

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 22.

TORONTO, ONTARIO

November 21st, 1951

WILL SCAN STATION LOGS

Ottawa.—The program logs of private stations will be furnished for examination by the Parliamentary Radio Committee. A Davidson Dunton announced during the Committee's first session here last Thursday.

Dunton, chairman of the CBC's Board of Governors and first witness to testify before the Committee, made the statement in answer to a request for the logs by Committee member M. J. Coldwell, adding that he would like to see private stations use more live talent and fewer recordings.

The Committee decided at this session to hear representations of the Canadian Association of Broadcasters at some time during its investigations.

The CBC will use more live talent, Dunton said, as part of a general improvement plan, if it gets more money from Parliament. Other improvements which the Corporation considers necessary, he said, include: increasing radio coverage to outlying areas by building transmitters and repeaters and linking more private stations to CBC networks; constructing new and better premises in Vancouver and Winnipeg; creating a production centre in Saskatchewan; and arranging for a proper headquarters in Toronto.

■ ■ ■

In reply to charges that some

CBC broadcasts, particularly recent talks programs, were "blasphemous and indecent," Dunton replied that while some complaints had been received, favorable comments outnumbered them 10 to one. The CBC took the view, he said, that there could be no freedom of speech unless an opportunity was given for the expression of all types of views, and if Parliament decided this policy should be changed, he hoped it would clearly define what opinions should be allowed on the air. The CBC does not try to decide which opinions are good or bad for the people to hear, he contended.

Improvements could also be made in the French network, the CBC head said, on the subject of increased services. There is only one French network compared with two English chains and it has been recommended that a second French one be established, he said. Also, there is need for a French station in the Maritimes, he pointed out, and there have been requests for an increase in the transcriptions being supplied French stations in Western Canada.

Last Friday, the 30-member Committee travelled to Montreal for a tour of the Radio-Canada building and CBC facilities.

First Program Clinic



THESE SMILING PEOPLE were seated at the head table during luncheon intermission when BMI Canada, Ltd. presented the first Canadian and international radio clinic at Winnipeg's Royal Alexandra Hotel. Front row, left to right, are: Roland Couture of St. Boniface, managing director of CKSB; W. Harold Moon of Toronto, assistant general manager of BMI Canada, Ltd.; Carl Haverlin of New York, president of BMI and its Canadian associate; luncheon chairman Bill Speers of Winnipeg, general manager of CKRC; Jim Finlay of Winnipeg, CBC regional representative for the prairies, and John O. Blick of Winnipeg, president and general manager of CJOB. Back row, left to right, are: Carl Vandagriff of Fort Wayne, Ind., program director for WOWO; E. A. Rawlinson of Prince Albert, Sask., general manager of CKBI; Bill Holm of La Salle, Ill., general manager of WLPO; John Leslie of Minneapolis, Minn., assistant general manager of WDGY; Dan Park of Indianapolis, Ind., commercial manager of WIRE, and Glenn Dolberg of New York director of station relations for BMI.

Winnipeg. — Good news broadcasts can raise a radio station's listening audience more than anything else, Bill Holm of La Salle, Ill., told the first Canadian and international radio clinic held at Winnipeg November 10.

The clinic was instituted by Broadcast Music Inc., and BMI Canada Ltd. Sponsored by the Western Association of Broadcasters, it was attended by a record 94 delegates from Western Canada radio stations.

Bill Holm, general manager of radio station WLPO, said news broadcasts are the heart of his station's operation. But the news had to be something that couldn't be found elsewhere.

"The main reason you read a newspaper is to get local news," Holm said. "The station that doesn't carry local items is missing greater sales and listener loyalty."

Holm said competition from six 50,000 watt stations 100 miles away in Chicago convinced WLPO of the need for more regional news items. Between 4,000 and 10,000 words a day now are turned out for 139 sponsored news shows a week. The station operates on a dawn-to-dusk basis covering four counties in the La Salle district. Most legwork is done by telephone but co-operation is excellent, especially from the public.

A tip from a listener once put a hold-up item on the WLPO wave-length before the sheriff reached the scene of the crime.

All winning sports teams are expected to telephone scores at the end of a game or pay a \$10 fine. So far it's never been paid.

The principle type of news radio audiences are interested in occur in a station's own area. Holm said. WLPO, with a network of correspondents, and the public, gives precedence to local items with few exceptions. Last year the station carried news items on more than 3,000 births.

Holm said a station can't be expected to start up a good news room at once. It takes time and a trained staff, particularly people from a station's own area. Every staff member should be sold on the importance of news. WLPO provides what he says is excellent news service at a total cost of \$300 a week.

■ ■ ■

John O. Blick, president and general manager of CJOB, Winnipeg, told the clinic that community service is good business and should become a daily ritual. In his talk, "Radio and Community Service," he said radio stations should organize and put up a united front to service their community.

He said community service is so all-embracing that no definition can be placed on it. However, requests for free broadcasting time from clubs and service organizations could not be placed in the limits of the definition.

(Continued on page 3)

MORE POWER FOR B.C.



ANOTHER B.C. HYDRO DEVELOPMENT was completed as the 55,000 volt generator at Lake Buntzen, 12 miles east of Vancouver, went into operation for the B.C. Electric Co. Mike Giraud of the CKWX newsroom, centre, interviewed Dal Grauer, left, president of the B.C. Electric, and Mayor Fred Hume of Vancouver (arm in sling). Hume broke his arm when he fell during a rehearsal of his welcome to Princess Elizabeth. The new generator, largest in Western Canada, cost \$3,000,000.

Now in our Tenth Year of Service to Radio and its Clients

The CANADIAN ASSOCIATION OF BROADCASTERS

A VOLUNTARY ASSOCIATION OF PRIVATELY OWNED BROADCASTING STATIONS

CODE OF ETHICS



RADIO STATION

XYZ*

As a member broadcasting station of the Canadian Association of Broadcasters, we pledge ourselves to the best of our ability

To

1. Programme each broadcast day to meet the varied interests of all groups of listeners.
2. Serve the best interests of our community.
3. Provide suitable religious broadcasts without permitting this station to be used to convey attacks upon any race or religion.
4. Provide suitable broadcasts for the entertainment and information of children.
5. Provide programmes which educate entertainingly.
6. Broadcast the news of the day in a factual and unbiased manner.
7. Provide opportunity for the broadcast of all sides of controversial public issues to the degree of public interest in such issues.
8. Encourage advertisers and their advertising agencies to present information of goods and services available for the comfort and convenience of listeners to this station and to present such information in a simple, truthful and believable manner.
9. Deal fairly with advertisers and all others desiring to use the facilities of this station.

* 104 Privately owned Broadcasting Stations

(An advertisement of the Canadian Association of Broadcasters)

PROGRAMS

(Continued from page 1)

The fact that a station, itself, existed, was a community service. Radio commercials meant more jobs and an unceasing cycle of employment.

It was true a lot of shows were sponsored but many of them would be carried without charge. This was community service. People complained they couldn't stand crass soap operas but Americans and Canadians were the cleanest people in the world. Radio was performing a community service just by broadcasting music programs which spread culture. Even if a station only broadcast a speech by Churchill once every 10 years it was performing a community service.

■ ■ ■
Carl Haverlin, president of BMI and its Canadian counterpart, presented a different view on the subject. People, he said, don't want to be educated or cultured. They want to be entertained.

There is a new change of pace in music, he said. Classical music had gone to the grassroots of the continent. There now was more demand for the classics than at any time before. In 1930, two companies produced classical recordings. There were now 200.

Haverlin said BMI had written to hundreds of famous people to get their views on the kind of classical music they liked best. He said the company wrote to everyone from Joe DiMaggio to Gypsy Rose Lee.

His company believed one of the worst things a station could do was air music and bore its audience with unnecessary oral background. Stations should put the music on and let it speak for itself in all its majesty.

■ ■ ■
 "Building Station Personality," a tape-recorded talk made by Ted Cott of New York, was run off for delegates. He was scheduled to appear at the clinic but was held up by business.

He said American broadcasters are about "the most idiotic group" he has ever seen. He is general manager of radio station WNBC and of WNBT-TV.

"We've never learned properly to get our story across to the advertiser and the consumer," Cott said. "It's time we as broad-

casters lived up to our responsibilities."

Cott said radio is pretty important to the people of the United States. Broadcasters hadn't done anything and if they had they didn't talk about it enough. Broadcasters had gotten into a groove that could turn into a grave.

He said his radio station faced a tough problem in competition from the many AM, FM and TV stations in New York but licked it by developing station personality. The station developed its personality by not letting the listener know what was happening next.

"We once called Milton Berle up and asked him to play Hamlet," said Cott. "Berle said no, he wouldn't. He wanted to play Romeo. We got Henry Morgan for the Hamlet part."

Another time the station needed new opening and closing spots—the announcers got tired of using the same ones after 27 years. The new spots were made brighter and more attractive simply by asking prominent personalities how they would like to say good morning to New York every day.

"Give people something to talk about," Cott said. "Create excitement. Maybe the governor can be your disk jockey or the woman down the street. Twist things around.

"Then go out and holler about it. Let listeners know that you are thinking about them and they'll start thinking about you."

■ ■ ■
Dan Park, commercial manager of WIRE, Indianapolis, Ind., told

cjcs
 SELLS
 in
Stratford

ADD THIS UP!

CHOK Sarnia reports Toronto sales:

Sept. '51 (3rd month of representation)	70% increase over	Sept. '50
Oct. '51 (4th " " ")	73% " " "	Oct. '50
Nov. '51 (5th " " ")	150% " " "	Nov. '50

No matter how you look at it, the RESULTS* add up to personal representation by:

Paul Mulvihill

Radio Station Representative

*Are you satisfied with your Toronto sales?

