

JANUARY
to
JUNE
1954

Calendar of EVENTS

1954 JANUARY 1954							1954 APRIL 1954						
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT
AAB-LORD NELSON HOTEL HALIFAX N.S.			1	2			4	5	6	7	1	2	3
3	4	5	6	7	8	9	11	12	13	14	8	9	10
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17	18	19	20	21	22	23	25	26	27	28	22	23	24
24 31	25	26	27	28	29	30					29	30	

1954 FEBRUARY 1954							1954 MAY 1954							
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT	
	1	2	3	4	5	6	ACA CONVENTION-ROYAL YORK HOTEL TORONTO							1
7	8	9	10	11	12	13	2	3	4	5	6	7	8	
14	15	16	17	18	19	20	9	10	11	12	13	14	15	
21	22	23	24	25	26	27	16	17	18	19	20	21	22	
28	ENGINEERS CONFERENCE BESSBOROUGH HOTEL SASKATOON SASK.			BCAB-HOTEL VANCOUVER VANCOUVER B.C.			23 30	24 31	25	26	27	28	29	

1954 MARCH 1954							1954 JUNE 1954						
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT
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7	8	9	10	11	12	13	13	14	8	9	10	11	12
14	15	16	17	18	19	20	20	21	15	16	17	18	19
21	22	23	24	25	26	27	27	28	22	23	24	25	26
28	29	30	31	CAB-CHATEAU FRONTENAC QUEBEC CITY			27	28	29	30			

JAN 1 NEW YEAR'S DAY
 FEB 2 GROUND HOG DAY
 FEB 14 ST. VALENTINE'S DAY
 MARCH 3 ASH WEDNESDAY
 MARCH 17 ST PATRICK'S DAY
 MARCH 20 SPRING BEGINS
 APRIL 11 PALM SUNDAY
 APRIL 16 GOOD FRIDAY

APRIL 18 EASTER SUNDAY
 MAY 8 V-E DAY
 MAY 9 MOTHER'S DAY
 MAY 24 VICTORIA DAY
 JUNE 20 FATHER'S DAY
 JUNE 21 SUMMER BEGINS

Special
DAYS

CAB Member Stations

ATLANTIC (17)

CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKEN	Kentville
KKCW	Moncton
CKMR	Newcastle
CKEC	New Glasgow
CFBC	Saint John
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 Pociatiere
CHNO	Sudbury
CKLD	Thetford Mines
CFCL	Timmins
CKVD	Val D'Or
CFDA	Victoriaville
CKVM	Ville Marie

CENTRAL CANADA (39)

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



What Price Radio?
IN 1953

More national advertisers* will have invested more money in more national radio advertising on more radio stations in more markets than ever before.

*Wherever You Go
There's Radio*

*Over 700

The
CANADIAN ASSOCIATION of BROADCASTERS

Representing 120 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD
Executive Vice-President
108 Sparks St.
Ottawa 4

PAT FREEMAN
Director of Sales & Research
373 Church St.
Toronto 5

CAB Member Stations

CENTRAL CANADA

(Continued)

CFCH	North Bay
CFOR	Orillia
CKLB	Oshawa
CFOS	Owen Sound
CHOV	Pembroke
CHEX	Peterborough
CFPA	Port Arthur
CKTB	St. Catharines
CHLO	St. Thomas
CJIC	Sault Ste. Marie
CHOK	Sarnia
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



By Helen Craig

DATELINE: REGINA

Eleven months of the year I catch myself wondering about motivation behind presentation of broadcast material. For instance: why do copy-writers use fad words in every other commercial — words like "ultimate". It seems as if almost every product advertised, from soap flakes to a television set, is the "ultimate". And why do after-eleven p.m. disc jockeys consistently use expressions like "the most", "real cool", "jammy" . . . pre-supposing that only teenagers listen to late night shows? Perhaps it's because certain popular expressions are thought to be in vogue, and copy-writers and announcers are adamant in a desire to be in tune with the times at all costs. From January to November inclusive one wonders about strange radio manifestations. Then, suddenly, in the month of December, there is the strangest manifestation of all. Yet one doesn't even stop to analyze the whys and wherefores. A paradox. A mythical character that no one can

sell to the highest bidder, a man who is neither "the ultimate" in personality, "real cool", or "jammy", takes the country by storm. Enter: Mr. S. Claus.

For seven years now the Santa Claus parade, a joint endeavor of the Lions Club of Regina and Radio Station CKCK, has taken the Queen City by storm. This year there was talk of discontinuing the parade but general public reaction was such that the Lions Club and CKCK couldn't think of dropping it.

CKCK's assistant manager, Don Dawson past president of the Lions Club and at present one of its most radio-active members), was completely in charge of the Santa Claus parade as far as CKCK was concerned. He was assisted by Al Edwardson, the station's promotion director, and Al's girl Friday, Lorie Molter. This year, Saturday, December 5, was parade day, but excitement over Saint Nick began before, and continued after. The purpose of the parade is three-fold: to give crippled children in hospital a merrier Christmas; to present something different; to keep alert the community spirit.

Radio promotion begins three weeks before Santa's visit to Regina. Uncle Larry (alias Larry Glover, CKCK announcer) has a half-hour kid's show, *Birthday Melody Man* from 4.30 to 5.00 p.m. Between 75



THE PRINCIPAL OF THE IMPERIAL PUBLIC SCHOOL, Ed Walker, dons Santa's uniform to pay a visit to some of the little patients in the Junior Red Cross Ward of Regina General Hospital.



What's Cooking in Newfoundland?

Do you know that the largest Coca-Cola distributor east of Montreal is in St. John's, Nfld. and has a daily show on . . .

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION
Now on the Air with Regular Programs

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

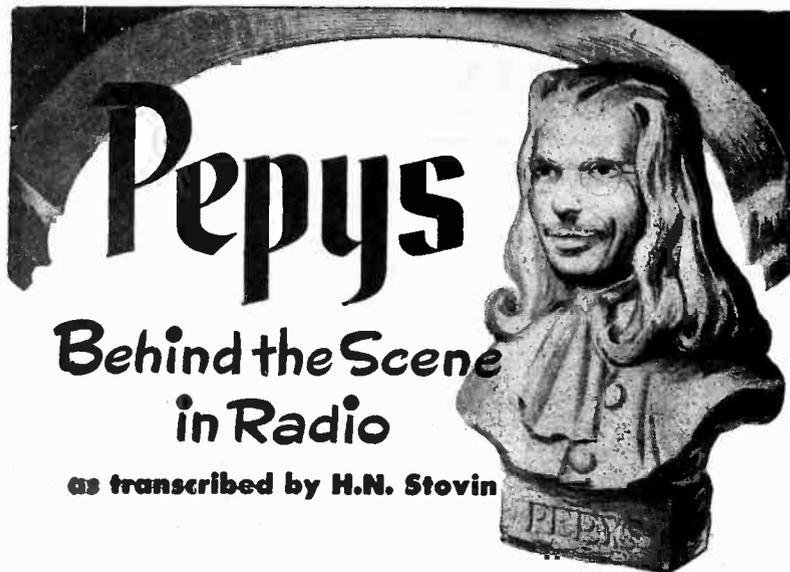
CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION

For AM and TV

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.



as transcribed by H.N. Stovin

“Though in Christmas mood, and disposed to give out with melodious carolling, must still pen in this page of my diary that our good Stovin Stations are, as ever, busy rendering that extra service that makes them proven stations ● ● ● From CFOR Orillia the report that Mr. Phil Shedd, Manager of the Canadian Tire Corporation store in that city, who has been for years a consistent advertiser on CFOR, did recently schedule 2 announcements regarding a permanent antifreeze, of which he did have on hand some 45 gallons. The next morning he did tell the Station that he had not only sold the whole quantity, but had also ordered 3 times as much to fill the demand. CFOR is getting so good that it would seem they will soon be unable to sell more than one spot at a time. (Humour by Pepys, not by CFOR’s sales staff!) ● ● ● According to the Ontario Department of Travel and Publicity, the tourist industry earned the Kenora district over \$8,000,000 this year. One quarter of this was spent by cottage owners for living supplies, and the remainder on hotels, camps and souvenir merchandise. Resorts and summer homes in this area represent an investment of over \$14,000,000. The best way to get your sales message into this area is via Radio Station CJRL, Kenora ● ● ● In Winnipeg, CKY is known as the top station in sports coverage. Sportscasters Jack Wells and Jim Keilback have been broadcasting hockey, big league baseball and football, all on an exclusive basis. CKY was pleased to have Jack Wells chosen to share honours in broadcasting Canada’s Grey Cup game to a Dominion-wide network ● ● ● From Bob Hosie at Saskatoon, a progress report on CKOM’s five kilowatt installation. With most of the work completed, their power increase should be effected early in the New Year ● ● ● And now, God rest you Merry Gentlemen.”

“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	CKLC Kingston
CFPR Prince Rupert	CKY Winnipeg	CKSF Cornwall
CKLN Nelson	CJRL Kenora	CJBR Rimouski
CKXL Calgary	CJBC Toronto	CJEM Edmundston
CHED Edmonton	CPOR Orillia	CKCW Moncton
CJGX Yarkton	CFOS Owen Sound	CHSJ Saint John
CHAB Moose Jaw	CHOV Pembroke	VOCM Newfoundland
CJNB North Battleford	CJBQ Belleville	ZBM Bermuda
CKOM Saskatoon	CFJR Brockville	ZNS Nassau

KVOS Bellingham - Vancouver

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Dateline Regina

(Continued)

and 150 youngsters crowd into CKCK’s studio “A” each afternoon, and Uncle Larry carries them along in juvenile high jinks.

Pianist Pat South provided musical background for children from age 0 to 15 (age range given by Al Edwardson) — and the kids sing, send birthday greetings, and squeak hellos to mommy and daddy.

The highlight of the show is Uncle Larry’s twice-a-week contact with Santa. It is all very credible to child-listeners, even though the console is a prop and Santa’s voice comes back from recorded comments all scripted and taped before the broadcasts. Santa Claus is Ed Walker, principal of Imperial Public School in Regina. (I well remember meeting Ed several years ago, before I knew he was Regina’s Santa, and it seemed to me at the time that he was endowed with the jovial Father Christmas personality.) After contact with Toyland has been established, you can hardly hear Santa’s voice at times, because the youngsters are overcome with wonder, and express their joy with squeals and shouts. The children hear about Pranko, Santa’s mischievous elf-assistant, who falls into peppermint, or day-glow paint, only to get himself lit up to an annoying degree. As for Rudolph — he’s not lit up at all, for last year’s bulb has burned out. Then there’s Twinko — always victimized by Clara the Cold Bug. And so it goes — characters from the world of fantasy are as close to the listeners as their radios.

On the day of the Santa Claus parade, youngsters and parents from

the city, and from towns and farms around Regina, throng the streets. If you think Saskatchewan is a sparsely-settled province, you should see the crowds of thousands waiting for Santa on parade day. At 8.30 in the morning Santa lands at Regina airport in a regulation aircraft, hops on to a gigantic float (one of eight), and parades over the Albert Street Bridge, through the main thoroughfares, directly to the City Hall. There he is greeted by the Mayor, Gordon Grant, signs the register, and proceeds by convertible to the Junior Red Cross ward of the General Hospital, to the theatres, and finally to the Grey Nuns Hospital children’s ward. Every crippled child is given a gift from the Lion’s Club of Regina, gifts donated by local businessmen. At each of the seven local theatres Santa has a ten-minute stop. He draws names for prizes, hears thousands of children singing and cheering for him, and he’s on his way again. Incidentally, the projectionists, ushers and usherettes, and theatre management in toto, provide free the Regina-wide movies, and the total gross receipts are given to the Lions Club for their charitable work.

