

Canadian

BROADCASTER & TELESREEN

TWICE
A
MONTH



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

Vol. 12, No. 23

TORONTO

December 2nd, 1953



*On with
the Show*



In extending sincere Greetings for Christmas and the New Year, the 120 member stations of the Canadian Association of Broadcasters pledge to continue their policy of serving the people of Canada with the entertainment and information most of them want to hear most.



CAB Member Stations

CAB Member Stations

ATLANTIC (17)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW 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
- CKEL Matane
- CHLP Montreal
- CKAC Montreal
- CHNC New Carlisle
- CHRC Quebec
- CKCV Quebec
- CJBR Rimouski
- CHRL Roberval
- CKRN Rouyn
- CKSM Shawinigan Falls
- CJSO Sorel
- CHGB St. Anne de la Pocatiere
- CHNO Sudbury
- CKLD Thetford Mines
- CFCL Timmins
- CKVD Val D'Or
- CFDA Victoriaville
- CKVM Ville Marie

CENTRAL CANADA (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

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

SHORT WAVES

QUEEN'S BROADCAST

London, England.—This year, the Queen's Christmas Day broadcast to the Commonwealth will originate in Australia and New Zealand, according to a BBC press release. Her Majesty will broadcast her message from New Zealand and the program will be produced in Sydney, Australia.

JANUARY 10 FOR CHED

Edmonton. — Don McKay, manager of Edmonton's CHED, hopes that the new station will hit the air January 10. Horace N. Stovin & Co. will rep the station in Canada. The only key staff appointment announced to date is Jerry Forbes who is to be production manager.

BRAMPTON NEARS START

Brampton, Ont. — A strictly local operation with news and music, running the same programs seven days a week will be featured on CFJB, Brampton, Ont., which it is expected will be rolling in mid-December, with 250 watts on 1090 kcs. A former radio man with experience in most fields at WHLS, Port Huron; CJAD, Montreal; and CKEY, Toronto, Fenwick Job, who recently purchased the weekly newspaper, the *Peel Gazette*, will manage the station. It will be represented nationally by Radio & Television Sales Inc. Deryk Upton has been named commercial

manager and Ross Millard, program director. Two of the announcers will be Paul Delaney and Stan Larke.

CHRISTMAS DISC PREMIUMS

Toronto. — Swift Canadian Co., through their agency, the J. Walter Thompson Co. Ltd., are promoting a deal where listeners can obtain two Christmas phonograph records for one dollar and a Jewel Shortening carton. Besides the *Breakfast Club*, this deal, which expires December 15, is being promoted with street car cards and in the newspapers.

FOURTH YEAR FOR COURSE

Vancouver. — The CKWX radio course originated by Reo Thompson and staged by this Vancouver station and members of the University of B. C. Radio Society, has 35 students enrolled for the current year, its fourth. To make sure only the right people survive, any student failing to get 60% in Christmas exams at the end of eight weeks, is let out as unlikely to make a radio man. Fifteen graduates of earlier courses are now in full time radio jobs across the country, according to John Ansell who directs the course.

MILLION A MONTH

Sudbury. — Government economists are looking to this city as a yardstick on which may be measured the likely sale of TV sets

where private stations are established. Less than a month after the opening of CKSO-TV, local merchants have sold about 2,000 sets, valued at about one million dollars, and, incidentally, netting the CBC \$150,000 on their 15% basis. TV equipment and receiver set sales in these areas, may start Canada off to a new round in its postwar boom, federal economists say.

TWO SHOWS FOR WESTON'S

Toronto. — *The Queen's Men*, authentic half-hour stories of the RCMP, start the first of the year over forty stations from coast to coast, for George Weston Ltd. and Weston Bakeries Ltd. Canadian performers to be featured include Bernard Cowan, Alan King and

Earle Grey. The same sponsor will also start at the same time with a fifteen-minute *Time out with Weston's*, featuring Bill Deegan with Buddy Payne at the organ. In each case release is through Vickers & Benson Ltd., Toronto.

SPRING MEET FOR ACA

Toronto. — The Association of Canadian Advertisers will meet at the Royal York Hotel here for its annual convention May 4-7, 1954.

NET SWITCH

Buffalo, N.Y.—Station WBEN-TV Buffalo, is about to change its network affiliation from NBC to Columbia. The AM station will presumably continue as an NBC affiliate.

BIG RADIO NEWS! In NEWFOUNDLAND!

