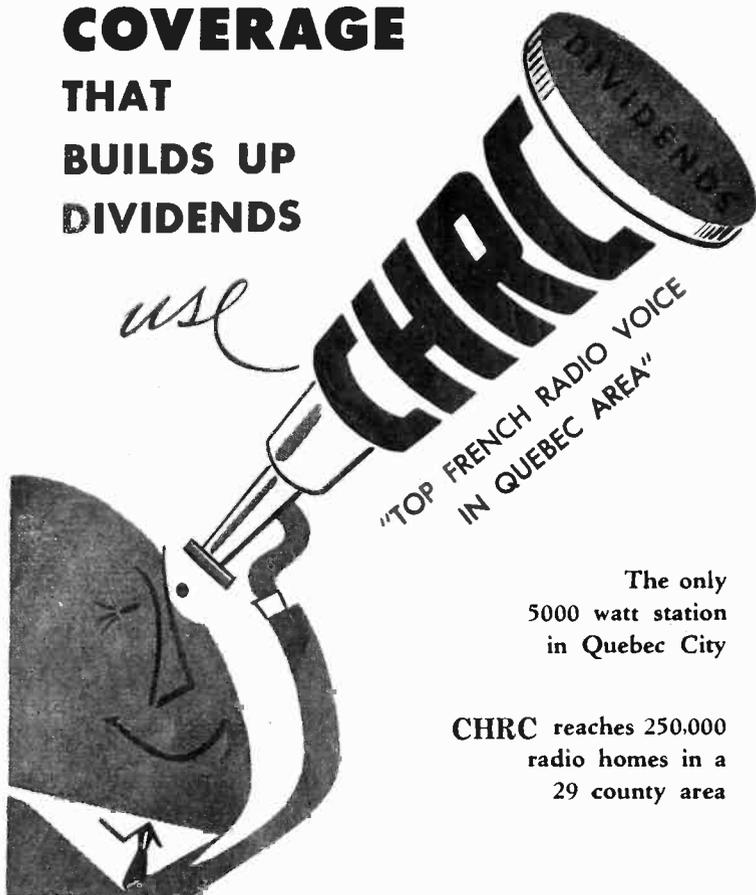
**ANNOUNCER - NEWS ANNOUNCER
CONTINUITY WRITER**

Full details in first letter to
**Box A-164
C B & T**

163½ Church Street

Toronto

**FOR SURE FIRE
COVERAGE
THAT
BUILDS UP
DIVIDENDS**



The only
5000 watt station
in Quebec City

CHRC reaches 250,000
radio homes in a
29 county area

REPRESENTATIVES:

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



—Photo by Alex Gray

A PAUSE FOR REFRESHMENTS for the hard working ACA staff at the height of the convention. Left to right they are general manager Athol McQuarrie; Eanswythe Flynn; Margaret Morison; Violet Bond, office manager; Gertrude Little; Ann Field; Dorothy Lumbers; Margaret Crook; Chuck Follett, executive secretary of the Bureau of Broadcast Measurement; Harry Jones; Joe Charles, auditor of CCAB. Too busy for lunch — John Galilee, ACA secretary and Jim Bromley, assistant to the general manager.

(Continued from page 13)

plusses"; that is, gimmicks of great or small importance which competitive manufacturers don't offer. In most cases, he pointed out, the "plus" is created before the desire for it.

But he also stated that good performance in a product is a valuable asset, one that will certainly make for favorable "back fence" talk, a potent factor in such lines as appliances.

• • •

Although claiming that the gold rush days of the premium are over, Ralph Smith, vice-president of Sullivan, Stauffer, Colwell & Bayles, Inc., New York, quoted many case histories to prove that they weren't. In a billion dollar business, he said that there is greater reason now than ever before to use premiums, even if the going isn't lush any longer.

Smith told his audience that price

of premiums didn't seem to be any barrier; the \$1.50 offers go over as well as the 25-centers, in some cases even better. But to get full benefit from the special offer, the premium should be closely allied with the product or its use, he said.

Now available . . .
**TELEVISION
FACILITIES HOUSING**

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AND
Equipment
LAYOUTS**

(U.S. Existing and Proposed)

\$12.50 per copy

More than 35 detailed layouts designed to bring out the various points to be considered in planning a functional TV installation.