From 8.00 a.m. to 12.00 noon on Parade Day, CKCK features Jim McLeod, news editor, who gives a continuous commentary of Santa’s activity. Every announcer and operator works on this particular morning so that remote on-the-spot descriptions come from each place Santa visits. Christmas stories, music, and poems round out the 4-hour Santa Claus feature.

Of course the whole program could not be carried out without the co-operation of local business firms and CKCK working with the Lions Club. The gifts given to crippled children suffering from arthritis, rheumatic fever and polio, are particularly splendid. And it must not be overlooked that Santa’s hospital tour is the Lions Club main reason for staging the parade. Santa Claus is big business, yes; but he can awaken the genuine Christmas spirit too.

So it’s radio’s Christmas month. And even though some folks feel nauseated every time the First Noel is heard — there are others who welcome the carol. We stop wondering when Ma Perkins will stop whining — when Mike Shane will smarten up — when the Andersons will no longer be a “typical” American family. There’s mistletoe over the doorway, holly and ivy in each lapel. So hell, Fred, have another cup of egg-nog.

FISHING ON THE PRAIRIES?

Saskatchewan’s Commercial Fish Production for 1952-53 totalled 10,612,000 pounds.

This put another \$1,441,000.00 into pockets in this diversified “4-F” market **FARMING - FISHING - FURS and FORESTS!**

Specify CKBI — in your next campaign in Saskatchewan!

CKBI

PRINCE ALBERT SASKATCHEWAN

5000 WATTS

BROADCAST ENGINEERS

Several interesting openings exist in our Engineering Department for experienced Broadcast Engineers, to fill positions in the AM and TV Broadcast field.

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901 Lenoir Street,
MONTREAL

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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 News Editor THOMAS C. BRIGGS
 Art Editor GREY HARKLEY
 Circulation & Accounts . THOMAS G. BALLANTYNE
 Research Consultant . . . GEORGE E. RUTTER

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December 16th, 1953

Delving Into The Infinitesimal

News that the CBC has announced the establishment of its own internal "bureau of audience research" should not startle anyone, not even the research industry, or profession, or whatever they call it. In fact if they have applied their yasticks to the variegated activities of the CBC, they will find that the government radio-television-motion-picture-publishing body is running true to form. Having already established its Gibraltaresque monopolies in the fields of radio and TV; having stepped stealthily into the motion picture field in the name of TV production; and having launched its *CBC Times*, in regional editions, as its first shaft in the publishing field, it is amazing that it has waited this long to muscle into research.

The astonishing part of the announcement is that this step is being taken to answer "the need for more information on the size, composition and preferences of listening and viewing audiences in Canada." Would somebody please tell us just when the CBC started caring about listeners' choices. For decades they have been proclaiming that their task is to cater to minority audiences, and that the great unwashed could go duck themselves in Grenadier Pond. Now, overlooking about twenty years' service in research by their own Honore Chevrier (that's the "Chev" who has been one of the most active officers of the BBM) CBC has appointed not a research expert, not a noted statistician, but Neil Morrison, whose claim to this exalted position is that he has for years headed up the CBC's Talks Department.

For many years, the CBC has been putting on programs which vied with each other for drab unattractiveness in the public ear, depending on the importation of American commercial shows to have some semblance of an audience slop over into their own boring sessions. Now they are going to gauge the measure of this discontent, and have employed an expert in radio speeches to hold the slide rule.

How long is the Canadian populace in general and Canadian business in particular going to put up with these unspeakably extravagant and ineffective attempts of the government broadcasting body to justify its unjustifiable existence. There was a time when we felt that the battle was with the Broadcasting Act rather than with the CBC, which was really just a sort of policeman charged with adminis-



"I don't suppose he has many friends, so let's send him two."

tering the act. Now the CBC has become the self-appointed interpreter of the act, self-appointed because no one seems to have the initiative or the plain ordinary guts to challenge the increasing powers it is continually usurping.

Conventions Well Attended

This issue, we are running our regular, half-yearly "Calendar of Events" as applied to this industry. It is to be hoped that it will be of service to those who attend Conventions and other similar functions.

The growing number of trade association meetings which are taking place through the year is most noticable. Also it is interesting that they are, in the main, well attended, especially most of the regional meetings, where the agenda concentrates on matters which are close to home.

One design which seems to be weaving its way into the general convention pattern is that of devoting the first day to open meetings, feting the advertisers and their agencies on the first night; then bidding them a grateful and cordial *au revoir*, thus leaving the way clear for industry meetings for the balance of the convention. This system was adopted at the CAB meeting in Montreal last year; the same system was used at the Toronto one last month; and it will again be put to work at Quebec next March.

One whole day of the Toronto meeting—the first day—was devoted to lectures and discussion panels. This seemed to us to be practical, especially at the re-

gional meeting, because here it was possible to discuss the various topics from a regional standpoint, which is not feasible at the annual regional meetings. Besides segregating "open" topics from the rest of the agenda, we would advocate that more and more of the craft talks be given at the regional meetings, leaving time open for the discussion of national problems for the CAB Conventions.

For What We Are About To Receive

As we take our leave of the final galleys of the last pages of Volume 12, Number 24 of this paper, even if we would we could not restrain a glow of gratitude towards a lot of people. There are our readers, our advertisers, our news sources, our printers, our suppliers, and also each other in the office.

It has been a good year, with enough want to make the having all the sweeter; enough friendly revelry to make the lonely labors less alone; enough turmoil to make the quiet more serene; enough discord to make the harmony more melodic; enough woe to make the joy more abiding.

And what now?

Every economic prophet is foretelling that the going will be a little harder, the path a little rougher and the hill a little steeper in the coming year.

What then?

Not only do we believe what these seers predict. But, in a way, we hope their warnings will come true. We hope that in 1954 there will return to our everyday working lives a forgotten spirit of challenge. We hope that the lazy gait at which we have sauntered through the lush fat years will be goaded into a resolute pace. We hope that we shall learn once again that it is more blessed to earn than to receive.

None of us lives who can tell exactly what lies ahead. But a determination to be ready for any emergency may not only enable us to meet it, whatever it may be, whenever it may come. It may equally well prevent it from coming.

So our New Year's wish, for ourselves, and for our friends, is not so much for a Happy New Year in the sense of freedom from care. Our wish rather is for a New Year made happy with intelligent effort, strengthened with imagination and vision. Our wish is for the foresight to earn, through taking advantage of our opportunities to serve, to gauge our efforts, not by the clock, but by our output in usefulness.

These are our thanks for 1953; our hopes for 1954.

In This Corner

WHEREVER YOU GO, THERE'S FREE RADIO

from an address to the Credit Women's Breakfast Club

By Tom Briggs

News Editor, Canadian Broadcaster & Telescreen

Broadcasting is a business, a private enterprise business, and this means radio and television too. Some time ago I was watching TV on a friend's set with a number of people. Aunt Mabel said: "It's very interesting, but there is too much advertising." This wasn't a well-considered criticism, because, when we got a TV receiver of our own, she kept finding excuses to come to our place to watch Matinee Party, an afternoon show you business people probably don't get a chance to see. It's full of household hints, and variety acts — and commercials. Yes, it has sponsors, and not one, but two of them.

From the Broadcaster office we see, dramatically, how broadcasting works, or produces, or, in simple terms, sells. It is a vital sales force in a mass production economy that relies for its sales vitality on its ability to entertain and so attract

the public. Is this sufficient? Is the constant criticism of the programs and the advertising that supports them valid? And does it matter? Let's forget about the television side of broadcasting for this article, and, along the path blazed in the last issue by Patrick Lynton's "Sound is our Business", turn our thoughts on the radio.

Despite its youth, radio can, should and will be an art form or medium of artistic expression in the days to come. But in programming, it will have to start doing bigger and more important things now if it is going to survive against TV.

Following the early creative days of radio, programmers slipped into the easy path and borrowed extensively from vaudeville, legitimate theatre, concert stage and the motion picture industry. Since then radio

has been so dependent on these copied techniques that it has developed only about four distinct program types: the historical and current event documentary, brought to a high point in the U.S. by a Columbia Broadcasting System series called You Were There, a few documentaries produced in Canada; the Candid Microphone technique; and the lowly, vilified, but popular and profitable quiz show. A mere extension of the quiz is the panel discussion, although the result is usually a more interesting program. Radio has done very well in two other fields, but it can hardly be credited with inaugurating news, and sports are essentially a spectacle which the sound medium can never hope to capture completely, though sportscasts reach high peaks in listenership.

Radio, like the movies and now TV, has been too dependent for most of its programs on the originations of the few big centres. In the case of movies it is the world's biggest and most inflexible ivory tower — Hollywood. With radio it is the networks and recorded program producers. And now TV is going the same way.

However, for radio there is a ray of hope. There may be a change.

Three things have combined to make a change in radio programming necessary. The first is radio's natural coming of age after 30 years of adolescence; another is the very real threat of television to radio's audience and revenues. Most subtle of all but of great importance, is a general demand by the people for better things in all the arts, and broadcasting is an art in spite of itself.

Have you ever noticed how crowded the libraries are almost any night? That has significance. The sales of recorded concert music are at an all time high, and slowly but surely the spread between sales of popular and classical music is being narrowed. In Canada, where until recently ballet was solely an exportable art, the National Ballet Company is on its second successful Canadian tour, bringing good ballet to any city that can provide adequate facilities. A spokesman for the Company told me the other day that out west farmers from miles around come to see it. They don't know anything about pirouette and pas de deux; they only know it's a damn good show. No one has to be reminded of the astounding success of the Stratford Shakespearean Festival experiment this summer. Or even the success of Moulin Rouge, a movie based on the life and work of a Parisian artist, Henri Toulouse-Lautrec, hitherto unknown to most people. So much for culture.

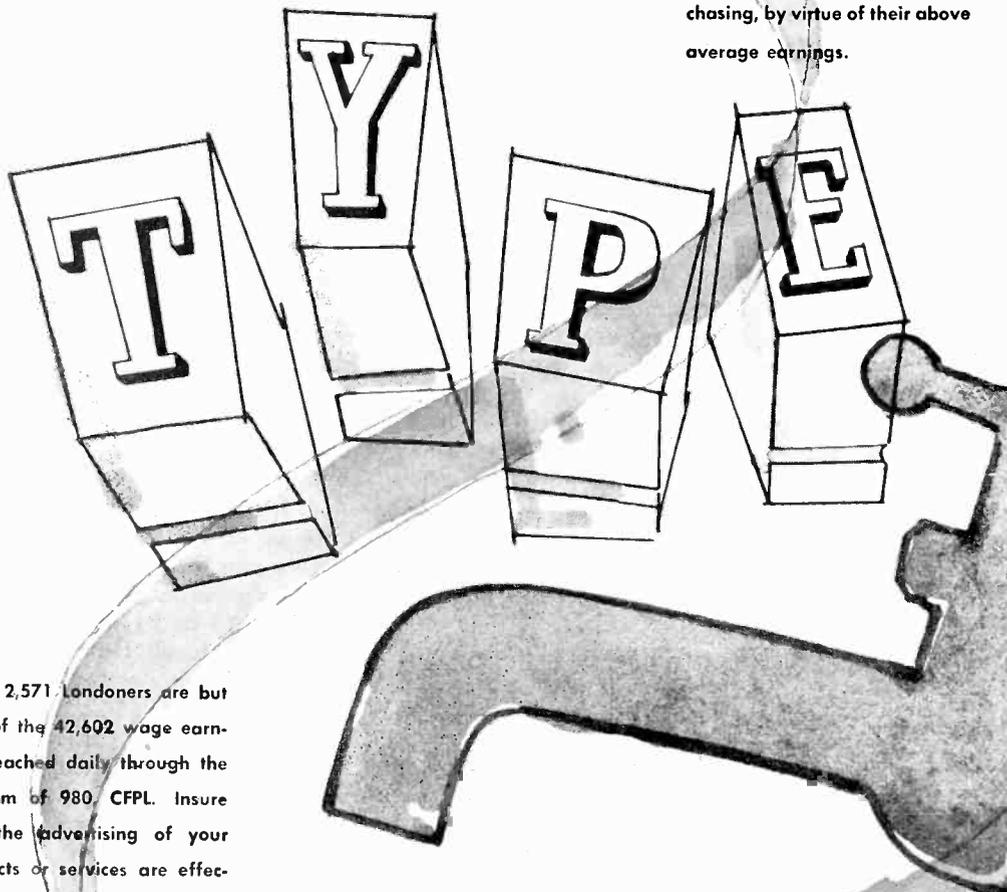
The threat of television is very real. No matter how good, bad, or mediocre its programs may be, television demands the undivided attention of the viewer. Most viewers — at least in the early stages of set-ownership — find that they would rather sit and watch a nondescript program, than make the effort of turning it off and running the risk of missing something. And this, don't forget, happens in two- or at the most three-station areas. Think what it will be like to draw people away from the magic box when we have ten- and fifteen-station areas, each station serving up widely different programs. Radio shows signs of rising to the fight, and while it may be battered and bowed, it won't be destroyed.