21 King St. East
 Toronto — WA. 6554

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
 HIGH-POWERED
 STATION

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

We don't sell Time —



We Sell

Results

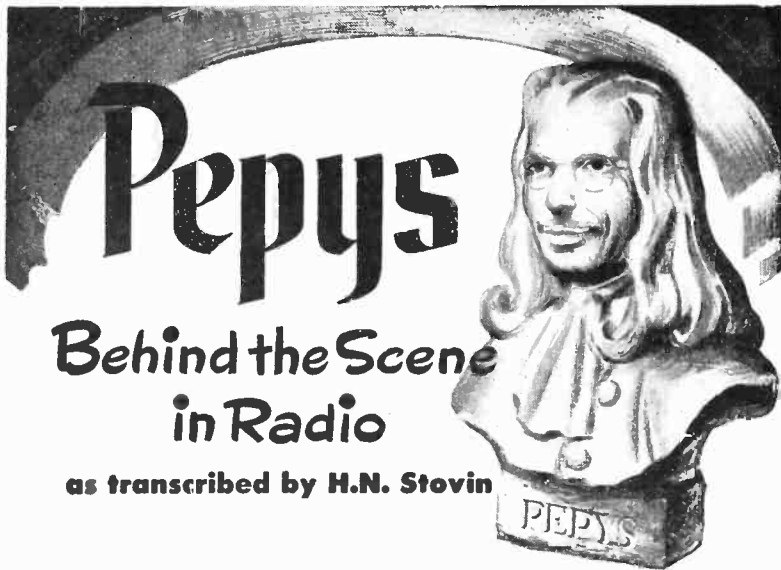


CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



"To my attick this day to find a discarded but favorite waist-coat of rich tabby silk, that I might have a copy made in Edinburgh blue, and did find in a corner an old crystal set, on which I used to pick up Admiralty calls in 1920 ● ● ● Did fall to musing that I am myself 31 years older, and have made but small forward steps myself when compared with the great strides of Radio, which has become an industry, a source of education, entertainment and news which we would be poor indeed without. And then the whimsy did come to me that Radio and I are both Publick Servants—I in my small way as an Admiralty scrivener, and Radio Stations serving their communities all across this Dominion ● ● ● Did like this conceit so well that I repeated it next morning in the coffee house, and was reminded that Radio and I are both in business, too; and that perhaps Radio's greatest contribution to business is its proven ability to make sales. To which my chirurgeon did add gravely that sales are the heart which circulates the life blood within the body politick, and a healthy monetary flow is what makes for the well-being of that body ● ● ● Did think this over and then reflect with pride on the continuing sales promotion successes delivered by our proven, Stovin Stations for their advertising clients. And did tell my friends when I met them in the Chop House, where we did eat boiled beef and carrots, that advertisers can now prove what all radio men have been saying for years—that radio has become the foremost advertising medium for delivering SALES."

"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	CFJR Brockville	
CFPR Prince Rupert	CKY Winnipeg	CKSF Cornwall	
CKLN Nelson	CJRL Kenora	CJBR Rimouski	
CJGX Yorkton	CJBC Toronto	CJEM Edmundston	
CHAB Moose Jaw	CFOR Grillo	KCKW Moncton	
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John	
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland	
	CJBQ Belleville		

PROGRAMS

(Continued from page 3)

clinic delegates he had no use for national surveys in selling radio time.

"Radio surveys across the country have done more to damage radio than anything else," he said. "Our salesmen don't give ratings in sales talk. They give results—what one buyer has done with five spot announcements."

Park said his station at one time received little business from grocery store or employment advertisers. But now both kinds of advertising were heard day in and day out.

When salesmen couldn't drum up a suitable comeback to a prospective buyer's objections, then there was probably something wrong with the product.

Park said his station, like many others, had faced serious competition from television. But he found now that many buyers who jumped to TV in the novelty stage were coming back to radio with the idea it could do more for them.

Carl Vandagriff, program director at WOWO at Fort Wayne, Ind., was an unscheduled speaker at the clinic. Advertisers are people, they resent deceit and demand a first-line team, he said in his talk, "Program Sales Service."

"Get the best people you can find and not the best you can get away with," he said. Make your employees feel important. Get them into the act. Incentive pay over and above salary results in better performance and better morale.

Broadcasters should spare no effort to make the first show of a series as good as the 10th. His own station liked careful "formatting" and writing well in advance. Double checks were always made and directors made a point of listening to their own programs. A log of errors was kept so they wouldn't be repeated.

"We tell our people when they do a good job and when they don't," said Vandagriff. "We like to make our people aware of pleasing the sponsor by pleasing the public."

"The station that solves the

problem of bringing the program department closer to the advertiser will have more and better satisfied operators."

Glenn Dolberg of New York, director of station relations for BMI, said every bit of music has its action and reaction.

In his talk, "Your Music Library," he said Canadian broadcasters are more meticulous in caring for libraries than broadcasters in the United States where the library was usually tucked away behind a door.

Dolberg said the studio library can be compared with the kitchen in a home. Programming from good libraries resulted in satisfied sponsors and listeners. Records should never be thrown out because it was dangerous due to the current revival of old songs.

John Leslie, assistant general manager of WDGY, Minneapolis, Minn., said his station changed personality to compete better with other stations. His talk was titled, "Making the Most of Music."

"After a survey we decided to change the sound of our station by a better integration of music," he said. "We decided the new sound would be smooth with no sudden jars. The listener twisting his radio dial would stop when he came to our wavelength."

Leslie said changing personality also involved changing attitude. WDGY didn't believe that farmers were hicks and live talent shows were made to appeal both to rural and metropolitan audiences.

The station also changed the personality of disk jockeys when it discovered that some of them were "running off at the mouth." Introductions were limited to 20 seconds.

The time for playing a certain kind of music is important in broadcasting, Leslie said. His station played the same selection as many as 10 times a day but never the same arrangement.

Bill Walker, assistant program director for CKRC at Winnipeg, said at times broadcasters have personal problems which are reflected in their work. He said he would like to see greater contact between salesmen and broadcasters.



KCKCW

*The most progressive station in
Quebec city...*

1000 WATTS 1280 KC

The best buy for your advertising \$ in Quebec

REPRESENTATIVES
OMER RENAUD & G.
TORONTO · MONTREAL

IN U.S.A.
WEED & CO.

CANADIAN BROADCASTER AND TELESCREEN

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

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November 21st, 1951

Mr. Dunton Shows His Hand

If he has not already done so by the time this issue reaches its readers, A. Davidson Dunton, chairman of the Board of Governors of the CBC, is going to produce the logs of some of the private stations before the Radio Committee to show the type of radio programs they have been producing.

This is an attempt, on the part of the head of the national radio service, to point up the private stations' shortcomings in the development of talent. It will be—or will have been—followed by the suggestion that the stations be compelled, probably by an amendment to the Broadcasting Act, to spend a certain fixed percentage of their revenues on live entertainment.

Forgetting for a moment this obvious desecration of the whole principle of freedom, such a move would be utterly impractical under existing conditions.

In the first place, the CBC has used its network monopoly to lure the limited amount of talent, which used to exist all over the country, to its production centres — mainly Toronto — with the result that there are scarcely any worth-while artists left in the various cities the private stations serve.

Then the fact has to be faced that talent is a commodity which is offered for sale to the highest bidder—organized into tightly-bound unions to keep the bids high. It is mathematically impossible for the private stations, denied the right to form their own network, to offer single-station performing fees from their advertising revenues comparable to those paid by the CBC networks out of the public purse.

Finally, notwithstanding all the harsh criticism levelled against the private stations, they are still attracting the lion's share of the listeners, even in competition with the limitless budgets of the CBC's network programming departments.

Is the function of radio in Canada to bring entertainment and information to the listening public or to provide employment for talent? Is radio like a junior amateur dramatic group, which produces plays for the gratification of the actors and their



"XCPHGA FGJSKL ZCGM!"

parents? This seems to be the question the House Committee on Radio Broadcasting will have to answer.

■ ■ ■

The situation, as it now stands, is that the CBC is scheming to undermine its competitors, the privately-owned stations, by exercising its omnipotence and producing their program logs—the innermost details of their operations—before the Parliamentary Committee.

It is most evident that the CBC officials, frantic for funds and greedy for commercial revenue, are leaving no stone unturned to disparage their competitors and to belittle them publicly.

It seems inconceivable that those members of our democratic government, who have been chosen to sit on this committee, will fail to see this move in its truly dreadful significance.

■ ■ ■

If talent is the essence of the problem, then the solution is a simple one. By giving the private stations some degree of parity with the CBC, first with a separate regulatory body, functioning independently of each, and second with the right to operate their own network, the obstacles that stand in the way of the private stations would be removed—in part at least.

Muzzled microphones, like stifled printing presses, can lead to only one thing—dictatorship.

Our Staff Knows Of This Advertisement

"Wanted, a successor for our general manager, who has retired. Our staff of 600 employees, who have been with the company an average of seven years, know of this advertisement."

The above want ad has never appeared in those words. It is just a symbol of what happens in business all too often. And when it does happen, it provides the enemies of private enterprise with ammunition with which to snipe at our economic system.

The old cliché that all is not gold that glitters, can be paraphrased into something like—"there's more than money in a pay envelope."

Besides the money they make, the members of your staff have a right to feel that they are a part of your business. Only if they really have this feeling—and you have to impart it to them—will they find contentment in their work. And only contented people are of value on the staff of any business.