Compiled and prepared by
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TELEVISION CONSULTANT
4 ALBERT ST. - TORONTO

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

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

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

CFCF • MONTREAL

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

Look to the Leader!



Mobile Merchandiser

See Page 16

Television

SIX OF EIGHT APPLICATIONS FROM WEST

Ottawa. — Eight applications for licenses for private TV stations are scheduled to be heard by the board of governors of the CBC when it meets here May 28 in the Railway Committee Room of the House of Commons, it was announced here earlier this month.

The majority of the applications listed for the meeting come from the Western provinces, including three from Edmonton, and one each from Calgary, Saskatoon and Regina. An application from Rimouski is scheduled for consideration, as well as one from Kitchener, deferred from the last board meeting two months ago.

The board stated it "will be prepared to consider representations from such prospective applicants requesting deferment to the next meeting of applications" scheduled for this hearing.

In Edmonton, channel 3 is being sought by Sunwapta Broadcasting Co. Ltd (operating CFRN there); by William Rea Jr., owner of CKNW, New Westminster; and Edmonton Television Ltd., a joint venture understood to be financed by All-Canada Radio Facilities and the Edmonton Journal.

The Sunwapta submission is on the basis of a station with effective radiated power of 23.9 kw video and 14.3 kw audio. The Rea application calls for e.r.p. of 4.53 kw video and 2.26 kw audio. Edmonton Television are seeking permission for a station with e.r.p. of 32.8 kw. video and 19.7 kw audio.

In Saskatoon the license is being sought by the Saskatoon Star-Phoenix Limited, to operate on channel 8 with e.r.p. of 14.6 kw video and 7.9 kw audio.

The application for channel 6 for Kitchener — a joint venture headed by Famous Players Canadian Corporation, in which Gilbert Liddle of CKCR and Carl Pollock of Dominion Electrohome are expected to be partners — was deferred from the previous board meeting. At that time considerable objection was raised over the proposed shifting of channel 6 from Toronto to Kitchener.

A joint application from the three Calgary radio stations is to be considered for channel 2, with e.r.p. of 10.9 kw video and 5.45 kw audio. Stations CFCN, CFAC and CKXL are said to have united to form Calgary Television Limited, the applicant.

Transcanada Communications Ltd., operating CKCK, Regina, have applied for the license there on channel 2. It is proposed with e.r.p. of 20 kw video and 10.8 kw audio.

The applicant in Rimouski is Lower St. Lawrence Radio Inc., operator of CJBR. This bid is for channel 3, with e.r.p. of 32.5 video and 19.5 kw audio.

Five applications for new AM stations are to be considered by the board at this meeting. One application — that of La Bonne Chanson Inc.—is for another French-language station in Montreal. Three others are all for French-language outlets in Chicoutimi, while the fifth is a bid for a license in St. Joseph d'Alma, an application deferred from a previous meeting.

CJCA

To serve industrial workers and farm families

CONTINUOUS BROADCASTING

with

News and Weather every hour on the hour

and

Steve's Place midnight to 5:00 a.m.

Curley's Corral 5:00 to 6:00 a.m.

Farm Roundup 6:00 to 7:00 a.m.

DID YOU KNOW THAT

CKCL has appointed a new commercial and promotion manager — George B. Moore.

Now we are better equipped than ever to do a bang-up job for our sponsors.

CKCL listeners have BUYING POWER. Contact OMER RENAUD & CO., Montreal, and Toronto TODAY !!

CKCL
TRURO, NOVA SCOTIA

PROVEN

STEPS TO SALES SUCCESS



Westinghouse
Weston Bakeries
Trans-Canada Credit
Templeton's
Spic and Span
Shell Oil

Robin Hood
Ralston Purina
Players Cigarettes
Old Fashioned Revival Hour
Niagara Finance
Mother Parker's

Mutual Benefit
McColl Frontenac
Minards
Laura Secord
La Voix de l'Evangile
Lever Brothers

Kraft Foods
Johnson Outboards
Johnson's Wax
Imperial Tobacco
Imperial Oil
Healing Waters

Hawes Wax
Household Finance
Gillette Blades
Gin Pills
General Foods
Feen-A-Mint

Ford Motor Co.
Full-O-Pep
Ex-Lax
Dept. of National Defence
Dept. of Highways
Duz

Chase & Sanborn
Canada Bread
Canadian Lutheran Hour
Carnation Milk
Courtaulds (Canada) Ltd.
Canada Packers

Cheer
C.I.L. Paints
Bardahl
Bulova Watch
Blue Bonnet
Baby's Own
Adams Brands
Aymer Products
Albo New Lac
Alka Seltzer

CHECK OUR CURRENT LIST OF NATIONAL ADVERTISERS MAY 1 - '53

CKSF

CORNWALL - ONT.