Radio, as a mass communication and advertising medium, has now practically reached its technical peak. But as an art form, radio is still in swaddling clothes. Radio — and here I mean network radio all over this continent — has borrowed hocus-bolus not only from other art forms, but also from other countries and other centuries, without adding anything to itself, save for the few program types mentioned earlier — documentaries, candid microphone and quiz. The first has enjoyed moderate success, the second has been largely ignored and the third has become merely a poor substitute for imagination. Programmers have come to believe that if you can't attract an audience, all you have to do is put on a quiz show and buy one.

Remember, I am still speaking of networks, which we have assumed were necessary because they made possible large-budget extravaganzas. And it must be admitted they have made possible the "Wayne & Shusters", the "Lux Radio Theatres", the "Firestone Hours", the "CBC Wednesday Nights" and the soap operas. But these are merely extensions of

London supplies Canada with Scotch Tape, Plumbing Supplies and Printed Material of every description. Canada, in return, offers to the 2,571 London wage earners engaged in these industries, products and services which they are capable of purchasing, by virtue of their above average earnings.

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ALL CANADA RADIO

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WFEED & COMPANY

CFPL LONDON, CANADA

vaudeville, concert stage, legitimate theatre or motion pictures. And in most cases they have lost something in the extension.

Now, let's consider what is happening at the moment, and why all this may change. Advertisers here and in the United States have begun to look toward the individual stations for the programs they would like to sponsor. The local — or what we call community-stations have always produced some of their own shows — news and sports primarily — and now they are looking around to see if they can deliver more productions in view of this new sponsor preference. Suppose they can produce the shows. Obviously this will mean that a lot of advertising dollars will be drained away from the networks — as is the case in the United States at the moment — and directed to the local stations.

It means this. Radio will return to the people. It will talk to them in their own language. Then, and then only, it will start to reflect the character of the country, its people, and their rugged, untamed, new culture. It won't be a carbon-copy culture, lifted from Europe, Hollywood or Toronto. Radio programs will originate in little places all over the country. National networks will be used as conveyor belts only — to carry local programs, when they are needed. The little places will become known, appreciated and understood by all the other little places. Maybe then Canada will become a united country, thanks to one influence — the influence of community radio

But this is long range speculation. The certainty for the immediate future is that radio programming

will become vigorous and experimental to a degree never before known. It probably won't all be good, but it will be fresh and interesting. The greatest experimentation will take place in those areas where radio is undisputed king. In news coverage, for example, radio can beat every other medium, hands down. The portable tape-recorder enables a good radio newsman to be at an event and have first word of it on the air almost before the TV crews can unlimber their cameras. And it's a long while after that the newspaper presses roll.

Then, radio can bring history and current events to life quickly and cheaply, using the voices of the people involved where practical, and actors where otherwise desirable. But the main thing is radio can do them well and cheaply and with virtually unlimited scope.

In the realm of drama, movies and TV will always be more interesting than radio, for the most part, except when radio brings to the listeners the voices of actors and actresses they know. Another exception is the short, *whodunit* type of drama, which some say radio has developed to a high degree, while others claim it has run it into the ground. Either way, it is popular, and it is good radio when treated with intelligence. Too little drama has been written to take advantage of radio's assets while allowing for its limitations, even though a great many plays have been written or adapted for radio. Two noted American authors, Norman Corwin and Archibald MacLeish — MacLeish wrote "The Fall of the City" — have accomplished notable work in this direction, as have a few Canadian writers. Radio

(Continued on page 8)

We Ain't Mad With Nobody

(Why should we be?)

The Gordon Sinclairs



THE SOURPUS GORDON
CFRB, New Liberty,
Toronto Star.

THE CHARMING GORDON
CFCF in Montreal.

THE VANCOUVER MARKET IS NOW CANADA'S EASIEST RADIO BUY!

#1 MARKET

In Montreal, you need a good French station like CKVL or CKAC and an English language station such as CJAD.

#2 MARKET

In Toronto, you need CKEY for the city and CFRB to get the area ratings.

#3 MARKET

In Vancouver, CKNW dominates both the city audience and 100 mile radius!

CKNW . . . TOP STATION
BOTH IN VANCOUVER
and NEW WESTMINSTER

A Weekly BBM of 74,310

gives

CJBR
Rimouski

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 J. YOUNG IN THE U.S.A.

ANOTHER PROVEN STOVIN STATION

TOPS IN SEVEN COUNTIES!

From Lunenburg to Mulgrave, N.S., we dominate in listener-ship among all private stations. Here are the weekly B.B.M. percentage of listener figures:

Antigonish	98%
Cape Breton	68%
Guysborough	90%
Inverness	93%
Pictou	80%
Richmond	95%
Victoria	88%

CJFX

ANTIGONISH, N.S.

5000 Watts on 580 Kilocycles

DOMINION NETWORK

Represented by
PAUL MULVIHILL IN CANADA
ADAM YOUNG IN U.S.A.

(Continued from page 7)

could certainly use a lot more such material for production on community-stations by capable, local artists.

How about short stories? At least two popular Canadian magazines have recently discovered that this country has a lot of good, short story writers. Radio stations can discover them too and have the stories broadcast by those with the skill for narration.

Consider this. Radio has been a slave of the standard time segment. 5 minutes, 15 minutes, half an hour, or an hour. Why? Why can't a program be 38½ minutes long if it should take that much? Books aren't written to fill so many pages; even newspapers vary; news doesn't happen by arrangement; ideas have no regard for time. Yet radio, and now TV, have to trim or stretch their programs to fit. And I really don't think a listener cares whether programs happen on time or not. Radio of the future will forget about standard time segments and start doing important things, unscheduled and largely unrehearsed. The listener will have to stay tuned in, or run the risk of missing something important. But TV isn't so flexible. It will have to follow a schedule. And while you're glued to your radio, you can consult your program log and know what you are or aren't missing on TV.

Along with this new attitude towards time will come radio versions of the interesting TV experiment undertaken during the past two years by the Ford Foundation and a group of four sponsoring companies, Willys-Overland, Remington-Rand, American Machine and Foundry, Scott

Paper Company and Greyhound Corporation. It is called *Omnibus*. You may have seen it, or heard of it. It runs for an hour and a half and its format over a period of weeks includes just about everything imaginable. On one program, there might be a 35-minute dramatization of a short story, an illustrated lecture on the atom, the reading of a poem and a jazz concert. Or it might include two plays, or even three, or maybe one, or a ballet and X-ray pictures of human bodies. It's the Readers' Digest or magazine technique applied to TV. The local radio station can adapt this technique to its conditions very effectively, and simply.

Radio listeners can look forward to imaginative radio programming more lively than they dreamed possible. Business people, dependent more and more on mass advertising media to make their sales, can look forward to continued value from the community, privately-owned radio stations.

However, there's a catch. There is one big "if". These things, of double advantage to all Canadians alike, can happen only if the private radio industry is emancipated from the hampering control of government, as imposed through the government agency, the Canadian Broadcasting Corporation. The 137 private radio stations in this country have a long, uphill climb if they are to survive. And they believe their climb will be swifter and surer if relieved of the millstones of political and bureaucratic interference which have thwarted their progress until now. The Canadian radio industry desires for itself nothing more than equal rights under the law of the land with other mass communication media. Newspapers won their struggle for freedom of the press only after a long battle and that was long before radio came along. Private radio doesn't have nearly that long, because TV is here.

Wherever you go, there's radio. In living rooms, in kitchens, bedrooms, dens, playrooms, automobiles, summer cottages, offices — everywhere. That there will always be radio is not open to any question. But that there may always be good radio, there must always be free radio. I hope you are with me on this point. If you are, won't you start thinking about ways and means of influencing the powers in Ottawa, through your local members of Parliament, to restore and maintain private enterprise radio's freedom of speech? Now is the time. It's later than you think.

CKCH

With a potential listening audience of over

400,000

French speaking people is celebrating its

20th Anniversary

Join the hundreds of local and national advertisers who are reaping benefits from CKCH's quality programming and efficient operation.

CKCH

HULL and OTTAWA

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

For ALL your book needs contact our reorganized book department. Complete lists of advertising and broadcasting books available.

Books
CANADIAN BROADCASTER & TELESREEN
163½ CHURCH ST. TORONTO

Talent Trail

by Tom Briggs



Closing a switch is simple, and the electrons follow the absolute natural laws. It's the hands that manipulate it that are important. And in television, where there are so many switches, it is hands and brains which decide whether a science is also entertainment.

At CFPL-TV in London, which went on the air late last month, caution is the keynote, the hands unfamiliar with the knobs of television, even though they've been twisting radio's for years. That is why, apparently, it takes much more time to build television programming than a television station.

Prime production on CFPL-TV's starting lineup is its daily *Newsreel*, made up of local film footage gathered by the film department's chief, Ron Laidlaw, supplemented by national news film from CBC, and with running commentary by Bob Reinhart, station operations manager. Laidlaw has been with the *London Free Press* (which owns both CFPL and CFPL-TV) for the past six years as assistant chief photographer, and now heads up a two-member film unit which has Margaret Broadhurst, *Free Press* librarian, as assistant.

Another major studio production during the early life of the station is *High Time*, an informal, daily, quarter-hour show for teen-agers conducted by Lloyd Wright, who has been doing the radio counterpart of this show on CFPL for the past four years. Live participants in the program will be students from high schools and collegiates throughout the station's area, as well as collegiate news, sports and comment. Telescriptions (short film strips) of jazz bands are included. Wright is a former staffer of CHOK, Sarnia, and was half of a team which started in the network show, *Swing Guitars*, out of CBC Toronto.

Roy Jewell became a triple-medium performer last month when the first of his weekly, half-hour *Farm Page* programs was telecast. For the past five years he has been director of farm services for the *Free Press* organization, writing a news column and compiling a daily farm show for radio, which he will continue.

Another field — sport — will switch

another former radio broadcaster to television. Ken Ellis last month started handling the CFPL-TV *Sports On View* daily program, which is being seen as part of an early evening news-weather-sports trio. Ellis has been with CPFL for four years and intends to build his telecasts on the basis of guest interviews and pictorial sport news.

Another CFPL alumnus — as are nearly all the new station's 20 staffers — is Paul Soles, a young comedian who has left discs in favor of film strips in the daily, 45-minute *Paul's Place* show. He started in radio with CHLO, St. Thomas, and spent a year with CKEY, Toronto, before joining CFPL's AM outlet.

That's where they come from. It's a little difficult to be sure, but they seem to know where they are going, too.