■ ■ ■

One of the hardest things for an employer to do is to delegate authority, give his key men a free hand, and then leave them to do the job—mistakes and all—without interference. Treating his department managers in this fashion will lead them to act in a similar way with those who are placed under them. Failure to do it will result in the concern being manned by a number of clock-watchers, intent on doing as little as they can for as much as they can get. And when a key position does fall vacant, the company will have to call in someone from the outside to fill it, because there just won't be anyone in the office with the ability to be moved up.

■ ■ ■

Staffs do not reason it out this way, though. All they feel is the apparent ruthlessness of their management, which has overlooked their years of service, and put a stranger over them. Though they are not capable of taking on the responsibilities of an executive, they do not recognize the fact and feel hurt and frustrated.

Isn't it, therefore, incumbent on every owner or manager of a business to make it a prime essential that every member of his staff should be encouraged to train himself for the position one rung up the ladder? Is this not a desirable policy, so that the use of anything bordering on the want ad that opened this article will never have to be inserted?

CAB

A Plea For Reappraisal



An address to the Association of Canadian Advertisers at their Fall Conference in Montreal, delivered on November 1, 1951, by Pat Freeman, CAB Director of Sales and Research.

The economic position of the 104 CAB stations that I represent is only fairly sound. Most of them have been making a profit. But, having regard for the degree of risk attached to the capital

invested, all too few of these stations have made the kind of profit that their auditors now consider necessary for continuing financial soundness.

The volume of business enjoyed by our member stations has steadily increased. On their behalf, may I pause to thank you, the national advertiser, for the continuing and increasing confidence that you have reposed in our medium. But, as expenses continued to mount, it was only this steadily increasing volume that held our profit margin. Today we are losing that race. At present rates, our profit margin, which has never been substantial, must lose ground.

In our business, as in yours, the cost of material, the cost of doing business has skyrocketed during the decade that we are considering today. I will not bore you with a long recitation of our woes. A very few details will suffice.

■ ■ ■

Being a young industry, it was not until the early 1940's that most of our stations were in a position to inaugurate the proper pension plans and insurance schemes for their employees. For example, in the station where I used to work, the insurance expense in 1951 had increased 1,732% over 1941.

During the past 10 years all stations have increased and some have almost doubled their staffs. In assembling material for the re-

cent hearings of the Royal Commission we found that in one sample of stations of all sizes and located in all parts of Canada, the salary bill over a 10-year period showed a minimum increase of 117% and a maximum increase of 778%. Major increases in rents and taxes are common to all of us. But peculiar to our electronic business is the very rapid depreciation and outmoding of our equipment. The life of a transmitter is only five to seven years.

The performing rights fees paid by a typical station have increased by 135% during the past 10 years. But this 135% increase pales before the demands for astronomical increases with which we will be faced in 1952.

A frequently overlooked factor is that the merchandising services provided by our stations have, particularly during the past two or three years, greatly increased in their scope and in their efficiency. These intensified merchandising efforts cost money.

There, briefly, is the picture. With costs skyrocketing, the continual increase in the volume of business has held the insubstantial profit margin. But today and tomorrow, with present rate structures, we cannot keep pace with costs. Therefore we are faced with the imminent danger of a decrease in our narrow margin of profit.

■ ■ ■

What, then, should happen? If it were *your* business or your industry, I think you would do two things. First of all, you would strive to do an even better job for your clients. This we will continue to do. Secondly, you would effect the realistic price increases necessary for the sound economic operation of your business. But this, I prophesy, private radio will *not* do.

Why? Are we fools? Are we personifications of tranquility and unawareness? No, gentlemen, we are none of these things. But we, the private radio stations of Canada, live, to a large extent, in a queer world of economic unreality. A world *not* of our own choosing. Let me explain.

★ ————— ★

**Our Large Audience-
GROWS LARGER!**

A sample three-month period in 1951 — shows an evening audience 17.08% greater than a similar period last year!

IN WINNIPEG AND MANITOBA IT'S

CKY

"THE STATION WITH PULL"

Representatives
Horace N. Stovin & Co. — Canada
Adam J. Young, Jr., Inc. — U.S.A.

LIVESTOCK SHIPMENTS ARE STILL GOOD...

AND THEY'VE HAD A GOOD

BIG CROP IN THE YORKTON DISTRICT

BE SURE TO PUT **CJGX** ON YOUR SCHEDULES

CONTACT OUR REPRESENTATIVES

Canada: Horace N. Stovin & Co., Toronto, Montreal and Vancouver. Inland Broadcasting Service, Winnipeg. U.S.A.: Adam J. Young, Jr., Inc.



CJGX
Yorkton
SASKATCHEWAN

Flash. CKDA FIRST in Victoria!

(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS



Top Dog Says: "Just dreaming of the vast forest and industrial attractions on the West Coast. Did you know they make your advertising dollar 30% more profitable than ever before in the Vancouver and New Westminster area?"

"TOP-DOG" on your dial **CKNW-1320**

When you, the national advertiser, employ our medium to sell your goods and services, you sometimes weigh the pros and cons of selective versus network radio. But whatever your decision, your program will be released by large numbers of our stations. For example, the Dominion network is made up of over 30 private stations and only one CBC station. This is not the time or the place to emphasize the many major advantages of selective radio. But it is both the time and the place for me to lay all the emphasis at my command on one blatantly unfair factor. This factor is largely the cause of the unrealistic prophecy I made just a moment ago.

When you buy, as part of a CBC network, one of our private stations, you buy that station's time at a rate that is arbitrarily set by the CBC. A rate that is almost invariably lower — and sometimes very much lower — than the normal, realistic rate set by that station. You must realize that this arbitrarily enforced lower network rate stands as an ominous deterrent when a private radio station seeks to adjust its selective business rate to keep pace with economic realities. And, it must set a selective rate that can withstand subsidized competition — subsidized in part, ironically enough, by the network rate reduction that that station is forced to accept.

Furthermore, the rate structures of the majority of the CBC's own powerful stations are unrealistic. This is a further deterrent to our member stations as they seek to set rates that are commensurate with reasonable security.

For many years our stations have individually petitioned for reality. The CAB has discussed this situation with the CBC. Last week, with their commercial manager—Mr. Powell—and as recently as yesterday morning I presented the latest facts and figures to Mr. Davidson Dunton for his consideration.

I would be remiss if I did not

report to you that in these recent interviews I have found both gentlemen prepared to examine carefully the wealth of relevant material that we had prepared. I now entertain the hope that they will come to grips with the situation.

If, during the coming year, the CBC takes the necessary steps to alleviate our discomfort (as well as their own), I would not look for very substantial upward revisions. But a reasonable increase is desperately needed. If this increase in station network rates should occur, I think that you would then experience a general minor increase in the selective rates of many stations. If, on the other hand, the station network rates remain virtually unchanged, then an urgent economic necessity may be denied and only a few stations may venture upward revisions of their rate structures.

Without giving due consideration to this problem, some of you might hasten to applaud any condition of restraint that could be said to involve the conservation of a small percentage of your advertising dollar. Please beware of hasty or short-sighted judgment.

You advertise your goods and services to increase your profits and for no other reason. To tell your story you employ the various advertising media. You need those media just as those media need you. If one of the major advertising media should, because of an unrealistic situation, fail to stay on an economically sound footing and consequently fail to deliver the good services of which it is capable, then, I believe you would become alarmed. And your alarm would be justified.

We, too, need profits. We cannot, like the corporation with whom we find ourselves inexorably entwined, operate at a loss. For us—as for you—there are no subsidies.

During the year that lies ahead our stations, each in its own judgment and each evaluating the circulation it has achieved and with due regard for its economic health, will seek to give you the best

possible advertising value for the dollar that you invest. If, during the coming year, a station charges you a little more, please remember that, in all probability, it still will not be charging you as much as a fair and equitable appraisal of the circumstances would dictate.

But for today, because of our firm belief that the fullest possible understanding between business associates makes for a better way of life, I can say most sincerely that speaking for the CAB to you, the ACA, has been both a privilege and a pleasure.

In answer to a question from the floor requesting information on the story that BBM told during the years under review, Freeman replied:

During recent weeks I have spent a lot of time studying the rates charged by our member stations and the circulations achieved by those stations during the years under review. I am now speaking from memory but the interesting figures that I am going to give you are clearly imprinted on my mind.

A total of 57 private stations and 11 CBC stations subscribed to the 1946 BBM study. Of these 57 private stations, 53 are CAB member stations. Of these 53 stations, 47 were operating in 1941. Taking these 47 stations of all sizes and in all parts of Canada as my sample, I found that their night-time BBM in 1950 had increased by more than 50% over 1946. But the basic one time one hour rates for those 47 stations had increased only 16% during those years.

If those figures amaze you, may I give you the astonishing information that, of those 47 stations, over one-quarter are operating on the same basic rate today as they were in 1946.

Let us examine a larger but parallel sample. There are now 104 stations who are members of CAB. Of these stations, 76 were operating in 1941. Of these 76 stations, almost one-third have the same basic rate today as they had in 1946.

More
Alberta
Radio
Homes..
FOR LESS!




Via
CFCN

You reach more Radio Homes for less money via CFCN, Calgary — Your best Buy in the Alberta Market. Here's why:

STATION	Radio Homes	Cost per 1000
CFCN	77,528	24.6c
#2	56,787	42c
#3	36,767	52.2c

(Figures quoted are 1950 BBM Daytime Averages and Costs are based on 1/4-hour "C" Time rates.)