"The Seaway City"

REPS: HORACE N. STOVIN & CO. (Canada)
J. H. MCGILLVRA INC. (U.S.A.)

to Sell B.C.

DAD'S COOKIES USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

Television

U.S. TV NOW STRICTLY BUSINESS

Toronto — Television waited until the final afternoon to raise its head at the 38th annual Association of Canadian Advertisers convention of the Royal York Hotel here earlier this month. But when it did arrive it almost stole the show, in spite of good performances by all media.

TV was presented to ACA delegates by two American speakers who

said what they thought of U.S. TV and what they expected of Canadian TV. Alfred Scalpone, vice-president in charge of all broadcast activities of McCann-Erickson Inc., New York, spoke in detail on the aspect of television closest to the hearts of his audience — the commercial.

TV for the viewer is more than the sum of its parts, he said. TV is the printed page, plus the spoken word, plus an element all its own, he contended, demonstrating the point through use of a magazine advertisement, a radio commercial, and finally a TV commercial, all on the same product and theme. But complicated as it may appear, the approach to good selling on television can be reduced to three basics, he said.

First was "demonstrate to sell". He claimed it is imperative that the product be shown, preferably in use. He recommended use of plenty of close-up and action shots; price should be shown prominently wherever suitable; and key words or selling points should be super-imposed on the picture at crucial moments.

Second, "keep it simple", Scalpone said. He cited two obvious points: "Even Marilyn Monroe takes three seconds to get an idea across and some people don't appreciate her message even then". He warned that television takes a slower pace than radio where dialogue is concerned, so "take it easy on the talk"; and be careful of musical backgrounds, using them only where suitable.

And third, "personal selling" was an integral part of good television commercials which couldn't be over-emphasized, the speaker declared.



Photo by London Free Press

FIRST PRIVATE ENTERPRISE CONCERN to order TV equipment was CFPL-TV, the station of the London Free Press Printing Co. Ltd., London, Ontario. Pictured above, at extreme right, Walter J. Blackburn, president and managing director of the company signs the \$300,000 contract with RCA Victor Co. Ltd. Seated with him, left to right, are H. R. Davidson, Free Press solicitor; Ken Chisholm, RCA sales engineer. Standing, at left, Glen Robitaille, CFPL-TV technical director and Murray Brown, manager of the electronics division of the Free Press company.

What it means to YOU!

★ MOBILE MERCHANDISER



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

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

LOOK TO THE LEADER!

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

Tourists In New Brunswick

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

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

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

New Brunswick's Most Listened-to Station



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

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

"Arthur Godfrey is the perfect example of a personal salesman on TV", he said, admitting, however, "that the salesman need not be a star to start with". Good TV salesmen are hard to find because "they have to be compatible with what you are selling", he said, so find the right man and then write the commercials to fit his personality. An exception to the personal selling rule, he conceded, is the animated commercial, but in TV there are always exceptions.

Scalpone, considered by many the daddy of the integrated commercial,

continued: "Television is most often bare-knuckle selling and your (Canadian) experts had better know how to tackle it". It calls for a complete understanding of the product by all of the many people involved, he said. For one, the commercial writer must know about television, show business and film production — and also how to write.

Another important man in the production of a television commercial is the artist, who has to know the peculiarities of TV's color values, he said. He works closely with the writer from the early stages of design and story-board presentation to the final screening.

"The producer does the dozens of direction jobs that go into putting a commercial on TV", Scalpone said. He has to have all the answers to visualization problems; and he has to be a "no" man in a medium where everybody considers himself an expert.

As for Canadian TV, Scalpone noted that "Americans had to start in the basement, but you can start from the top floor with a lot of our experience."

"TV is pretty tough to live with", he warned, "but if you are in advertising you will have to learn". He pointed out that while many companies consider television advertising too expensive, they sometimes are forced to ask themselves if they can afford to stay out when their competitors start using the new medium. "For some advertisers", he said, "TV is too expensive at any price, but at the same time hundreds of the smallest advertisers are using it because it's a bargain".