Best Christmas Greetings and New Year Wishes

FROM THE MANAGEMENT & STAFF

CKCL

TRURO, N.S.

Tell Us Another

You can ever tell. That's what we always say.

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

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

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

Ask Horace Stovin. He'll tell you another.

CFOR

ORILLIA, ONT.

1000 Watts - Dominion Supp.



Season's Greetings

from **CKSF** CORNWALL

REPS: Horace N. Stovin & Co. (Canada)
Joseph H. McGillvra Inc. (U.S.A.)

To sell ALL B.C. You need ALL B.C. Stations

- 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



OVER
ONE BILLION DOLLARS
NEW CAPITAL IN B.C.
THIS YEAR



★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- DAVIES, Joy
- FRID, John
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OLSON, Louise
- OULD, Lois
- RAPKIN, Maurice
- STOUT, Joanne
- TELLING, Charles
- THOMAS, Christine

Day and Night Service
 at
 Radio Artists Telephone
 Exchange

Promotion

**SALES TOOLS SELL SHOWS—
 PROMOTION KEEPS 'EM ROLLING**

Adapted from a talk to the Central Canada Broadcasters' Association

By Frank C. Murray

Assistant Manager, CJBQ Belleville

About a year ago, our station decided to invite bank managers and chartered accountants in Belleville and Trenton, two of the cities we serve, to a dinner meeting, and tell them the story of private radio in our area. In smaller cities and towns, bank managers have a very definite influence on the business affairs of retailers. This influence is exerted quite frequently in helping the retailer to decide which of the advertising media available to him he should choose. That was what inspired the idea.

Naturally we spent many hours preparing for this dinner. How to present the facts about our station we wanted them to know, without transcending the limits of good taste — that was the question. Eventually, after many hours, we spent \$125 on an easel-type presentation. (The interest aroused was so great that we later decided to make smaller replicas of this presentation available to our local sales staff and national sales representatives.)

We used a large ring binder, and the individual cards of the presentation, pointing up facts about our audience, were illustrated and lettered by a local artist. The whole thing is about the size of a small brief case and is so arranged that it will stand readily on a prospect's desk and each card can be conveniently flipped over.

The first page deals with listenership measurements as divulged in our Bureau of Broadcast Measurement (BBM) reports. The card shows the average daily or night audience. Listening figures are obtained by the application of the U.S. Broadcast Advertising Bureau (BAB) formula, which adds 90% of the number of listeners reporting that they listen 6 to 7 times a week, 60% of the 3 to 5 time listeners and 20% of the 1 to 2 time listeners.

The next two pages are color reproductions of the station's BBM maps, showing the area served by the station. Next comes a mail map, showing individual towns and villages from which mail is received regularly. Then we have a chart, based on BBM figures, showing the percentage of radio homes listening to the station six to seven times a week, in relation to the other stations which penetrate the area. Then follows a cost comparison between the three chief media available to local advertisers in our area. For the newspaper, we give the cost per 1,000 potential readers, using the full page open line rate and ABC circulation figures. Next we show the cost per thousand for a direct mail single sheet folder in an envelope mailed to the same number of homes that we claim for our average daytime audience. For radio, we calculate the cost per one thousand potential "sales impressions" for a one hour program at the single time rate. No production costs are used for either medium.

Next, we compare our 1948 BBM audience figures with those for 1952, and, as we increased our rates during that period, we also show the comparison in costs. By these figures, we are able to prove that, even though our rates have gone up, taking into consideration the audience increase shown by our BBM Reports, the cost per home reached has really taken a drop.

The next chart in the sales presentation shows the increase in revenues from advertisers, both local and national, over a five-year period. These figures, showing that our revenues have actually doubled in this period, have proven most valuable in convincing local merchants of the potential value of radio advertising.

The presentation ends with some selected comments by local advertisers and national companies testifying to the sales effectiveness of our station. We also have a card devoted to the promotional "pluses" offered program advertisers. These were selected after a trial and error period which eventually demonstrated to us that in these busy days promotion should be simple, straight-forward and as attention-getting as possible.

The station's monthly news-letter, called "CJBCues", is mailed to over 1,000 local retailers and businessmen and it contains items about local sponsors' campaigns as well as national, plus a goodly quantity of selected statistical data concerning the market. Readership seems pretty high and at least one very sizeable

Deck
 The
 Halls
 With
 Boughs
 Of Holly

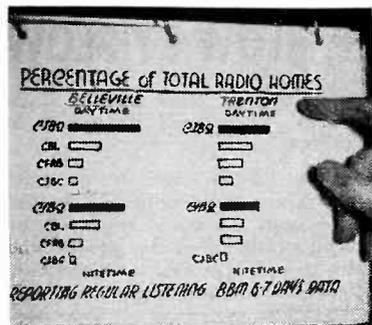
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 have
 a

MERRY CHRISTMAS

C J QUEBEC CITY



(Continued from page 10)



HERE IS A PAGE from CJBQ's easel presentation which is described in detail in this article.

radio contract can be attributed to this medium in the past eleven months.

Daily newspaper ads are also used. These are small, one-column insertions with a "broken line cut" heading in which one program or feature is advertised each day. These usually appear on the entertainment page of the paper under the item dealing with feature movie times at local theatres. A simple cut headlines each ad. This is for the daily newspaper in Belleville. The same ads are used in the twice weekly paper published in Trenton, where we maintain remote studios.

Car cards are used to promote programs and sponsors. These appear in every bus in Belleville and are changed every two weeks.

Finally, we handle on-the-air promotion liberally and systematically. When a program series begins, we issue a promotion broadcast order to our traffic department, because commercial announcements are routed through traffic, copy-writers and announcers, just as if they were paid spots or flashes. We are always sure that air promotion is handled efficiently. We try to keep these announcements as short as we can, and, whenever possible, make use of the transcribed jingles and other such aids which are included in our library service.

In short, we believe in giving local sales representatives effective sales tools. Also, after the sale has been made, we believe in standing behind it with all kinds of audience promotion.

GIVE BOOKS THIS XMAS
C B & T Book Department

Agencies

CAAA PRESIDENT MEETS U.S. ADMEN



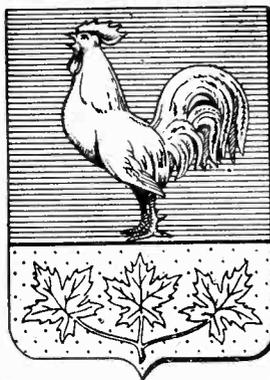
ADVERTISING — THE BAROMETER of economic trends — will establish new high records in 1954, according to G. C. Hammond (right), President of the Canadian Advertising Agencies Association and Vice-President of Cockfield, Brown & Co. Ltd., who has just returned from a general meeting of the Eastern Annual Conference of the American Advertising Agencies Association held in New York. The above photo also shows Fermin P. Cross (left), President of the Cuban Association of Advertising Agencies, and Vice-President of Goday & Cross, Havana, and Fred Gamble, President of the A.A.A.A.

JOINS McKIM



Former Chief Film Editor with the CBC, and veteran of nine years with the National Film Board, Pierre Bruneau has joined McKim Advertising Ltd. as TV Supervisor.

CHFA



The West's "Most Progressive French Radio Voice"

serves
EDMONTON
and
NORTHERN ALBERTA
effectively!

680 KC.
La Voix Francaise
De l'Alberta

Our Representatives:
Omer Renaud & Cie.
Toronto and Montreal

*6-7 days Per Week Radio Homes

Here's the **SQUAREST RADIO DEAL** in the West

Daytime CFCN covers 79,940 RADIO HOMES

Night Time CFCN covers 61,630 Radio Homes

Daytime CFCN covers 53,220 Radio Homes

Night Time CFCN covers 26,520 Radio Homes

IT'S **CFCN** CALGARY 10,000 WATTS

ASK RADIO REPS.

*BBM Study 5

6-7 days Per Week Radio Homes

Night Time 57.2% More Than STATION #2 with 39,200 Radio Homes

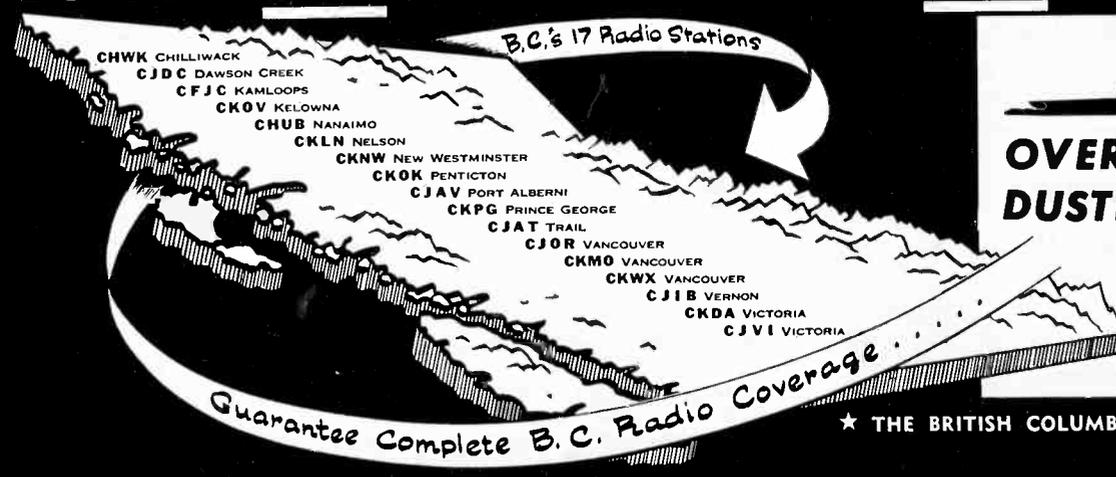
Daytime 109% More Than STATION #3 with 38,240 Radio Homes

Night Time 132.3% More Than STATION #3 with 26,520 Radio Homes

Daytime 50.2% More Than STATION #2 with 53,220 Radio Homes

A TERRIFIC AUDIENCE IN A TERRIFIC MARKET

To sell ALL B.C. You need ALL B.C. Stations



OVER 30 MAJOR INDUSTRIAL CONCERNS STARTED BUSINESS IN B.C. LAST YEAR

★ THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

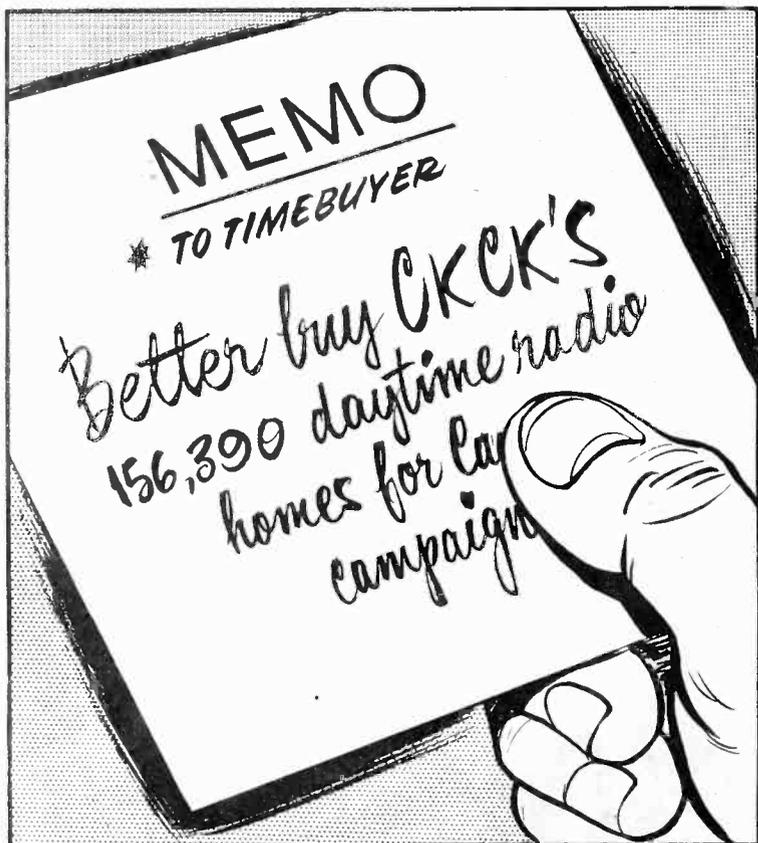
ARE YOU READING THIS PAPER
OVER SOMEONE'S SHOULDER?