**CFCN—CALGARY
FOR
RESULTS!**



THE VOICE OF THE PRAIRIES

ASK:
Radio Reps.
Toronto — Montreal
Winnipeg — Vancouver

Adam J. Young Jr., Inc.
U.S.A.

Mail Pull . . .

A current 5-minute quiz program on CFNB is pulling mail at a terrific rate. Recently one day's mail contained 613 letters for this show, every one containing proof of purchase of the sponsor's product.

In that week the total number of letters received was 1,711. These came from all parts of our coverage area. We don't claim this to be a record but it does prove that CFNB definitely has drawing power. Facts like these prove that CFNB can do a job. We can do a job for you too.

Remember, CFNB reaches more New Brunswick homes than any other station.

New Brunswick's
Most Listened-To
Station

LOOK TO THE EAST!
CFNB
FREDERICTON, NEW BRUNSWICK
5000 WATTS - 550 KCS.

See
The All-Canada Man

WHY RIMOUSKI?

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



82.3% of the people in this area speak French.

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

CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

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

DUDLEY PATTERSON Winnipeg's News Man



**ON THE HOUR
—EVERY HOUR**

Big things are happening in the world—people are anxious to get the latest news—and Dudley is the man to give informed news broadcasts. His thousands of listeners are impressed when he gives news of your latest product!

CJOB

WINNER OF
John J. Gillan Jr. Award
G.E. On the Air Award
Billboard Award



See our reps...

Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver
Donald Cooke, Inc.
U.S.A.

GOVERNMENT

Radio Committee To Mull Massey Report

Ottawa. — Parliament approved the establishment of a special committee to investigate the recommendations of the Royal Commission on National Development in the Arts, Letters and Sciences during a discussion of radio which occupied almost the entire session of the House November 9. The committee has also been charged with a complete investigation of the CBC and is to consider amendments to the Canadian Broadcasting Act.

The terms of reference of this committee, as outlined by Dr. J. J. McCann, Minister of National Revenue and the member who reports to Parliament for the CBC, include: consideration of the Massey Commission recommendation concerning the rights of private broadcasters in connection with decisions of the CBC, and the Commission's proposal that a greater use be made of Canadian talent in radio; consideration of the annual report of the CBC to review the policies and aims of the Corporation and its regulations, revenues, expenditures and development; and consideration of the proposed amendments to the Canadian Broadcasting Act which will provide for further Parliamentary grants to the CBC, allow an increase in the number of CBC governors from nine to 11, and establish a pension for the CBC Board's chairman, as well as extending his term of office from three to 10 years.

"Several clauses in the bill (to come before Parliament after review by the committee) give practical and concrete application regarding the matter of right of notice and of hearing," Dr. McCann said. "There is provision that by law the Corporation must, before ordering the suspension of the license of a (private) station, give notice to the licensee of the alleged violation and provide for an opportunity for him to be heard."

The Corporation must also give formal notice and reasonable opportunity for hearing representations before making or amending regulations which affect private broadcasters, the bill provides, as

well as calling for the CBC to give legal notice before considering applications regarding station licenses referred to it by the Department of Transport.

The bill is designed to implement the Massey Commission recommendation "that persons engaged in broadcasting in Canada directly and adversely affected by final decision by the Board of Governors (of the CBC) on any matter in which the Board has final authority, have the right of appeal to a federal court against substantial miscarriage of justice," McCann said. Appeals can therefore be made to the Exchequer Court, he said, pointing out that "the power to order suspension of a license is the chief final sanction which the Corporation has with regard to private stations."

By strengthening the position of the CBC in giving it specific powers to make regulations to promote and ensure the greater use of Canadian talent by both CBC and private stations and to obtain information from stations needed for carrying out its supervisory duties, the bill will carry out another Massey Commission recommendation, he said.

Dr. McCann pointed out that the grant the committee is asked to consider amounts to \$6,250,000 for each of the next five fiscal years, beginning last April. During the last session, Parliament gave the CBC \$1,500,000, leaving a balance for this year of \$4,750,000 yet to be approved.

"The financial provision in the bill which will presently be before the House," Dr. McCann said, "is designed to bring the income of the Corporation up to about the equivalent of one dollar per head of population" when added to the CBC's current revenue from license fees and advertising, even after advertising revenue has been reduced to carry out another Massey Commission recommendation. "This would enable the Corporation to maintain its present services and standards," he said, and "make possible in the five years ahead some of the needed improvements and extensions."

Progressive Conservative member Donald Fleming praised the appointment of the committee, but he felt Parliament should exercise greater control over the affairs and operation of the CBC. "The mere appointment of the

Spud says

A small slice of my potential will put you in the "Chips"!

My primary Retail sales area
102 MILLION DOLLARS!

My local market retail sales
7½ MILLION DOLLARS!

My local weekly BBM is 100%.

CJRW

SUMMERSIDE, P.E.I.

"The Voice of Canada's Garden Province"

SEE RADIO REPS

committee," he said, "will not, of itself, guarantee control by Parliament, but if the members of the committee will undertake their duties with a reasonable sense of independence, then I think the committee can contribute very greatly to the assertion of Parliamentary control and maintenance of a proper relationship between the CBC and Parliament." He said he felt greater control would come about if Parliament was called upon to vote money to the CBC every year, rather than for a five-year period.

Fleming urged the abolition of the receiver license fee in his address, lashing out at the high collection cost of what he termed a "nuisance tax."

• • •

In urging the committee to examine the "independent regulatory body" recommended in the observations of Dr. Arthur Surveyer in the Massey Commission Report, Fleming's views were echoed by Solon Low, Social Credit leader. George Drew compared the proposed separate body for radio with the Board of Transport Commissioners, which regulates Canadian railways, saying "if that is good for the railways, I am unable to see any strong argument in support of an entirely different system applying to this other type of public service which, while it may be unlike a railway in operation in many ways, is nevertheless a national service going out to all the people of Canada in a somewhat similar manner to that of the railway services."

• • •

The question of the immediate participation of private stations in the development of television was urged on the committee by Fleming, Low and Drew. Because "it would be unfair to those who pay the cost in taxes but get no television," Low said, "the committee should give most earnest consideration to this whole matter of leaving television development in this country to the private stations, under the control, of course, of the CBC." CCF leader Coldwell supported the Royal Commission view that no private par-

ticipation should be allowed until the CBC has available national programs.

Members of the committee are: Liberals—Boisvert, Cote (St. Jean-Iberville - Napierville), Decore, Gauthier (Portneuf), Gauthier (Sudbury), Henry, Langlois (Gaspé), McCann, Murray (Cariboo), Mutch, Richard (Ottawa East), Robinson, Smith (Queens-Shelburne), Smith (Moose Mountain), Stick, Whitman; Progressive Conservatives—Balcer, Diefenbaker, Dinsdale, Fleming, Fulton, MacLean (Queens, P.E.I.); CCF — Knight, Coldwell; Social Credit—Hansell.

PROGRAMS

Capital Round Table

Ottawa.—A second series of 30-minute public service discussion programs was begun earlier this month by radio station CFRA here which is being recorded and made available at cost to any other stations wanting to participate. Known as *Capital Round Table*, the series is produced in co-operation with the University of Ottawa and Carleton College.

To get widespread distribution of the views expressed in these programs, CFRA is offering to

supply at cost to stations throughout the country recordings of any or all programs in this series, Charles Tierney, CFRA continuity editor and the program's producer, said. The first series was broadcast last year and listeners' encouragement received by the station, the college and the university warranted continuation of the program, Tierney said.

Under the heading *Canada and Her Great Neighbor*, Carleton College began the new series with the first of nine productions devoted mainly to discussions of various phases of Canadian-American economic, social and military relations. Faculty members and prominent guests lead the debates.

With spokesmen from diplomatic and government sources, the University of Ottawa is undertaking to produce eight broadcasts dealing with subjects such as "The North Atlantic Treaty Organization," "The United Nations and Its Work," "Child Psychology" and "Are We Prepared For An Atomic Attack?"

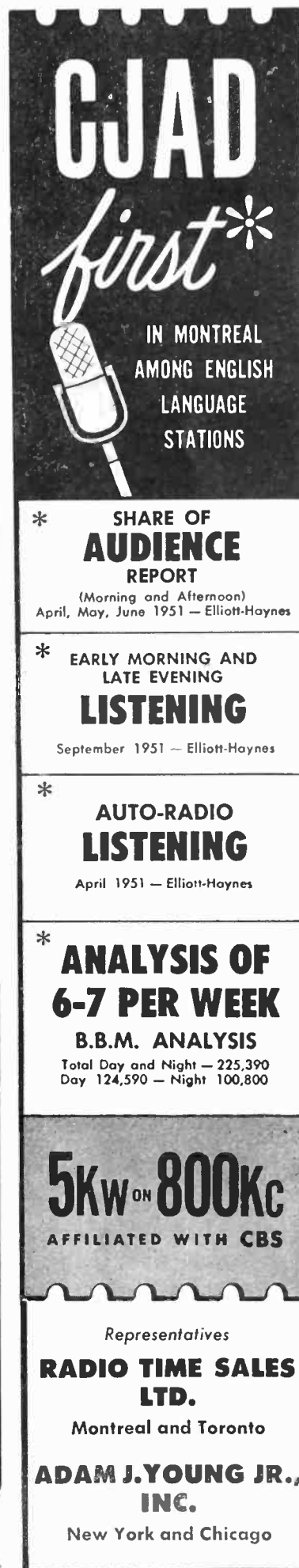
1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.



CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

obtainable from all Canadian Pacific agents and most banks

R. I. P.
Sympathy of the industry goes out to the Montreal representative, Joseph A. Hardy, whose wife died last Wednesday. Mrs. Hardy, whose death came suddenly, had been ailing for some time.