He concluded: "TV takes money, but not necessarily a lot . . . Don't believe the guy who says he's getting commercials at a big bargain; the costly ones can be cheaper in the long run . . . And the guys who complain that their programs cost so much there's nothing left for good commercials are slightly out of their minds".

"Television is a great medium for most forms of consumer advertising, but it has come into a community of great media, all of which made their marks long before it arrived", said Reginald Clough, the TV ses-

sion's first speaker, in dealing with the broader aspects of sight-and-sound. He is editor of the advertising and selling magazine, Tide.

He countered the fears of those who predict the downfall of some media in the face of television by stating: "Every time a new medium has come in, the total advertising has gone up to a new plateau." He explained that people, after all, are human beings with human foibles and they will never be able to completely exclude all other media in favor of one.

Clough (rhymes with "cuff") said that if Canadian TV can avoid the mistakes that have been and are being made in the U.S., it will save both money and face to an enormous extent. He listed the shoals that American TV had almost been wrecked on: "We assumed", he said, "that TV could sell anything (and that led to bad programs) . . . that large audiences would last (they return only when the show is so good they don't dare miss it) . . . that all advertisers could succeed (TV is better for some products than others, particularly fast turn-over lines) . . . that as long as the cost-per-thousand remained low, the unit costs of television could go almost to any point (leading to the unhealthy situation where half of total billings on one network come from only seven major companies) . . . and that TV would replace some or several of the other media."

The speaker divided the growth of U.S. television into three stages, the first of which he labelled "The Era of the Perplexed Promotion Man", due to one promotion man being overheard saying: "The trouble with TV is that we can't lie about it fast enough to keep up to the truth".

Second stage, he said, was the "Pitchmen in the Parlor Period", during which TV reverted to all the hoakum and trickery of the patent-medicine-man days in its commercials.

Then there was the "Era of the Water Pressure Hoax", he said, brought about by some obscure water commissioner who suddenly announced that he had found the answer to why there were great demands for water throughout his city at regular intervals. He believed that the demand for water went up — and the pressure down — during the TV commercials and station breaks, but during the entertainment portion, people in this city were too enthralled to get drinks, take baths, brush their teeth or flush toilets.

And now, he said, TV has entered the "Era of the Imbalanced Budget" — imbalance being a new word in U.S. advertising language. Television Clough continued, is a financing problem for almost everyone connected with it, right from the set owner to the advertiser, and "at the moment it seems to have outpriced the market".

But television is right in the centre of a great marketing revolution and is "responsible for a great part of it." He said: "If television can fit into this broader, bigger pattern, if indeed it can produce extra sales at greater profit, then it will be successfully financed. If it falls behind the pace of the marketing revolution, then it will not serve as fully as it should. If it gets ahead of that pace, then it will have to re-adjust, re-examine and perhaps re-price itself."

GREATER OTTAWA

is

42%

FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

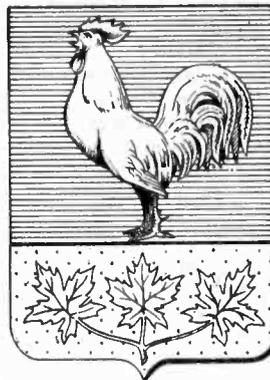
Studios — 121 Notre Dame St., Hull, Quebec

Representatives

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

*Over 100,000 French-speaking Canadians.

CHFA



60,000 FRENCHMEN can't be wrong

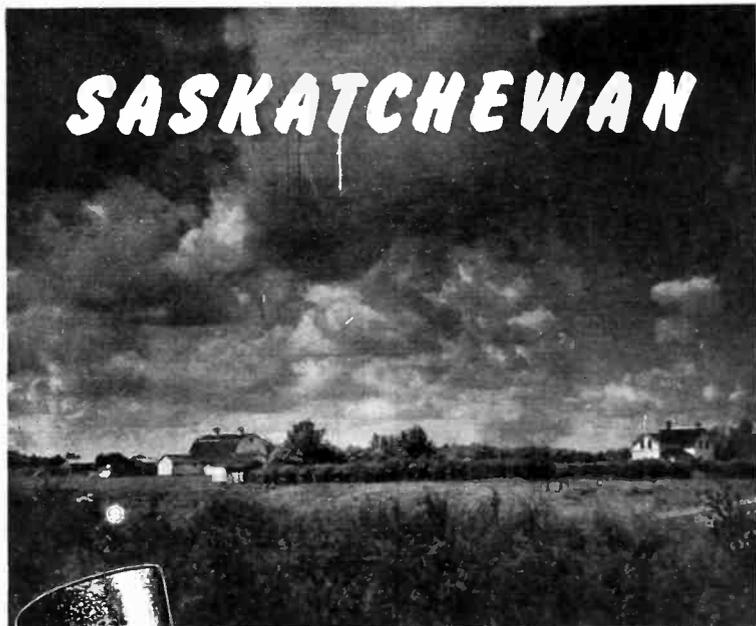
CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