WHY NOT BECOME A
SUBSCRIBER?

\$ 5.00 a year

\$10.00 for 3 years

(Including Canadian Retail Sales Index)



CKCK Regina, Sask.

Representatives: All-Canada Radio Facilities

EXPERIENCED ANNOUNCER

South Western Ontario radio station has opening for experienced announcer. Must be good. Starting salary \$200.00 to \$250.00 monthly. Opportunity for advancement. Write giving details of past experience to

BOX A-182

Canadian Broadcaster & Telescreen, 163½ Church St., Toronto

Showcase

AIR MONTREAL STRIKE, BLOW-BY-BLOW

Montreal — Last month's transportation workers' wildcat strike got the full treatment from CFCF news and special events men here, from one o'clock on the Saturday morning when the members of the Montreal transportation workers' union decided they would not work. CFCF's newsroom immediately alerted senior station officials who contacted the major firms in the Montreal area. The result was that when the station signed on the air at its normal 6 a.m. opening time, it was able to advise employees of many Montreal firms

parade officials reported that there was no appreciable difference in the turn-out from previous years.

Three CFCF news teams with portable recording equipment toured the city in the early hours of the morning, talking to the people who were stranded, getting reactions from Montreal citizens and the story from the strikers themselves. These were broadcast in flash form throughout the entire day's schedule and at 11 in the morning and 5 in the afternoon special half-hour programs were broadcast containing statements from the strikers Union officials and officials of the Montreal Transport Commission. One CFCF news team covered the emergency meeting between Union officials and the MTC and so was able to have a report on the air concerning the meeting within five minutes of its completion. The spectacular broadcast however, occurred Saturday night. Some 2,000 members of the Brotherhood of Railway Employees held a mass meeting in a local hall. CFCF had arranged for the only broadcast lines out of this meeting. Interrupting the entire Saturday night program schedule, on the spot broadcasts were made direct from the Union meeting to Montreal listeners. During a portion of these broadcasts, irate strikers attacked CFCF Production Supervisor Michael Wood and tried to take over the broadcast microphone. However, police and friendly Union members rushed to the rescue and the broadcasts were able to continue. The climax came at 11.55 p.m. Saturday, after five hours of almost continuous broadcasting when CFCF was able to broadcast the final vote as it occurred and this was the vote which sent the Union members back to work.



Photo by David Bier

J. EUCHER CORBEIL, chairman of the general adjustment committee of the three union locals involved in the strike, was one of the many speakers to address the meeting.

of the special transportation facilities arranged by their employers, so that most of the bigger factories, department stores and grocery chains in the area were able to function normally.

The strike unfortunately coincided with Montreal's Santa Claus parade but Montreal radio stations consistently urged motorists to form car pools or pick up children and take them to the route of the Santa parade. This was so effective that

Special mention goes to chief operator Barry Ogden, senior news editor David Rogers, special events director Bill Petty and production supervisor, Michael Wood, who put in 23 hours of continuous work on the strike coverage.



Photo by David Bier

THREE OF THE FOUR CFCF STAFFERS who covered the transport workers' strike can be seen in this photograph. Holding the microphone is Program Supervisor Mike Wood; next to him, wearing glasses and with paper in his hand, is News Director Dave Rogers; seated, with earphones, is Barry Ogden. Missing from picture is PR Director Bill Petty.

SHORT WAVES

CRIPPLED CHILDREN EXECUTIVE

Toronto — Plans are under way for the annual big program, contributed by the industry to the Society for Crippled Children. While details of the program, which goes out over the networks Sunday, April 11, are not available as yet, the executive has been named. The chairman is J. E. Palmer, McCann-Erickson Inc.; first and second vice-chairmen are, respectively, Howard Caine, CKFH, Toronto and Spence Caldwell, S. W. Caldwell Ltd.; other members are: Bernard Cowan, ACRTA; Jack Dunlop, CBC; Len Headley, RCA; Foster Hewitt, CKFH; Waldo Holden, CFRB; Mart Kenney, conductor; Cy Mack, radio artist; Walter Murdoch, TMPA.

NEW HOME FOR CB & T

Toronto — *Canadian Broadcaster and Telescreen* is moving to new offices. Its headquarters will be in the Peters Building, 54 Wellington Street West, suite 305. The move will be made early in February.

CAB NAME IS CHANGED

Ottawa — A change in the name of the Canadian Association of Broadcasters is now effective and the Association should now be referred to as "The Canadian Association of Radio & Television Broadcasters," or in abbreviated form, CARTB.

This implements the unanimous decision made at the 1953 Convention to put the change into effect, which now that the regulations have been

complied with is now official, although the association proposes using up its stocks of stationery bearing the old name.

NEW DATE FOR AAB MEETING

Halifax — There has been a change in the date and place of the 1954 Convention of the Atlantic Association of Broadcasters. It has now been announced by that organization's president, Finlay MacDonald, that it will take place at the Lord Nelson Hotel, Halifax, January 13 and 14. This follows the CAB board meeting which is being held, also in Halifax, January 11 and 12.

NEW TV-FILM DISTRIBUTORS

New York — Motion Pictures for Television Inc., distributors of such TV films as *Duffy's Tavern*, *Drew Pearson's Washington Merry-Go-Round*, *Flash Gordon* and *Janet Dean — Registered Nurse* has set up in Canada as MPTV (Canada) Ltd. It will offer "MPTV's extensive library of features, western serials and short subjects, for distribution to government-owned and independent television stations in the Dominion of Canada."

Paul Nathanson, well-known for his extensive interests in motion pictures, is one of the directors of the new set-up, as is Alf Perry of Empire Universal Pictures and Alex Metcalfe of Sovereign Film Distributors.

Jim McCracken, currently publicity director for Loews Toronto theatres, will have charge of sales,

starting January 4. He will work out of the Toronto office, 277 Victoria Street. The company will also have offices in Montreal and Winnipeg.

HOSPITAL CAMPAIGN

Toronto — The CAB has endorsed a national campaign for the Hospital for Sick Children. This is the annual Christmas appeal, and the committee reports that already a large number of stations is carrying the supporting spot announcements with which they have been supplied. While the hospital is located in Toronto, more than half of its little patients are from points out of town. It is the largest centre of its type in the North American Continent. All publicity and promotion, including the services of Public and Industrial Relations Ltd., is being contributed without charge.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS—
PAUL MULVIHILL - TORONTO-MONTREAL
ADAM YOUNG USA

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.

CHLT
FRENCH
900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

CKTS
ENGLISH
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

To sell ALL B.C. You need ALL B.C. Stations

- 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

CANADA'S HIGHEST WEEKLY WAGE SCALE — — — PLUS RAPIDLY GROWING INDUSTRIAL EMPLOYMENT



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CBC

TWO TV AND AM LICENSES OKAYED

Ottawa — Two more television stations were added to the list of fourteen privately-owned TV outlets licensed in this country when the board of governors of the Canadian Broadcasting Corporation approved applications from Port Arthur and Sherbrooke following a meeting here earlier this month. Two AM stations were passed for Camrose, Alta., and Drummondville, P.Q.

Ralph Parker, owner-manager of station CFP A, Port Arthur, received the CBC board's approval for his application, which proposed a station on channel 2 to operate with effective radiated power of 5.10 kw. video and 2.55 kw. audio, and an antenna reaching 174 feet above average terrain. A participant in this station is Hector Dougall, owner of CKPR, Fort William, the board's statement said.

La Tribune Limitée, Sherbrooke daily newspaper, was the successful applicant in this city. Its plans call for a station with e.r.p. of 17.3 kw. video and 8.8 kw. audio, from a directional antenna 1,848 feet above average terrain on channel 7.

The Drummondville AM license went to Daniel Chantal covering a 250 watt station on 1340 kc. The Camrose licensee is Camrose Broadcasting Co. Ltd., with a 250 watt station on 1230 kc.

There were competitive applications in both new TV areas. The board ruled against the bids of Donald A. Clark for Port Arthur, and Leopold Chevalier for Sherbrooke.

Two other applications, concerning Peterborough and Charlottetown, were again deferred. The Brookland Co. Limited—which operates CKWS, Kingston and CHEX, Peterborough—has been given until the CBC board's next meeting to "ascertain whether VHF channel number 12 can be allocated for use at Peterborough," the board said.

The Island Broadcasting Co. Limited, operator of CFCY, Charlottetown, is being given more time to compile necessary information for a proposed station on channel 13 with e.r.p. of 57 kw. video and 27 kw. audio and an antenna 866 feet above average terrain.

An application by Gibson Bros. Limited for an AM station in North Vancouver was also deferred.

Two previously-licensed TV stations — CKSO-TV Sudbury and CJC B-TV Sydney — had their applications for power increase approved at this meeting. CKSO-TV — which has been on the air for seven weeks, will now operate with an e.r.p. of 1.74 kw. video and .87 kw. audio from an antenna 276 feet above average terrain. The CJC B-TV license has been changed to an e.r.p. of 99.5 kw. video and 59.7 kw. audio and a directional antenna 322 feet above average terrain.

An increase in power for CFOR, Orillia was also approved. The boost from 1,000 to 5,000 watts was made necessary by interference from a Mexican station, according to owner Gordon Smith. The board ruled "that it is desirable to improve the signal from the station in an area which was formerly served."

Two applications for an AM station in Cornerbrook, Nfld., were turned down by the board.

250-watt emergency transmitters for CKRS Jonquiere and CJQC Quebec were approved.

The proposed transfer of control of CHLO, St. Thomas to Ernest M. Warwick of Blenheim, Ont., was approved.

Two changes in licensee name, affecting the Brookland Company Limited and its two stations, were approved: CHEX is to be operated by Kawartha Broadcasting Co. Limited, and CKWS by Frontenac Broadcasting Co. Limited, although there is no change in control of the stations.

A change in the name of the CFP A licensee from Ralph Parker to Ralph H. Parker Limited was approved, along with a change in the name of the CKVL Verdun licensee from J. Teitolman to CKVL Limited.

The following share transfers were approved by the board: transfer of 19,999 common shares in Standard Broadcasting Co. Limited, affecting CHUB, Nanaimo; recapitalization of News Publishing Co. Ltd. from 5,000 common to 5,000 common and 50,000 preferred shares, transfer of 20 common shares and issuance of 39,500 preferred shares, all affecting CKLN, Nelson; issuance of 108,000 preferred shares and redemption of 80,000 preferred shares in Western Broadcasting Company Ltd., affecting CKWX, Vancouver; transfer of 120 common shares in Interior Broadcasters Ltd., affecting CJIB, Vernon; transfer of 3 common shares in Atlantic Broadcasters Ltd., affecting CJFX, Antigonish; transfer of 12 common and 143 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKBW, Bridgewater; transfer of 40,001 common shares in York Broadcasters Ltd., affecting CHUM, Toronto; transfer of one common and issuance of 59 common and 190 preferred shares in La Bonne Chanson Inc., affecting CJMS, Montreal; transfer of 1,124 common and 213 preferred shares in CHRC Limitee, Quebec; transfer of 15 common shares in KCKV, Limitee, Quebec; transfer of 2,865 common shares in Northern Broadcasting Co. Ltd., to Kirkland Lake Broadcasting Ltd., affecting CJKL, Kirkland Lake; another change of 2,865 shares in Northern to Northern Broadcasting Ltd., affecting CFCH, North Bay; as well as a transfer of 2,865 shares in Northern to Timmins Broadcasting Ltd., affecting CKGB, Timmins.