CJAD
first

IN MONTREAL
AMONG ENGLISH
LANGUAGE
STATIONS

- * **SHARE OF AUDIENCE REPORT**
(Morning and Afternoon)
April, May, June 1951 — Elliott-Haynes
- * **EARLY MORNING AND LATE EVENING LISTENING**
September 1951 — Elliott-Haynes
- * **AUTO-RADIO LISTENING**
April 1951 — Elliott-Haynes
- * **ANALYSIS OF 6-7 PER WEEK**
B.B.M. ANALYSIS
Total Day and Night — 225,390
Day 124,590 — Night 100,800

5KW ON 800Kc
AFFILIATED WITH CBS

Representatives
RADIO TIME SALES LTD.
Montreal and Toronto
ADAM J. YOUNG JR., INC.
New York and Chicago



Just like the Roughriders — the best in the West!

CKCK • Regina, Sask.

OUTSIDE OF THE THREE METROPOLITAN CITIES—

MORE PEOPLE LISTEN TO

**C
J
I
B**

THAN TO ANY OTHER B.C. STATION.

Day in and day out, British Columbia's "Big Second"

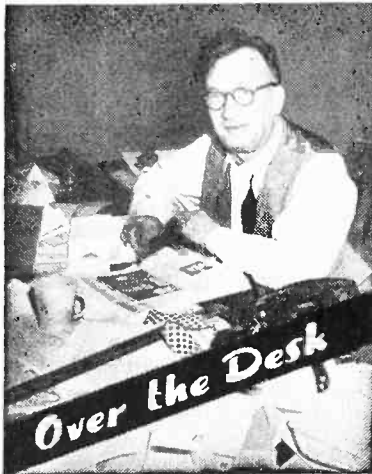
Market is sold by

CJIB

VERNON

RADIO REPS WILL SHOW YOU THE

F-A-C-T-S



On the top of the pile on The Desk this issue is a letter from Bob Bowman, manager of CFBC, Saint John, to the *Ottawa Citizen*, with cc to your humble servant, and another letter in reply to your scribe from CAB's Jim Allard.

Bob Bowman wrote:

"One of the most important reasons for establishing a publicly-owned broadcasting system in Canada was to avoid the situation which has brought our theatres under U.S. domination. If radio had not been brought under public ownership in Canada, it is likely that most of our broadcasting stations would simply be outlets of the U.S. networks.

"I was reminded of this recently when I watched a newsreel of the Royal Visit and the commentator described the Duke of Edinburgh as a 'Lootenant-Commander in the English Navy.'

"I must confess that the theatre audience didn't seem to care: but probably our theatre audiences are accustomed to accepting the American interpretation of our affairs, just as we used to have to put up with films with captions, 'Then came 1917, and the war started.'

"But I was grateful that the broadcasting of the Royal Visit to Canada is not being covered by American commentators, as seems to be the case in motion pictures."

Jim Allard's reply said this:

"So now we KNOW why the CBC was formed — so Canadians wouldn't use 'lootenant' instead of the old British 'lefttenant.' Good a reason as any, but it seems like very little in return for a cost of \$15 million a year to the taxpayer.

"Bob Bowman should know. His father, C. A. Bowman, until recently editor of the *Ottawa Citizen*, was a member of the famous Aird Commission, whose recommendation that all broadcasting in Canada be nationalized was the starting point of our present troubles. And, of course, Bob worked for the CBC himself for quite a spell.

"The *Ottawa Citizen* is one of the three or four daily newspapers left in Canada (out of 89 or so) which refuses to recognize the grave threat to all freedom of information and of the press, inherent in the present Canadian broadcasting system, which denies ordinary democratic rights of freedom to non-government stations.

"Those who genuinely fear Canadian stations might fall under U.S. domination have a simpler solution than nationalization. They could insist on adaptation of the principle of the Bank Act, which requires that a majority of directors of Canadian banks be Canadians. Wouldn't it have been much simpler to pass an Act requiring all Canadian station owners to be Canadians?"

"It's amazing how that 'if' argument is so consistently used against radio—if it hadn't been for the CBC, so-and-such 'might'

have happened. Who knows what might have happened? Nowhere else in the world is an argument based on 'if-might-have-been' listened to for a moment. Of course, when you're defending an indefensible case, why let logic stand in your way?"

Our solution to the problem would be to make representations to the British Admiralty to have His Royal Highness promoted to the rank of full commander.

Investigations for my own personal purposes bring to light the information that the most acceptable contents of parcels for Britain are still meat, sugar and fats. I hand on the information for those who are interested. I might also mention—and this will be too late for our more remote readers—parcels for Britain should be mailed by November 25 and first class mail by November 27. This is according to the Toronto Post Office, so adjustment would be necessary in the case of other points.

I was a little flabbergasted when a lady of the switchboard asked me over the phone: "Whom were you calling?" Resisting a temptation to reply "I was calling yhom," I told her and then pondered. She was grammatically right, of course, much more so than her counterpart who is wont to say "Whom shall I tell him is calling?" But she was indulging in a bit of unnecessarily pedantic speech, it seemed to me, so I turned up the No. 1 authority on the language, "Fowler's Modern English Usage."

Fowler, who permits: "Who's there? Me" by usage, is tolerant of the mistaken use of *who* for *whom*, writing it off as "just colloquial." But, he says, "the opposite mistake of a wrong *whom* (such as 'there has been some speculation as to *whom* the representative from South Africa was') . . . is a bad one, but fortunately so elementary that it is nearly confined to sports reporters . . . and needs no discussion!"

Will somebody do something about W. J. Smith? I'm not suggesting mayhem or murder, though it might be an idea. The fact of the matter is, though, W. J. S. is only a symbol. The initials are a symbol for the A. M. Browns and the A. T. Joneses whose signatures reveal nothing as to the gender of the writer. This kind of signature, appended to a letter, is not conducive to the best kind of reply, because the recipient of the letter is a little confused as to the linguistic virility that should be employed in the reply. So let's make it Wilbur Smith, Aloysius Brown or Angelica. Oh, and p. s. If you are blessed with some such amorphous cognomen as Carol Anderson, Pat McGillicuddy or Emancipation Reid, it is tactful to put a bracketed (Mr.), (Mrs.) or (Miss) in front, just so that everyone will be quite sure.

People who phone someone who is not in may be doing the phoner quite a disservice when they fail to leave their name. Maybe the guy they are calling is expecting

CFCO again goes over the top

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

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

CFCO - 630 Kcs - Chatham

LOOK TO CANADA
LOOK TO ITS BIGGEST CITY
LOOK TO ITS FIRST STATION

SEE HOW EFFECTIVE RADIO CAN BE!!



CFCF MONTREAL

STILL EXPANDING!

JUST OPENED

- A NEW W. F. WOOLWORTH STORE
- A PLYWOOD FACTORY
- A NEW BOX FACTORY

Representing an Investment of Over One Million Dollars

More to come yet, so get that campaign started in this market now. Details from any All-Canada office.

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

EARLY BIRD!

6 to 7 a.m.

- ★ PINTO PETE
- ★ EDDIE ARNOLD
- ★ NEWS
- ★ PLANTATION

House Party

Weather and Time Checks Too!

ESPECIALLY FOR FARMERS
and PORT WORKERS . . .

CFBC

SAINT JOHN, N.B.

Representatives

- J. L. Alexander — Montreal & Toronto
- J. N. Hunt & Associates — Vancouver
- Weed & Company — U.S.A.

a message from an important client, customer or what have you. So he sticks around all afternoon for the second attempt, which, when it comes, turns out to be Miss Murgatroyd from the *Daily Trumpet*, who saw your want ad in the competing paper and wants you to give hers a try. By not disclosing who she was on the first call, you've lost an afternoon (you waited in because you thought it was the contract you were waiting for) and Miss Murgatroyd has lost a sale.

That cleans off **The Desk** for this issue except for a couple of doozers we're saving for the Xmas issue — out December 5. Buzz me if you hear anything.

**Need a man?
Equipment for sale?
Use an ad in the Canadian
Broadcaster & Telescreen.**

REVIEW

Leicester Sq. To Broadway

Vancouver. — If you're an old music hall addict and like to recall the songs of yesteryear, there's a half hour on the Trans-Canada network at 7.30 Tuesday evening which is not hard to take.

It's *Leicester Square to Broadway*, and the chatter is cornier than Kansas in August, but the music is wonderful.

An oyster-voiced gent named Eric Vale, who is a very old stager himself, plays the part of a guy called The O'd Stager. The announcer, Ray Mackness, who should have been a mimic, sounds as if he really means the dirty cracks the script writer has fixed for him to throw at Vale. Maybe he does, for all I know.

Anyhow, Vale sets the pace, assisted by Isabelle McEwen and Harry Price's orchestra. It may not be chivalrous to call a lady an o'd stager, but Belle McEwen has been singing these o'd pieces for some time, and she really sells them. Chivalry is all shot, anyway.

Leicester Square to Broadway, in a word, is a cross between any o'd music boxes in London or New York when father was a boy, and those heavy-handed family sessions round the glockenspiel with grandma at the keys. Remember?

To outcorn themselves on a recent Tuesday the boys had Ted Lewis, the king of corn, in from a local nightspot to do a couple of pieces. Everybody was happy, I guess.

You really have to like music hall to get a lift out of this, and if pieces like "Steamboat Bill," or some of those others, don't do things to you, you're better off with the funnies.

Some churl in Toronto who heard the program is reported to have asked what the blazes it was all about. Well, music hall is a thing you either understand or you don't. If you don't, I can't explain it to yiz.