680 KC.

La Voix Francaise De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

SASKATCHEWAN



For established audiences, enthusiastic listeners, exceptional response and economic mass coverage of the Prairie West . . . use Saskatchewan's First Station.

CKCK REGINA

Representatives: All-Canada Radio Facilities

to Sell B.C.

PROCTER & GAMBLE USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
- CKOK—Penticton
- CJAV—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

C.B.C.

NEW BUILDING FOR C.B.C.—TORONTO

Toronto. — Parliament will soon be asked for \$2,000,000 with which to build a new radio headquarters for the CBC in Toronto, it was announced here late last month by National Revenue Minister, Dr. J. J. McCann. Dr. McCann was addressing a luncheon meeting of members of the parliamentary committee on broadcasting and top CBC officials.

Dr. McCann said it was hoped that the new building — which will be built on Jarvis Street to take the place of the former Havergal Ladies College bought by the CBC 10 years ago — will be completed in two or three years.

It was explained that overcrowding of present quarters in the old and unsuitable Havergal building, was given as the reason for proposing a new building. It is also a further step in a \$5 million plan providing for the increase and improvement of CBC facilities across the country which began with the purchase of the Ford Hotel in Montreal and occupied by the CBC and International Service two years ago. The CBC's Montreal television studios are also housed there.

During one of its hearings earlier this month the committee heard of other steps in the CBC's rebuilding plan, estimated to cost \$3,067,000.00, from A. D. Dunton, chairman of the CBC's board of governors. Largest of these is the new station and studio project, now underway in Winnipeg at a cost of over \$1,100,000. A new CBC station in Moncton, to be started soon, is expected to cost \$450,000.

Asked if the Corporation had considered creating a Toronto version of New York's Radio City building by renting space in the proposed Jarvis St. structure to private companies engaged in various part of the broadcasting industry, Ron Fraser, head of CBC's press and information service said that few definite plans for the new building had been considered to date. He said that nearly all of the Corporation's engineering and planning resources had been concentrated on new radio and television facilities elsewhere. It is not known how large the building will be, but it is presumed it will be considerably larger than either the present quarters or the nearby \$1 million TV building.



LEAVE IT TO LESTER

Mickey Lester says he isn't going to touch TV. He'll wait for color radio.

• • •

PAGING POISON IVY

Gordon Sinclair better not reduce too much. Already he's only conspicuous by his presence.

• • •

INDECENT EXPOSURE

If CBLT never does anything else, it should get Toronto a new City Hall.

• • •

ALIBI IKE

Then there's the fast-talking radio director who explained the low ratings to his sponsor by stating that the show was a wow, but the audience was lousy.

• • •

SPEAKERS ARE PEOPLE

If speakers were cats or dogs, people who treated them as they do would be charged with cruelty to animals.

• • •

AD INFINITUM

Then there's the veteran actor who finally allowed his wife to throw away some of the ancient scripts that littered the attic, provided she copied them first.

• • •

SABOTAGE

Bennet Cerf has it that Gypsy Rose Lee woke up fully dressed one morning and cried: "Good Heavens! I've been draped."

• • •

SOUR GRAPEFRUIT

We just bought lunch for an announcer who lost an audition and spent the time consoling himself with the thought that people would now say "Why didn't he get the job?" instead of "Why did he?"

• • •

CONFITEOR

The Broadcaster staff is unanimous in agreeing that this column is comprised of the best gags they've stolen yet.