Advertise through the skies

CANADA'S MOST POWERFUL TV STATION

ON THE AIR

117,000 Watts e.r.p.



In Canada contact
All Canada Television
in U.S.A. Weed & Co.

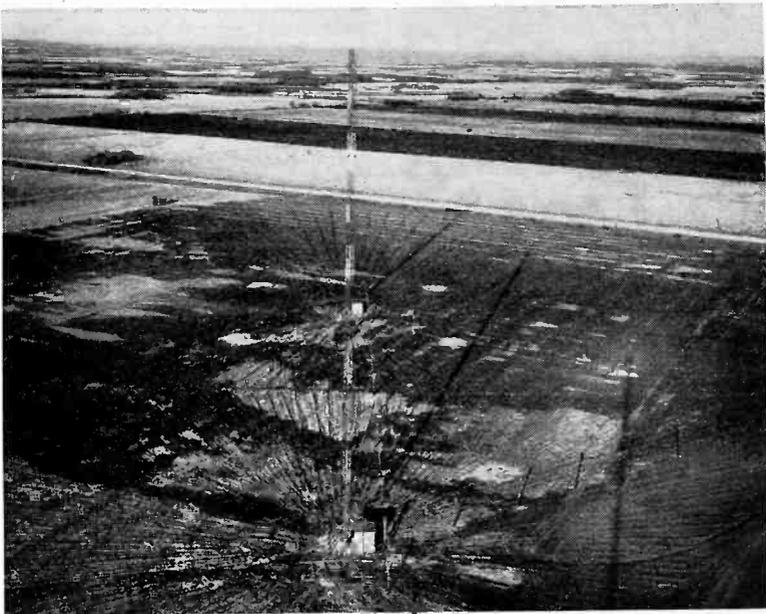
by **EVERY** Survey
(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's **MOST LISTENED TO** Station

CKDA DIAL **1340**

Stations

POWER BOOST FOR CKRD



Red Deer, Alta. — This is an interesting shot of the fertile plains between Edmonton and Calgary. That is a generalization. To be specific, it's the new thousand watt transmitter of Gordon Henry's station CKRD, Red Deer, which took over from the old quarter kilowatt plant on December 10. And therein lies a success story.

CKRD first began operations on April 30th, 1949 with some fifty odd advertisers. Most of them are still on the station, nearly all with increased budgets. Now, not five years later, more than 250 city, district and national accounts broadcast their sales messages over CKRD. The staff, incidentally, has doubled.

Much of the credit for the success of the station in garnering listeners, and in gaining advertisers is due to a policy of programming on a strictly "local" theme. Thousands of miles are covered each year in travelling to other centres and communities with remote equipment to bring first-hand information to Central Albertans of what they are doing. Studio programs of out-of-town sponsorship carry a definitely local theme aimed at bringing CKRD

closer to the individual communities that go to make up Central Alberta.

That this policy has paid off, there is no doubt. It has paid off for the advertisers, who point to CKRD as being a big reason for their continued high volume of business. It has paid off for the listeners, who can point to a community station of their own, that provides them with the information and the entertainment they want. And it has paid off for CKRD who can point to a rapid and steady increase of loyal listeners and advertisers.

TOP PAY

for experienced Copywriter at large metropolitan Southern Ontario radio station. Send personal background, sample copy, and photo to

BOX A-183
Canadian Broadcaster & Telescreen
 163½ Church St. - Toronto

WANTED WOMAN COPYWRITER

This is a good job working with highly skilled young people on one of Canada's largest accounts in one of Canada's largest Agencies. Your progress will depend entirely on your ability. We offer you pleasant surroundings with more than the usual holiday, hospitalization, pension, etc. benefits. Our people like working with us.

If you really can write; have had advertising agency experience; want to anchor in a job with a real future, tell us all about yourself including your salary requirement. Age and marital status make no difference. But hurry, this job won't stay open long.

Box A-181

C B & T - 163½ Church St. - Toronto

Memo to NATIONAL ADVERTISERS

Local advertisers are wise. They listen and buy.

Ask us about our long lists of wise local advertisers on these community stations.

- CJFX, ANTIGONISH
- CKBB, BARRIE
- CJCH, HALIFAX
- CKOK, PENTICTON
- CKTB, ST. CATHARINES
- CHOK, SARNIA



PAUL MULVIHILL

TORONTO:
 21 King Street East
 Paul Mulvihill
 EM. 8-6554

MONTREAL:
 1434 St. Catherine Street West
 Murray MacIvor
 UN. 6-8105



... TEMPTED

to tell you about the

SALES RESULTS

for

"BLUE RIBBON TEA".

Ask the Reps listed below.

CHLO

LONDON and ST. THOMAS

See Stephens & Towndrow in Toronto
 Radio Reps in Montreal
 Donald Cooke in U.S.A.





Montreal's Favorite Station

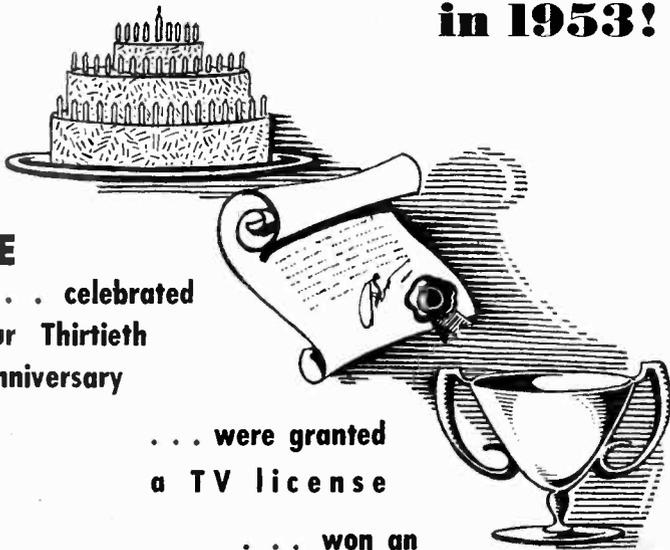
SINCE 1919 WITH

BIGGER & BETTER

WISHES FOR YOU IN

★ **1954** ★

CFQC had a BIG Year in 1953!



WE
... celebrated
our Thirtieth
Anniversary

... were granted
a TV license

... won an
International Award!

**BUT!! 1954 is going to be even BIGGER
WON'T YOU JOIN US?**

Contact: RADIO REPS - Canada
ADAM J. YOUNG, JR.,
U.S.A.



THE RADIO HUB OF SASKATCHEWAN



Clyde, as you know, is the manager of station CJFX. This much is correct. Ownership of the station has no bearing on the item, and, as we don't seem to be able to get it onto paper correctly, let's act as though we had never mentioned it. Run your station, Clyde, and govern your university, and we'll do the same, or reasonable facsimile.

Andy McLellan, who is probably Canada's first freelance TV consultant, has taken on a series of weekly television columns which are being sponsored as advertisements by Pye Canada Ltd., to bolster their sales of receivers. So far the series is running in two Toronto papers — *The Globe and Mail* and *The Telegram*. Tentative plans, if they materialize, will extend coverage to papers in cities where TV stations are established. Release is through the Toronto office of McConnell Eastman & Co. Ltd.

There's a warm, Christmassy feeling behind this picture of Jeannie Duquette, chief switchboard operator at CJAD, receiving a French leather hand bag from Jack Clifford, supervisor of advertising and display for



the T. Eaton Co. Ltd., Montreal. Here is the story.

Three years ago, Jeannie who acts as receptionist as well as functioning at the switchboard, and is also a general Encyclopedia for listeners, took it on herself to find transportation and seats for crippled children at the annual Eaton Santa Claus parade. This has become such an accepted procedure that this year Jeannie's drivers received special CJAD volunteer car stickers, so that the police would recognize them and speed them on their way, notwithstanding heavy traffic.

The picture shows Jack Clifford giving Jeannie her purse, and also Harold Corken, store superintendent and Peggy Colton.

This issue, we should be correcting the correction of the error we made in the one before last in reporting that Clyde Nunn is now a governor of the St. Francis Xavier University.

The name of the feature is *More Than Meets The Eye*, and seems, at the outset anyhow, to be telling the set owner how to get the most out of TV.

Recently Pete McGarvie, of CFOR, Orillia, interviewed a Mr. William Brittain over the air during a program saluting Mr. B. and presenting his favorite music. During the show, Mr. Brittain sang a song. The occasion was this listener's ninety-seventh birthday.

It's Christmas!
It's the season of the year when we exchange the most cordial of greetings with our relatives; express all kinds of goodwill towards our friends; condescendingly acknowledge the existence of the people who work beneath us; put up with the patronizing behavior of our superiors; try and make ourselves sound convincing when we exchange greet-

CKCV listeners become buyers

1000 WATTS 1280 K.C.

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

CKCV
QUEBEC CITY

ings with our competitors; do all we can to make ourselves believe that the chokey sensation that comes in our throats when we grasp hands with our customers is inspired by genuine affection rather than an earnest hope that we shall be able to take them for twice as much next year as we did this; and wait patiently as our suppliers wring our hands in deepest gratitude, to see what the cheap chisellers have come through with for us this time.

A Happy Christmas and a Bright New Year to Harry Creep. We don't know him, except at Christmastime, when he crashes every party we go to, where nobody knows him and where he tries to strike up an intimate friendship with the host's secretary on the third drink. Happy Christmas, Harry!

A Happy Christmas and a Bright New Year to Joe — just Joe. Probably he has another name, but you'd never know it from his Christmas cards, because that's how he always signs them — "Joe". Happy Christmas, Joe!

A Happy Christmas and a Bright New Year to Steve Slosh! Good old Steve! Always a big smile on his face and a hearty back-thump, especially when you're trying to get the work cleaned up for Christmas. "Work? Christmas! Aw quit! Doncher know it's Christmas?" A solid citizen! Good guy! Happy Christmas Steve!

A Happy Christmas and a Bright New Year to Willie Fizz, who comes bounding in on you, just when you're enjoying a sociable chat and drink with a bunch of close intimates. He stands over you impatiently and then drags you away from your cup to go and have a drink from his. That's hospitality. Happy Christmas, Willy!

A Happy Christmas and a Bright New Year to Stella Swackhammer, your maiden aunt, who gives you sad ties and lumpy hand-knitted socks, and then invites herself to move in over the holiday just to make sure you wear 'em and suffer. Dear Aunt Stella! You are so kind and considerate. A Happy Christmas, Aunt Stella!

A Happy Christmas and a Bright New Year to Cissy Carroway. We know you are all alone, so we invite you to spend Christmas with us

and you accept. We can hardly wait to hear your scintillating anecdotes about the Ladies' Aid and the Women's Missionary Society and "the girls in our bunch." It's so nice of you to come. A Happy Christmas, Cissy Carroway!

A Happy Christmas and a Bright New Year to Debby DeBree! From January through November, you just can't wait for that mistletoe, can you? And when you catch us, your breath will be fragrantly fruited with nutmeg, and you'll be pressing your

foam rubber lips all over our face with your transformation perched precipitously over your left eye. The season wouldn't be a joyous one without you. A Merry Christmas, Debby DeBree!

That's what we mean when we say — "MERRY CHRISTMAS, EVERY-ONE!"