—Francis.

Introducing

... another reason why CFQC is known to Saskatchewan people as "the bright spot" on their dial!



Bill Arnold-

- Production Manager
- Personality Announcer
- Musician

Bill Arnold at the helm of "Bill's Mill"—popular morning show (11.20 a.m. till noon) of sweet music and happy talk!

- PRODUCTION—aimed at the particular tastes of "Saskatchewanites." Variety. The minority must be pleased too. (Policy of Bill — of CFQC.)
- PERSONALITY ANNOUNCER—look again at the above picture. Add an attention-commanding voice!
- MUSICIAN—master of piano, Hammond organ, clarinet, saxophone. Orchestral and vocal arranging. A big PLUS in radio production! A big PLUS for our clients!

SEE RADIO REPS!

Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

Another in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Station Studies

Question: "Why are some broadcast periods not covered by your surveys in certain alternating cities?"

Answer: "In the smaller cities, where there are limits to the number of telephone calls that can be made during the survey week, our contracts with the stations specify that only commercial programs are to be covered by the surveys. In these cities if the surveys skip from 9.30 a.m. to 10.45 a.m. (for example) it is because there are only sustaining or participating programs during this unreported interval.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Int'l. Aviation Bldg.
MONTREAL
University 1519

515 Broadview Ave.
TORONTO
GErrard 1144



**experience
counts**

**in AM
FM & TV
... it's
Marconi
for all three!**

The ingredients are blended to perfection — and you'll find nothing more potent! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

Operation Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates the first radio station in North America.

Consulting service Marconi can help you with engineering, plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

Licensing facilities Our experts will prepare submissions and, if necessary, appear before licensing authorities to help you when applying for radio frequency licenses.

Broadcast tubes Marconi RVC Radiotrons, Canada's finest radio tubes, are made for every type of transmitting equipment including TV. Remember, you get greater power, longer life and better tone from Marconi RVC Radiotrons.

Equipment Complete service — everything from microphone to antenna, designed, installed, adjusted and guaranteed... that's the experienced Marconi service.

Marconi-

*the greatest name
in radio and television*

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto • Montreal • Halifax • St. John's



AGENCIES

By Art Benson

F. H. HAYHURST

Toronto. — Brading Breweries Ltd. has scheduled a 15-minute six a week French-language news and sports review over CKCH, Hull, featuring newsman Henri Bergeron and sportscaster Jacques Musette.

Meccano Limited has a five-week series of transcribed spot announcements going to a wide list of stations coast to coast advertising Meccano outfits, Hornby Trains and Dinky Toys.

MacFeeter's Creamery has a series of transcribed spot announcements going to Toronto and Hamilton stations advertising Golden Bar Honey Butter and Baby Cheese.

♦ ♦ ♦

ERWIN WASEY

Toronto.—Philips Industries Ltd. has a spot announcement series going to nine Ontario stations until the end of the year advertising Philips and Rogers-Majestic Television sets.

♦ ♦ ♦

BAKER ADVERTISING

Toronto.—The Carnation Company has started the half hour once a week *Stars Over Hollywood* (from CBS) over the Dominion network plus CFRB, Toronto and CFCF, Montreal.

♦ ♦ ♦

McCONNELL EASTMAN

London. — National Dry Ltd. (Wishing Well Drinks) has started the half hour once a week transcribed *Hopalong Cassidy* (Caldwell) as a test campaign over CFPL, London, for a run of 52 weeks.

♦ ♦ ♦

GETS CAB FRANCHISE

Toronto.—The newly-formed advertising agency, Paul-Taylor-Phelan Ltd., has been accepted for membership by the Canadian Association of Broadcasters.

♦ ♦ ♦

JAMES LOVICK

Vancouver.—Canada Rice Mills Ltd. has scheduled the five-minute five a week transcribed *Dorothy Douglas* over 26 stations between Winnipeg and Vancouver advertising Delta Rice.

NOTES TO YOU!



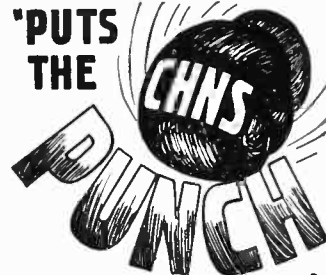
"FAR FAR AWAY"

- Records Available
- Jim Byrne
- Maple Leaf (Folk)
- Charlie Kunz
- London (Pop)
- Ozzie Williams
- London (Pop)

AND OTHERS

*Write us
for a free disc.*

FAVORITE MUSIC CO.
80 RIVERSIDE DR. TORONTO 3



into PUBLICITY!

WE REPEAT—for Punch and Purpose—use Radio Station CHNS like all other successful national advertisers.

CHNS puts Punch plus into every announcement... always with one purpose foremost, that of convincing the purchasing public of the necessity for and outstanding quality of your product.

If you want coverage in Halifax and in Nova Scotia you can find no better medium.

CHNS is supreme in coverage in the rich metropolitan area of Halifax, and has a better than 2 to 1 ascendancy over all other 5000 watt stations within a 75-mile radius of the city.

*See our Representative or
write us direct.*

Representatives
ALL-CANADA RADIO FACILITIES
Toronto — Montreal
WEED & COMPANY
New York, U.S.A.

CHNS

THE VOICE OF HALIFAX

Miss Beautiful Barrie Says—



A TOTAL OF 51 advertisers in smaller centres in Simcoe County use the advertising facilities of CKBB regularly. This covers eight communities in addition to Barrie where 103 merchants sell their goods through radio.
Everywhere you go there's radio—and in Simcoe County it's CKBB.

CKBB

Serving
Simcoe
County

Paul Mulvihill In Toronto
Radio Time Sales (Quebec) Ltd. In Montreal
Adam Young In The U.S.A.

ACHIEVEMENT AT BELLEVILLE

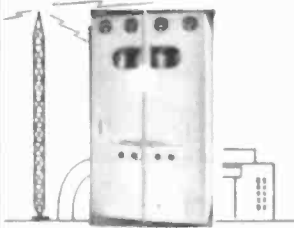


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



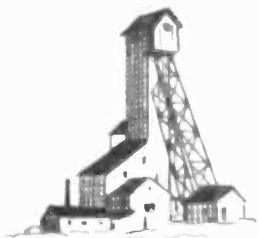
Motion picture Sound Systems for theatres in all sizes.



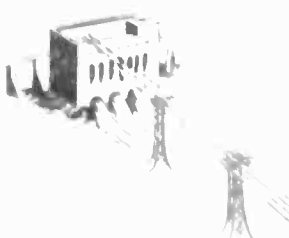
AM or FM Broadcasting Stations including Speech Input Equipment. A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN
Music's most glorious voice
For Church and Home



Mine Signalling Equipment. The finest in signal equipment in the world. Large and surface. Design of this equipment due to Canadian hard rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote tele-messaging. Specifically engineered for the Canadian Central Station industry.



Fire Alarm equipment and systems for buildings in municipalities.



All forms of manual and Traffic Actuated Traffic Equipment and Systems.



The latest Mobile Service Equipment including complete fixed station systems for Municipal, Provincial and Federal Police, bus, communication, hydro systems, air reports and prospectors.



Electronic Soundwriters. Duplicating machines of distinction for Canadian businessmen, executives, travellers, teachers, stock superintendents, investigators.

Expert Engineering and Installation Services at your disposal

Northern Electric COMPANY LIMITED

DISTRIBUTING HOUSES THROUGHOUT CANADA



Procter & Gamble,

big soap name,

uses B. C. Radio

extensively!

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





PROFESSIONAL AND SERVICE
Directory

RATES—6 Months (12 Issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 Issues) 20 words minimum—\$40.80
Additional words, add 8 1/2c per word, each issue.
Casual insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed each issue.
Agency commissions cannot be allowed on these advertisements.

ACTING

ROXANA BOND — WA. 1191. (L)

For warm, sympathetic voice type, call **IRIS COOPER** — WA. 5017. Also European dialects. Fully experienced. (L)

ANNOUNCING

JACK DAWSON—PR. 5711 or OX. 2607. (L)

JAFF FORD—At your service. CFRB—Princess 5711 or Zone 5-769. (S)

EDDIE LUTHER—OX. 4520 or CFRB: PR. 5711. (M)

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.75, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2.

EDUCATION

ACADEMY OF RADIO ARTS — Lorna Greene, Director. Our function: to supply the Radio Industry with competent, trained personnel. 447 Jarvis, Toronto. (U)

EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

ENGINEERING

MCCURDY RADIO INDUSTRIES LIMITED — Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service — 74 York St., Toronto—EM. 3-9701. (P)

TRANS - CANADA STEEPLE-JACKS—Painting and inspection of Transmitter Towers. Fast, dependable work. 530 King St. E. — WA. 0766 — Toronto. (L)

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RADIO ADVERTISING FOR RETAILERS—A monthly service for the Broadcaster, consisting of Commercial Continuity, Copy Starters, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. Free samples on request. Available exclusively thru All-Canada Radio Facilities Limited, Program Division, Toronto.

PRESS CLIPPING

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Cappes' resharpening sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each... \$2.50 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

RESTAURANTS

LITTLE BIT OF DENMARK TAVERN — When in Toronto, eat in old world atmosphere. Famous for Danish Smorgasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

SINGING

EVELYN GOULD—Coloratura, winner of Eddie Cantor's "Talent Search"—now available for Fall shows. KI. 7372. (X)

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present shows: "Bruce Webb Show," "Danforth Radio Folks"—GE. 8360. (U)

HELEN BRUCE—International lyric soprano, 15 years stage, concert, radio. Popular classics, opera, etc. Audition disc available—Zone 8449. (U)

WHATEVER THE SERVICE you have to offer Broadcaster readers, there is a category for it in our Professional and Service Directory.