The
**WESTERN
RADIO
PICTURE**
is
NOT
★
COMPLETE
without
**OUR
1000
PERSUASIVE
WATTS!**

★NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT
An All-Canada-Weed Station

WANTED
Experienced studio operator with technical ability.
Apply: L. H. Rooke, Chief Engineer,
CHVC Niagara Falls Phone 736



**in the
studio
in the field
it's the
ANNOUNCER
that
counts**

Ekotape "ANNOUNCER" MODEL 102-9



... for broadcast stations is a high fidelity tape recorder with exceptional performance. Widely used and recommended for both Studio and Field use. A powerful over-size motor, heavy flywheel and special drive, combine to maintain a constant tape speed, free from "flutter" and speed variations. 500 ohms output and input facilities. Separate record and playback amplifier.

DOMINION SOUND EQUIPMENTS LIMITED

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

| | | |
|---------------------|--|----------|
| Please forward data | Advertising Department, Dominion Sound Equipments Limited, 4040 St. Catherine St. West, Montreal, Que. | DS-53-22 |
| NAME | | |
| COMPANY | | |
| ADDRESS | | |
| CITY | | |

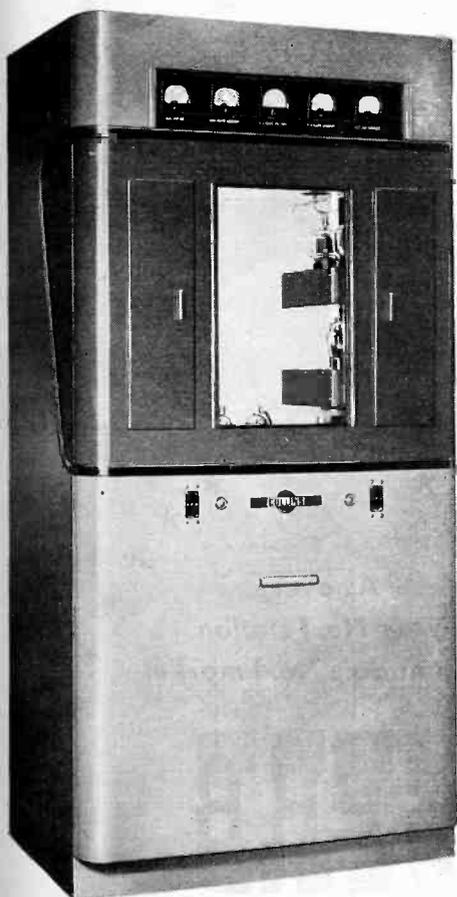
cae

announces a New Radio Broadcasting Service

Canadian Aviation Electronics Ltd. is pleased to announce that it has entered into an agreement with Collins Radio Company for the sale of the world-renowned Collins Radio Equipment.

CAE is proud to be able to serve Canadian Broadcasters with what are undoubtedly the finest Broadcast transmitters in Canada.

In addition, a complete range of first class studio and speech equipment is available to meet your requirements.



COLLINS 20V 1000/500 Watt AM Broadcast Transmitter

The new 20V is designed for continuous high fidelity broadcast operation at any specified frequency in the band from 540 to 1600 kilocycles or any of the high frequency broadcast bands.

Facilities for power reduction from 1000 watts to 500 watts are stand-

ard equipment in the 20V. The advanced design of the circuits together with the careful choice of materials and components ensures high quality performance combined with reliability, long life and low operating cost.



Call or write the CAE Office nearest you for further information.

Canadian Aviation Electronics Ltd.