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

Your TV EQUIPMENT Shopping Guide

Here are the top names in TV film and studio equipment:

- **HOUSTON-FEARLESS**
Automatic Film Processors; Film Printers; Camera Tripods, Dollies, Cranes, Pedestals, Friction Heads and Hi-Hats; Microwave Parabolas.
- **MOLE-RICHARDSON**
Microphone Booms; The most complete line of Specialized Lighting Equipment in the field.
- **AURICON**
16mm. Sound-On-Film Cameras. Unequaled for News and Local Events Coverage. Up to 33 Minutes Film Capacity.
- **GRAY**
Telop — Projects Opaque or Transparent Material, Solid Objects, Tape, etc. Teloprojector — 2" x 2" Continuous Sequence Projector. Multiplexers.
- **BELL & HOWELL**
Professional Film Equipment; Printers, Projectors, Cameras, Editors, Splicers, etc.
- **MOVIOLA**
Film Editors, Previewers, Synchronizers; Optical and Magnetic. Standard Equipment throughout the Film Industry.
- **MAGNASYNC**
16mm., 17 1/2mm. and 35mm. magnetic film recorders.
- **FREZZO-LITE**
Portable motion picture floodlight. Permits one-man newsreel photography.
- **ACCESSORIES**
Mixers for developing solutions, staplers, monel metal staples for immersion in developers, etc.

For further information Phone, Wire, Write or Hitch-Hike to: THE TOP NAME IN THE BUSINESS

Alex L. Clark

LIMITED
2914 BLOOR ST. W., TORONTO 18
CEdar 1-3303



The PIN-UP GIRLS of the CENTURY!

The Farmers' Daughters in CJGX-Land

Beverly Bryan of Saskatchewan

Yes . . . the girls in CJGX-Land are Pin-up Girls . . . They are not only Style-wise and Beauty conscious . . . as a result of practical experience and training in Home Economics and Progressive Agriculture, there are no more capable and resourceful young women in the Nation. Yes they know Fashions, Cosmetics, Jewellery and Furs . . . but they also know Livestock, Grain, Markets and Machinery. Truly they are the Pin-up Girls of the Century.

As in any modern home they influence the purchasing power of their parents — the business men and women who own and operate their own farms in CJGX-Land — who earn and spend Millions of Dollars* annually.

INVESTIGATE THIS RICHEST OF FARM MARKETS NOW!

CJGX YORKTON

Representatives:
Horace N. Stovin and Co., Winnipeg, Montreal, Vancouver.
Inland Broadcasting Service, Winnipeg.
Adam J. Young Jr. Inc., New York, Chicago, Los Angeles.



Gwen Lowes of Saskatchewan

*Farm Cash Receipts in CJGX-Land in 1952 were \$156,073,000.

"Fredericton is going to chalk up a building construction record this year". These are the words of the City Building Inspector in a recent report. Construction for the first ten months of 1953 is up more than half a million dollars over the total value of construction for the entire year of 1952. Also private home building in Fredericton is expected to double the 1952 figure.

These facts are a good indication of the faith Fredericton's citizens have in the future of their City. Fredericton is growing at a continually increasing rate. As the new Army Camp progresses it will grow even faster.

Don't overlook this increasingly valuable market and don't forget that CFNB is the most effective, least expensive method you can use to reach it.

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

VANCOUVER JULY 30 - SEPTEMBER 7



Symbols of Leadership!

In the contest for listener attention in Canada's third market, the outcome is always the same. CKWX pulls the hardest, reaches farthest, breaks the records. CKWX is the all-time winner. The top prize-and the top audience-go to CKWX!

For West Coast Coverage

in fast-growing B.C.— use the leader.

CKWX—TOPS EARLY MORNING—7:00 to 9:00 a.m.

CKWX Average 39.2% 2nd Highest 27.1%

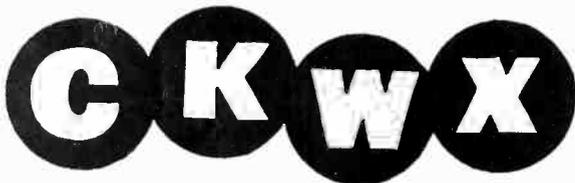
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CKWX Average 39.7% 2nd Highest 29.1%

Source: Elliott-Haynes Survey, Sept./53

First in Canada's Third Market

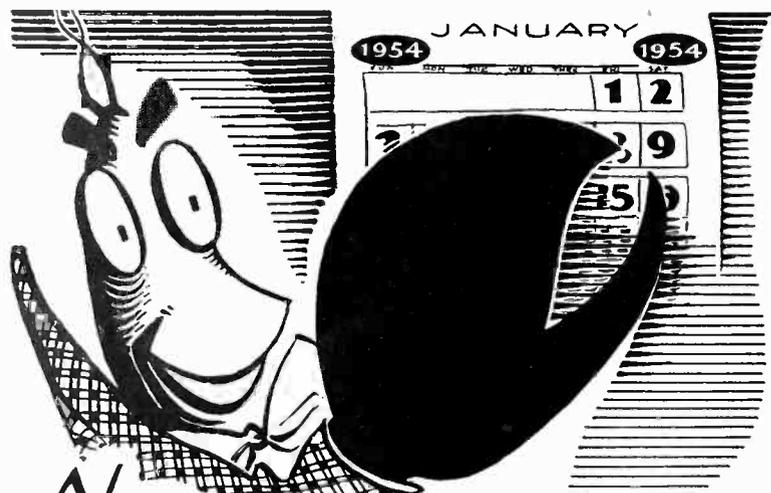
Look to the Leader . . .



OUR 30th ANNIVERSARY YEAR

Reps: All-Canada and Weed & Co.

5355-C



Now TEN THOUSAND THOUSAND

Watts

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

Reps

HERBERT BECOMES VEEPEE MacKAY GENERAL MANAGER ACRF

Calgary — The general manager of All-Canada Radio Facilities Ltd., Guy F. Herbert, has become vice-president of that company. The assistant general manager, Stuart MacKay, has succeeded him as general manager. This was announced by company president Harold R. Carson at a meeting with his associates here last week.

Guy Herbert has been associated with Harold Carson since he became commercial manager of CFAC,



Herbert MacKay

Calgary, then managed by F. H. Elphicke, on January 1, 1934. Subsequently he became Calgary manager and then went to Winnipeg, where he served as sales manager of CKY, Winnipeg and CKX, Brandon. In November, 1937, United Broadcast Sales was merged into All-Canada Radio Facilities, under the Carson banner, and Guy came east to manage the Toronto office. He assumed general managership of the company in 1946.

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Reps Open In Montreal

Toronto — Stephens & Towndrow, youngest of the national rep firms, are expanding their operation to Montreal, in addition to Toronto, starting with the New Year. The new office will be managed by Tom Seasons and will be located at 1396 St. Catherine West.

Starting with the opening of this office, CKFH, Toronto will be repped in Montreal by this organization.

Aged 30, married and with one child, Tom Seasons is a Montrealer who started his business career in the advertising department of Ogilvie Flour Mills. Later he moved to the Montreal office of the advertising agency, Harold F. Stanfield, Ltd. In January, 1952, he joined National Broadcast Sales in the Quebec metropolis, and makes the move after two years to a day.



SEASONAL ADMONITION

Drive carefully. The life you save may be mine.

—Gerry Wiggins, CFRB

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NOTE TO READERS

The author of the above joke has used it on the air so often that it would be old stuff — if he had any listeners.

• • •

BACK TO NORMAL

And after all the sweetness and brotherly love is over, will somebody please remind us what the hell it was we were arguing about?

• • •

PAN MAIL

Sir: Please enter my subscription to your lousy paper, in order that I may be in a position to cancel it next time you make me hopping mad.

— Irascible Ivan

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ATMOSPHERE

There is nothing particularly startling in the news that TV comedian Herb Shriner has become a father, until you remember that he is emcee of *Two for the Money*, and his offspring are twins.

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SPEAKING OF SOCIALISM

The time-worn phrase "It can't happen here" isn't a cliché anymore, because it can and does happen.

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TRUISM

Pretty soon it won't be a case of you keeping politics out of business, because politics will be keeping you.

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FOR 1954

And through the coming year, may your path be rich with prosperity, and may the transition from one day to the next be a stepping stone of happiness — if you are spared.

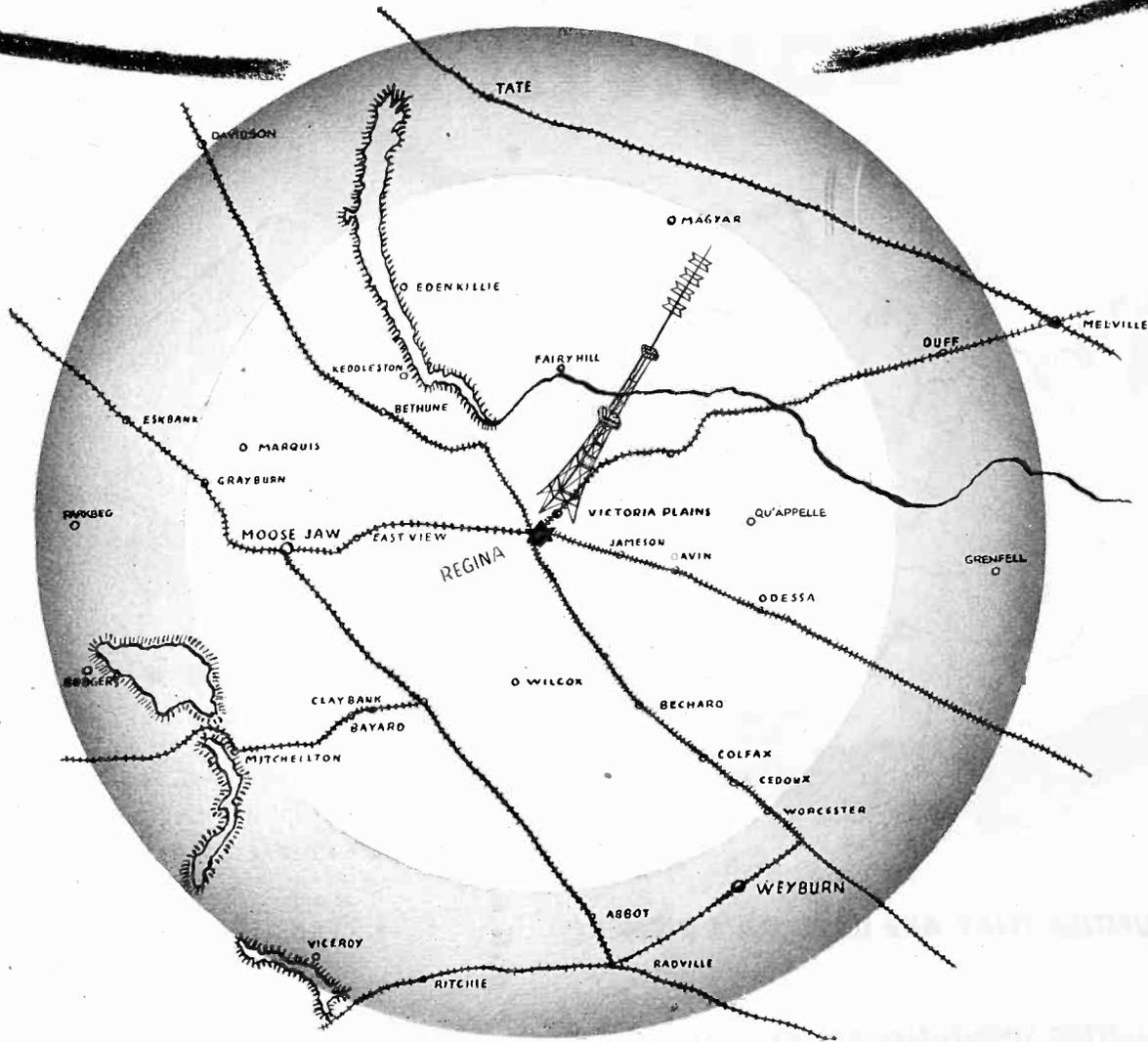
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EPILOGUE

Pox Vobiscum.