SQUARE MILES OR POTENTIAL SALES?

Are you buying radio coverage in terms of square miles . . . or potential sales?

When you buy CKXL, Calgary, you concentrate your coverage in an area where the population and the sales dollars are concentrated.

That's why CKXL gives you more potential listeners per rate-dollar than any other Calgary radio station.

For complete coverage of the Calgary retail market your advertising dollar goes further and obtains more sales with

CKXL — CALGARY

1000 WATTS

1140 KCS.

Get the Facts from

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
MONTREAL: MEDICAL ARTS BUILDING — FI. 2439

GRASS ROOTS

Programming—

In sports, a Calgary team is a Southern Alberta team! Its fortunes are of interest throughout the CKXL market area. CKXL sponsors capitalize on this Grass Roots Programming opportunity!

For Example —

During the fall CKXL carries all Calgary Stampeder Football Games for Sweet Caporal Cigarettes! This winter CKXL is airing the entire 70-game Calgary Stampeder Hockey schedule for the Calgary Brewing & Malting Co.

In Addition —

These Five daily sportscasts do a selling job for their sponsors!

Daily Sportscasts

Sponsors

- 7.10 - 7.15 a.m. Power Electric & Equipment
- 7.55 - 8.00 a.m. Alberta Tire & Tractor Equip.
- 12.45 - 1.00 p.m. Detroit Auto Body Works
- 6.15 - 6.30 p.m. Calgary Brewing & Malting Co.
- 8.10 - 8.15 p.m. Household Finance Corp. of Canada



1000 WATTS

CALGARY

WANTED

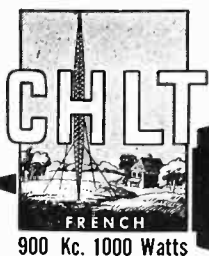
Bilingual announcer for Maritime station. Must be able to speak both languages without accent. Salary will depend on qualifications and experience.

We are willing to train candidate showing remarkable ability in handling both languages.

The right man can carve an interesting career for himself in one of New Brunswick's most progressive and liveliest towns.

Apply immediately and send audition record in both languages to:

STATION
CJEM
EDMUNDSTON — NEW BRUNSWICK



900 Kc. 1000 Watts

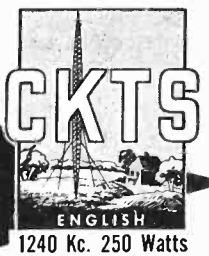
SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

Representatives

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



1240 Kc. 250 Watts

TALENT TRAIL

By Tom Briggs

A pleasant little bit of this and that is the new *George Murray Show*, currently heard transcribed over 16 stations five times a week (except for its two-a-week appearance on CFRB, Toronto) sponsored by Shirriff's Limited. In common with the sponsor, *The George Murray Show* also makes an agreeable sort of dessert, coming in the early evening after heavier courses of serial drama, kids' thrillers and ominous news. And, to carry the metaphor further, it may be justifiably described as light, sometimes sweet, often crusty and even fluffy.

Affable George is teamed up

with jovial Herb May in this show in dialogue duets which sound as if they are mostly impromptu. And this is where the two boys alternately get into the crust, the fluffs and the sweetness—all in the best of ad-lib tradition. The two jibe each other and laugh at and with each other, presenting something of a study in contrasts — Murray with his bubbly tenor voice coupled with May's bulldozing bass.

Of course there are other features to the show, but this banter is the most remarkable part of the format in its own right, especially since the same thing has been tried on many other shows and has come off so precise and poor. There is Murray's singing —another highlight, since he seems to know the type of song

he can really throw himself into (and it is a wide list). So he sticks with them. None can complain.

Supplying the instrumental background for this production are a guitar, Hammond organ and accordion, unobtrusively and respectively wielded by Stan Wilson, Lloyd Edwards and Dixie Dean. Once per stanza they are featured with a number of their own. This contributes to the entertainment as a pleasant interlude, without hogging, and that, I think, is a difficult and good thing to achieve.

Doing the selling job for the sponsor is, naturally enough, Herb May with some well-integrated commercials, products of the Cockfield Brown copy factory.

This program, many will agree no doubt, is a distinct improvement over the intricate American shows of similar type which try so hard to achieve the same feeling of informality that they fail. The only problem for the *George Murray Show*, now that it is friendly, sloppy and off-the-cuff, is to keep it that way.

Supposedly typical English music hall, with a slight Canadian flavor, has been brought to the Dominion network (8 p.m. Mondays) by the young English showman, recently arrived here, Gerald Peters. As a showpiece for variety talent, *Gerry Peters' Varieties* is excellent and as entertainment it is pretty good, but for Peters and his show the evolution has just started.

His first major effort on Canadian air, under the title *Memory Music Hall*, is a glorified disc-jockey affair, in which Peters combines transcribed favorite tunes and vocalists with his own jokes and repartee.

In his latest venture, with Howard Cable's orchestra and artists performing "live" like Joyce Solomon, Merrick Jarrett, Jean Cavell, Len Moss, Al Pearce and Patsy O'Day, Peters and producer Peter Francis have come up with a much smoother and more listenable program. From the first show, Peters brought with him his gags and professional emcee manner, and *Varieties* needs them. But a carry-over that should have been buried is the recorded applause, raised and lowered by a control-room operator whenever it is decided that a laugh and titter might have been forthcoming had the performance been before a full house. It just does not ring true and never will.

The basic idea of the program is good and the format is pleasant. The way in which the applause is created and used, however, serves to illustrate that the general approach has been off the beam. Rather than taking the well-established stage formula and effect of music hall variety and trying to duplicate it on radio, would it not be far more successful to consider first radio's peculiar assets and limitations? Then with music hall as a base, build a radio program, and not just remodel a stage production.

The remodelling of *Music Hall*, which became *Varieties*, as done by Peters and Francis, showed remarkable improvement. They should do very well when they build.



PROPHECY DEPT.

The first CBC-TV show will be the opening of the Toronto subway.

■ ■ ■

CLICHE

Television has to be seen to be believed.

■ ■ ■

TOO TRUE

It isn't a case of holding back TV. It's a question of holding back Canada.

■ ■ ■

TEMPUS FUGIT

1951 is going to be a big year, wasn't it?

■ ■ ■

QUESTION BOX

Are they trying to run the CBC for Canadians or Canadians for the CBC?

■ ■ ■

POWER OF THE PRESS

Then there's the announcer who quit radio because he fluffed over 500 times and never once made this column.

■ ■ ■

OCCUPATIONAL HAZARD

Commentator Kate Aitken is chuckling over a letter she received addressed to "Kate Aitken, Director of Women's Activities, Jarvis St., Toronto."

■ ■ ■

NEIGH! NEIGH!

If you think \$31,500,000 ain't hay, just watch the CBC wooden horse gobble it up.

■ ■ ■

PROVINCIAL JOKE

No one could be as bad as the Toronto Star paints Ontario Liberal Leader Walter Thomson.

■ ■ ■

ENVOI

Only 331 days since last Christmas.

SMALL MARITIME STATION

Has opening for man with successful sales experience and some executive ability to take over as commercial manager at good salary plus unlimited incentive pay.

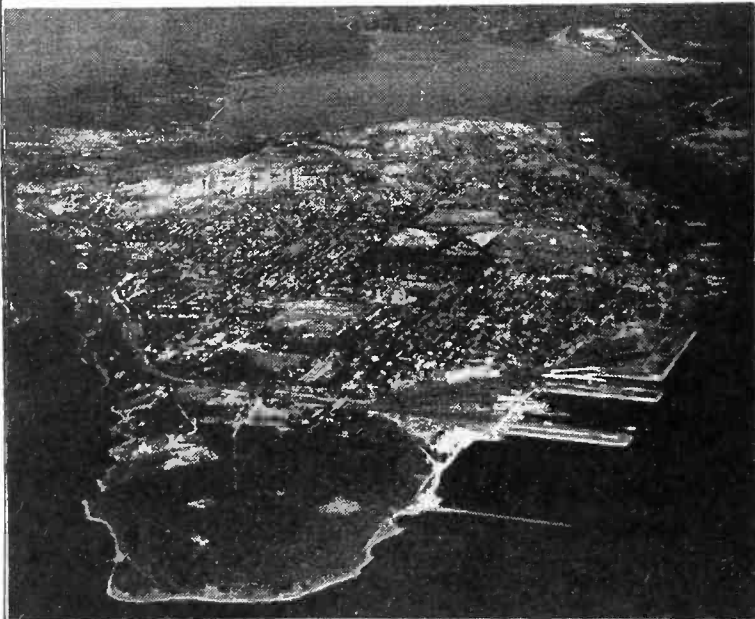
BOX A-106

CANADIAN BROADCASTER & TELESCREEN

163½ CHURCH ST.

TORONTO

cjch A PLANE'S EYE VIEW OF Rich HALIFAX



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

1950 Retail Sales Estimates	
Halifax County	\$124,405,000
Halifax City	94,568,000
Dartmouth City	12,024,000

REPS:
Paul Mulvihill in Toronto
Radio Time Sales in Montreal
Adam J. Young, Jr., in the U.S.

CANADIAN TELESCREEN

Vol. 4, No. 17.