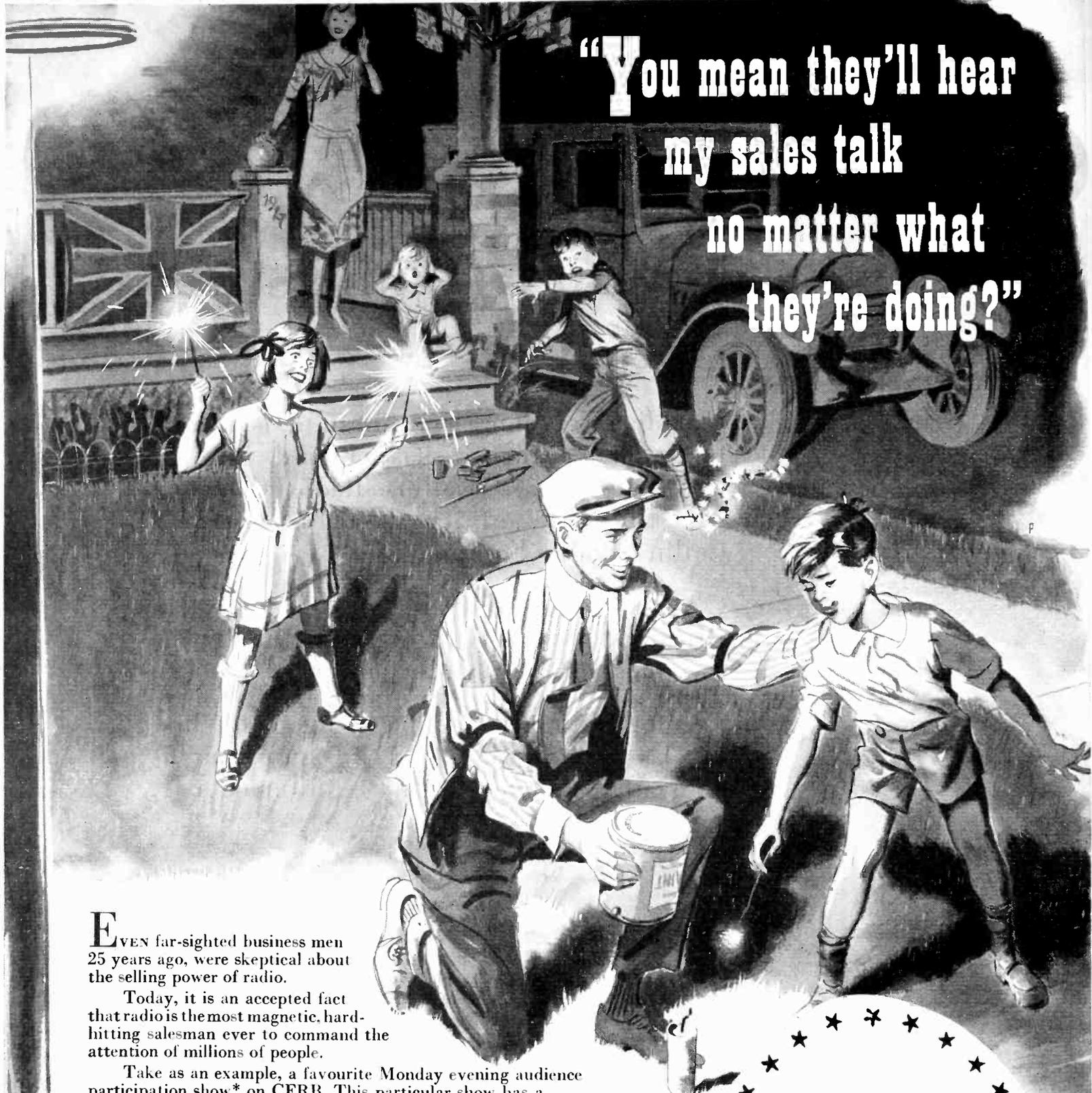
MONTREAL — Head Office
8280 St. Lawrence Boulevard
Tel: VE. 6211

261 Spadina Avenue
Tel: EMpire 6-7961
TORONTO

WINNIPEG
387 Sutherland Avenue
Tel: 522-337

VANCOUVER
2210 Cambie Street
Tel. FAirmount 1111

**"You mean they'll hear
my sales talk
no matter what
they're doing?"**



EVEN far-sighted business men 25 years ago, were skeptical about the selling power of radio.

Today, it is an accepted fact that radio is the most magnetic, hard-hitting salesman ever to command the attention of millions of people.

Take as an example, a favourite Monday evening audience participation show* on CFRB. This particular show has a total potential audience of 639,000 radio homes. Twenty-five years ago, who could have imagined a potential like that! CFRB was the first to comprehend, the colossal sales power of radio. Now, with over 25 years of experience to build on, CFRB has the background and the foresight to help today's shrewdest advertisers sell.

What's your problem? Want to sell more swim suits, frozen fruits, prefab boats, beach coats? Then call in a CFRB representative and let him show you how radio can be your best salesman.

**As ever,
your No. 1 station
in Canada's No. 1 market**

CFRB

50,000 Watts • 1010 K.C.

REPRESENTATIVES

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



**"DOUBLE
OR NOTHING,"
OF COURSE!**

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