CKCK-TV REGINA

First to Bring Television to Saskatchewan



Television will come to the rich agricultural area of Southern Saskatchewan when CKCK-TV at Regina begins telecasting on Channel 2 in 1954.

The first TV station licensed for Saskatchewan, CKCK-TV will transmit at 18.8 KW video and 9.4 KW audio from a 600 ft., 4 bay tower at Victoria Plains just outside the city.

In the "B" contour alone—which includes urban Moosejaw—this new station will reach close to 200,000 people who spend \$225,513,000 in retail purchasing annually. Wide fringe-area reception, due to the flat,

level prairie lands, will increase both these figures considerably.

Working with staff engineers, C-G-E Television specialists worked out the entire system for CKCK-TV . . . one that will give long, efficient service over the widest possible range. All equipment, from camera to antenna, bears the famous General Electric trade mark.



TELEVISION EQUIPMENT

Electronics Equipment Department

471W-1953

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

www.americanradiohistory.com

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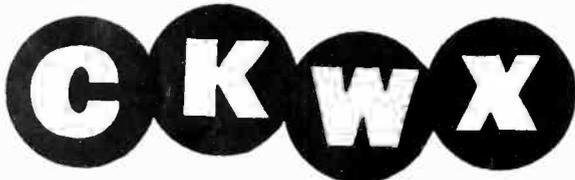
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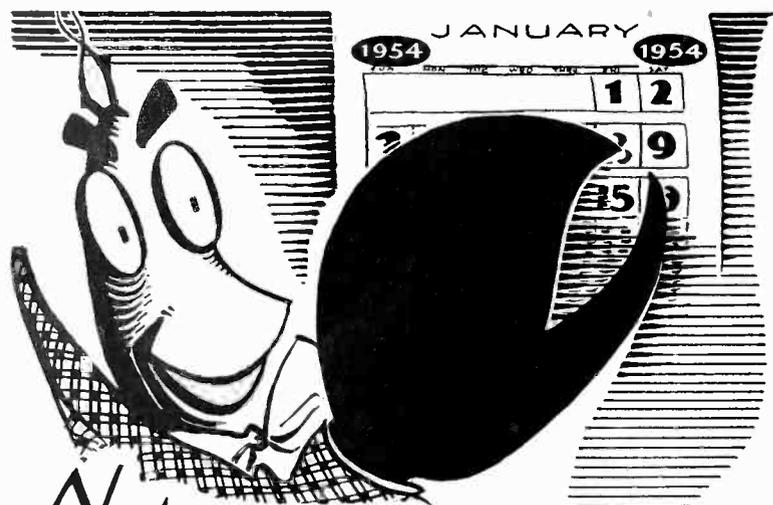
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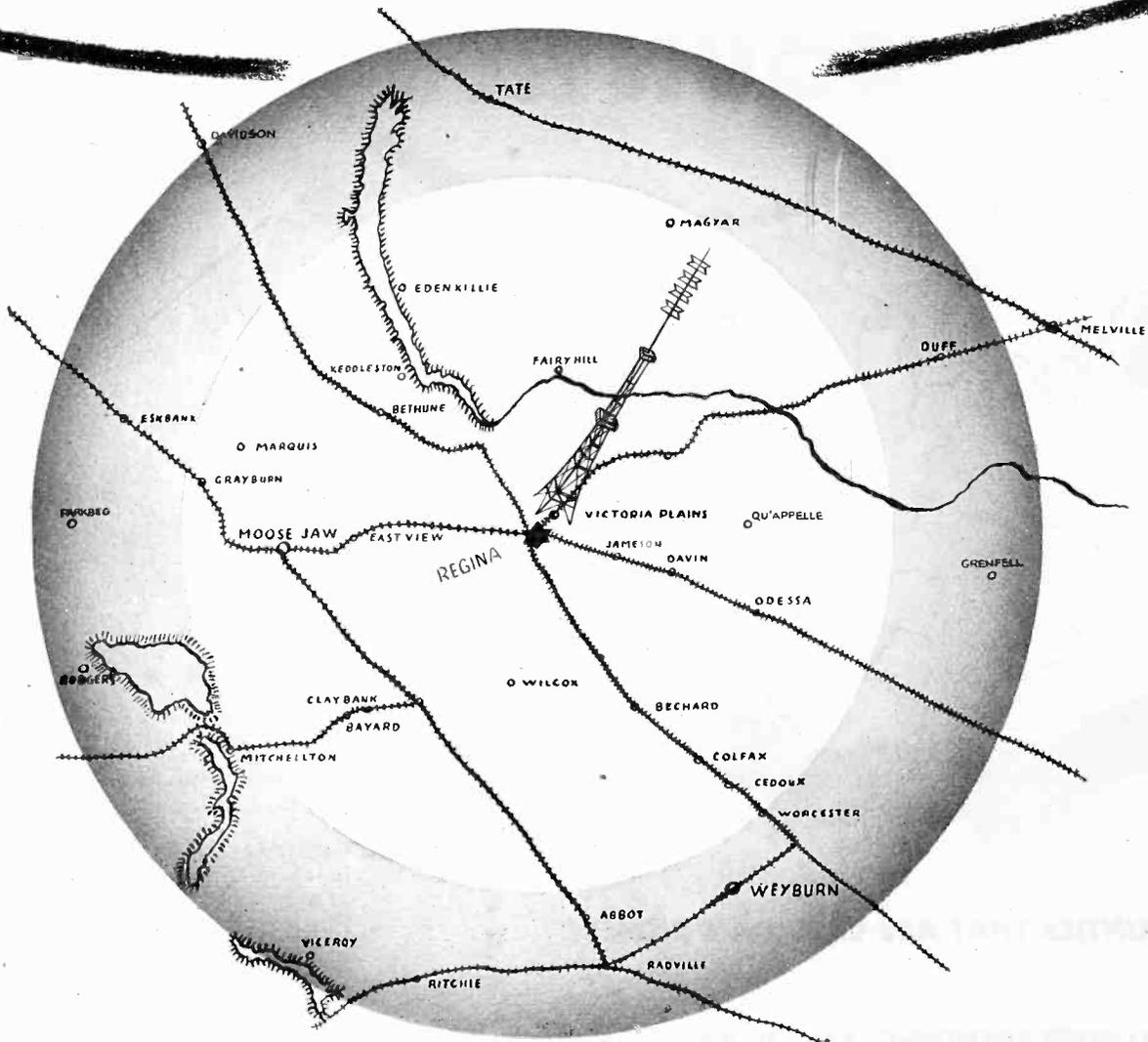
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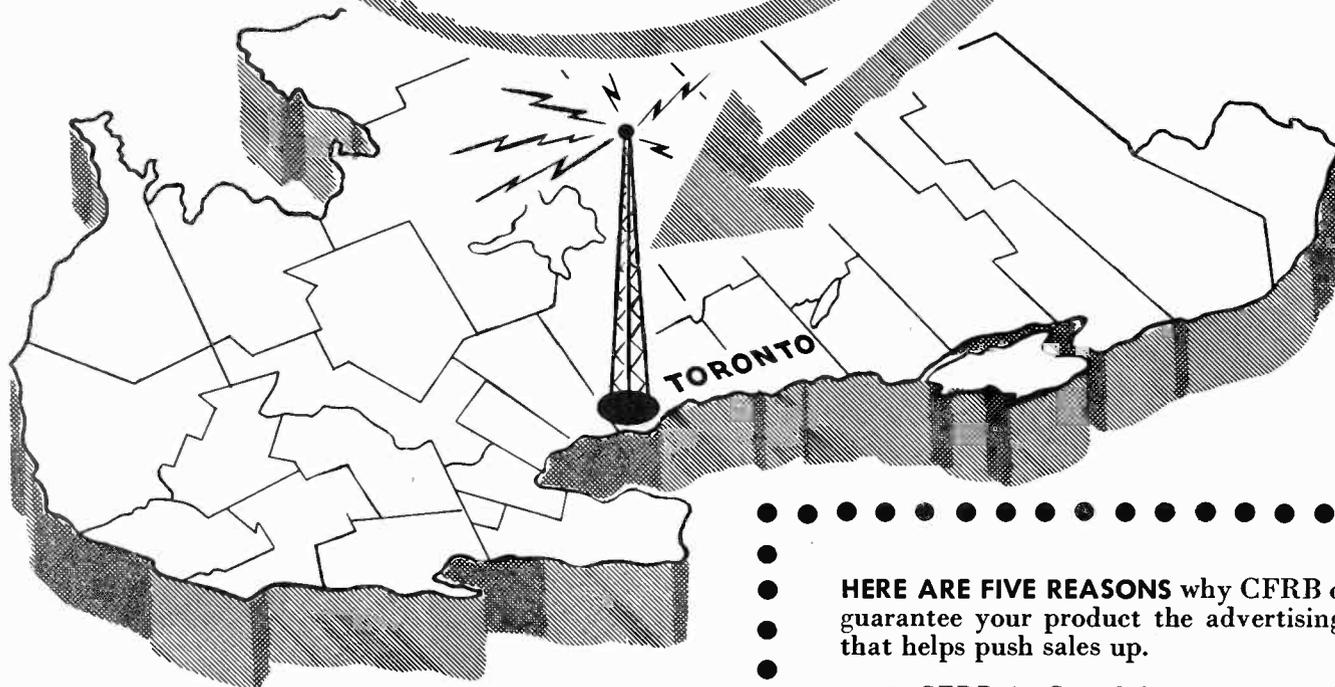


TELEVISION EQUIPMENT

Electronics Equipment Department

471W-1953

HERE'S HOW TO COVER 44 COUNTIES



... 44 COUNTIES THAT ARE CANADA'S RICHEST MARKET

... 44 COUNTIES SPENDING AN AVERAGE OF \$66,283,669.00 EVERY WEEK

... 44 COUNTIES YIELDING OVER 1/2 MILLION RADIO HOMES WEEKLY

WANT TO INCREASE YOUR SALES? Then don't overlook added advertising weight in the market where over 40% of Canadian retail sales are made. Don't overlook Canada's largest, richest audience. Don't overlook the medium of radio.

REACH OUT for the share of the market your product deserves. Make sure your advertising dollar buys the *intangibles* as well as *tangibles*. Ask yourself these questions. Is your selling streamlined to '54 proportions? Are you getting complete coverage? Are you advertising in the highest dollar market?

HERE ARE FIVE REASONS why CFRB can guarantee your product the advertising plus that helps push sales up.

1. CFRB is Canada's most powerful independent radio station, covering 44 counties.
2. CFRB is located in the heart of Canada's richest dollar market.
3. CFRB gives you the most complete coverage of Canada's Number 1 Market, reaching half a million radio homes every week.
4. CFRB brings to your product over 25 years of experience in radio salesmanship.
5. CFRB, famed for over 25 years for its progressive, scientific and artistic development, has the foresight to help you sell.

No matter what your product or sales problem, CFRB can help you. Call in a CFRB representative and let him show you how radio can move more of your merchandise.

**50,000
watts**

CFRB

**1010
K.C.**

REPRESENTATIVES;

UNITED STATES: Adam J. Young Jr, Incorporated

CANADA: All-Canada Radio Facilities, Limited



HERE'S HOW TO COVER 44 COUNTIES



... 44 COUNTIES THAT ARE CANADA'S RICHEST MARKET

... 44 COUNTIES SPENDING AN AVERAGE OF \$66,283,669.00 EVERY WEEK

... 44 COUNTIES YIELDING OVER 1/2 MILLION RADIO HOMES WEEKLY

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