TV and Screen Supplement

November 21st, 1951

NOW YOU SEE IT AND NOW YOU DON'T

TV Is One Year Away - Ouimet

Hamilton.—Canadian television is still a year away, J. A. Ouimet told the Engineering Institute of Canada's Hamilton branch here late last month. The CBC's co-ordinator of television said that the best guess he would attempt is that the CBC's Toronto TV station would be on the air on a regular basis in the fall of next year, although some experimental telecasting may be carried out before then. The CBC's Montreal station, as predicted earlier, will probably start regular operations about the same time.

(Ouimet (who likes to have the "t" in his name pronounced) blamed shortages of critical materials, especially steel, for the delay in the commencement of telecasting, pointing out that these CBC stations are rated as civilian and receive no material priority. It had been expected that Toronto television would arrive next spring, but Ouimet, in his clipped, humorous style, said there are always two reasons for a prediction going awry—either you guess wrong, or you guess right and conditions go wrong. Conditions, particularly material procurement, went wrong, he said, but failed to mention whether or not the former also applied.

The speaker reviewed the history of television from the time of its invention by Zworykin, working with RCA, up to the present time, and he touched on the disagreement between various countries on a standard line system, with United States using 525 lines, while England favors 405 lines and France experiments with 819 lines. The choice of a line system for Canada was simple, he said, for the only television association this country can have with the outside world for some time to come will be with the United States.

In touching on programming, Ouimet said that TV shows reflect the particular tastes and culture of the people served, but there was a growing reaction against current TV programming in the U.S. He quoted the criticisms of the *New York Herald Tribune's* John Crosby and *The Times's* Jack Gould, saying, however, that these rebukes were "too general and too severe." At the same time he said television programs "should try to avoid what critics find reprehensible."

There is still no approved plan for television in cities other than Toronto and Montreal, Ouimet reminded his audience; this was up to the government to decide. As far as Hamilton was concerned, reception from the Toronto station was expected to be "good," he figured.

A Buffalo - Toronto - Montreal micro-wave relay link has been ordered from the Bell Telephone Company which, besides providing programs from this American city, will allow a bi-directional flow of English program traffic between the two CBC stations, he said. The Toronto studios, he added, "are large enough to produce four hours of balanced programming daily."

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

TV Dates Indefinite - Dunton

Ottawa.—The second phase of the CBC's television plan will likely be to bring this medium to Ottawa, Windsor and Quebec City, CBC Chairman A. Davidson Dunton told the Parliamentary Committee on Radio in its first session here last Thursday. This, he expected, might get under way following the opening of TV stations in Toronto and Montreal.

But Dunton explained that the whole question of the development of television will depend on the directives the Corporation receives from Parliament.

Arrangements for a micro-wave relay system are being made which will link Montreal and Toronto to American network outlets in Buffalo, he said. The Toronto-Montreal link will pass through Ottawa, but he warned that expansion to include a transmitter in the Capital will also depend largely on the defense production program.

Later, stations for Winnipeg and Vancouver may be considered, he said, but for a long time they would not be part of the network. Programs for these stations would

come from Toronto and Montreal on film.

Dunton said that some commercial programs would be carried by CBC-TV stations because the revenue would be needed.

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

Build last-minute Xmas Billings with **CHRISTMAS SINGING COMMERCIALS**



8 one-minute open-centre Jingles for ...

Jewellery
Furniture
Appliances
Men's Wear

Ladies' Wear
Beauty Products
Dept. Stores
Toyland

50% off season price if you lease package of 8

Call **RATE**



Waverley 1191

FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service at
Radio Artists Telephone Exchange

ALSO **KING'S MEN CHRISTMAS JINGLES**
26 1-min. open-end

WIRE - PHONE - WRITE
FOR CHRISTMAS JINGLES and SPECIAL PACKAGE SHOWS



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

Serving over . . .

45,000 French-Canadians. Dialed by the entire population of the Oil Province for the best musical programs.

CHFA
EDMONTON

680 KC. 5000 WATTS

"La voix française de l'Alberta"

— SEE OMER RENAUD & CO. —

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
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980
on your dial

SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

CODE FOR US-TV

Chicago. — A majority of the television members of the National Association of Radio & Television Broadcasters made what is considered to be one of the greatest contributions to the development of TV programming here late last month, when they placed their approval on a lengthy ethical code designed to direct the TV broadcasters' self-disciplinary efforts.

Final adoption of the code rests with the NARTB television board of directors. Voting is expected at a December 3 meeting, but approval seems almost assured.

Sixty-one of the nation's 107 TV broadcasters certified the new code, which is the result of several months' work by a 12-man committee under the chairmanship of TV broadcaster and former network chief, Robert D. Swezey.

The code begins: "The television broadcaster should be thoroughly conversant with the educational and cultural needs and desires of the community served; should affirmatively seek out the responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers; should provide for

reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education."

The code says that liquor advertising should not be accepted and that of beer and wine "is acceptable only when presented in the best of good taste and discretion." It calls for the complete investigation of educational institutions and employment enterprises where claims in their proposed advertising are questionable, and terms "not acceptable" the advertising of fortune-telling, occultism, spiritualism and others, as well as tip sheets, race track publications and other things which promote betting and lotteries.

Also banned is material which "offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effect." The use of such words as "safe," "without risk" and "harmless" in medical products' copy is barred by the code.

A list of time standards for commercials as a guide to "good telecast advertising practice" is included in the code. It recommends no more than one minute of commercial be used in a five-minute newscast and calls for an advertising maximum of 10 per cent in programs over 15 minutes in length.

In addition, the code disapproves of the use on TV of a long list of slang and profane expressions, and condemns attacks on religion and religious faiths, as well as "any telecasting designed to 'buy' the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program."

The code also recognizes television's responsibility toward children "in affording opportunities for cultural growth as well as for wholesome entertainment."

To put life into the code the television program standards committee recommended to the TV directors that a Television Code Review Board should be established, consisting of six members. Its purpose would be to put the code into operation and "to take such immediate steps as are necessary to provide for subscription thereto."

CHUB

NANAIMO, B.C.

"The Big Island Station"
serving B.C.'s largest
market outside the 3
metropolitan cities...

Now

1000 watts

1570 kcs.

National Broadcast Sales

Toronto, Montreal

JOHN N. HUNT AND ASSOC.,
Vancouver

DONALD COOKE, INC.
New York

ANNOUNCER WANTED

Here is a good opportunity for an English
language announcer. Full particulars and disc to:

CJNT
QUEBEC CITY

Facts speak for themselves
RATING FACTS*
that is!



FACT #1*

BOSTON BLACKIE	•	Rating	% of
Canada Starch Ltd.	•		listeners
Radio Station CKRC	•		
Winnipeg	•	Station A-5.4	13.6%
Rating 14.5—	•	Station B-8.4	21.2%
% of listeners 36.8	•	Station C-7.0	16.9%

FACT #5*

RED SKELTON SHOW	•	Rating	% of
Bulova Watch Co. Ltd.	•		listeners
Radio Station CFRB	•		
Toronto	•	Station A-3.7	8.9%
Rating 11.5—	•	Station B-1.8	4.3%
% of listeners 26.9	•	Station C-5.5	13.3%

FACT #2*

THE LONE RANGER	•	Rating	% of
Robin Hood Flour Mills	•		listeners
Radio Station CFAC	•		
Calgary	•	Station A-5.4	22.6%
Rating 14.7—	•	Station B-5.3	21.1%
% of listeners 55.4	•		

FACT #6*

GUY LOMBARDO SHOW	•	Rating	% of
Frigidaire of Canada	•		listeners
Radio Station CHNS	•		
Halifax	•	Station A-8.9	19.6%
Rating 26.4—	•	Station B-7.7	16.8%
% of listeners 58.1	•		

FACT #3*

BOLD VENTURE	•	Rating	% of
Imperial Tobacco Ltd.	•		listeners
Radio Station CHSJ	•		
Saint John	•	Station A-20.6	46.4%
Rating 23.9—	•		
% of listeners 53.6	•		

FACT #7*

CISCO KID	•	Rating	% of
Wm. Wrigley Jr. Ltd.	•		listeners
Radio Station CJCA	•		
Edmonton	•	Station A-9.5	23.5%
Rating 22.5—	•		
% of listeners 55.9	•		

FACT #4*

SECOND SPRING	•	Rating	% of
Sterling Drug	•		listeners
Radio Station CFPL	•		
London	•	Station A-5.3	25.2%
Rating 9.1—	•		
% of audience 41.9	•		

FACT #8*

THE SMILEY BURNETTE SHOW	•	Rating	% of
Imperial Tobacco	•		listeners
Radio Station CKSO	•		
Sudbury	•	Station A-13.5	33.1%
Rating 25.8—	•		
% of listeners 68.7	•		

* This impressive array of rating facts was taken at random on our nationally sponsored programs. It could go on and on! The fact is that All-Canada shows compete with the best and outrate the rest!
Years of experience in distributing and servicing packaged programs assure you of trouble-free programming.
 Programs that will do the job for you are available now for national or regional sale. Contact your All-Canada Man for details.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL



***Here's the economical way
to reach Canada's No. 1
automotive market!***

AUTOMOTIVE equipment sales alone, within CFRB's listening area, represent 30 per cent of the national total . . . or \$487,008,000* every year! That's a mighty rich market!

And you will find you can penetrate this market—where one quarter* of Canada's population live, shop and buy—more economically and more effectively through CFRB . . . because in this area more people listen regularly to CFRB than to any other single independent station!

Yes . . . whether you're selling motor cars or mincemeat . . . radios or razor blades . . . CFRB is your top advertising salesman in this top Canadian market!

(* Source: Canadian Retail Sales Index 1951-52.)

**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