PROCTER AND GAMBLE
have switched ALL their Radio Shows
from the 4 station Newfoundland network
to CJON . . .

including:

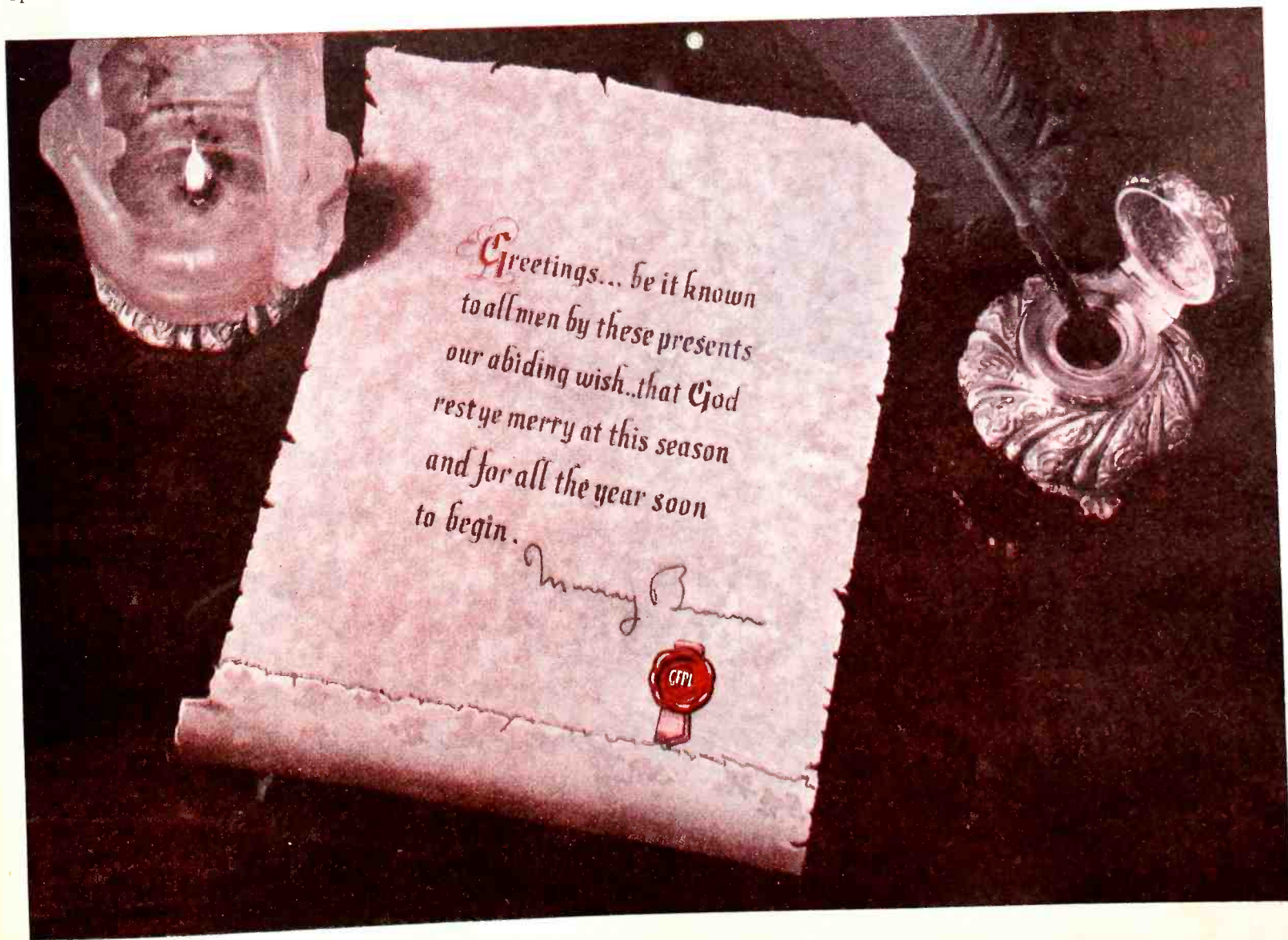
"Road of Life" - "Perry Mason"
"Young Dr. Malone"

CJON



5000 WATTS

HIGHEST RATINGS — MORNING - NOON AND NIGHT



Greetings... be it known
to all men by these presents
our abiding wish..that God
rest ye merry at this season
and for all the year soon
to begin.

Murray Brown



have a jolly Christmas



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

May they—and theirs—keep Christmas well, and find the New Year kindly.



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

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TORONTO

WINNIPEG

VANCOUVER

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

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Son Writes Father At Christmas

Dear Dad:

It's Christmas. I guess you know that all right. You've been coming home with parcels you've been sneaking down into the basement for weeks now. I guess it must cost like anything to be a Dad at Christmas. You told me how this year you're going to get Mom the electric dishwasher she's been looking at in the window down at Bentley's. That must have cost you a heck of a lot. But you always come through.

Three years ago, I'd been hoping for a bike. I guess the reason I wanted it most was because Guy Stokes got one, over in the next block. And I heard Pete Granby from next door was getting one. I sure wanted one bad, Dad. And you got it for me. And I wasn't even hoping, not really. Well, maybe I was hoping a bit. But I wasn't expecting. And you got it into the house and up to my room without my ever knowing about it.

I guess that was the best Christmas morning of my life, when I woke up and found that bike in my room, at the bottom of the bed, leaning against the chair, so's I could see it as soon as I opened my eyes.

After breakfast you were going to show me how those English gears worked. None of the other kids had English gears on their bikes, and that made mine so much better. We went out in the yard so's you could show me. And then the phone rang. Remember. It was an old school friend of your's who had been hurt in an accident. You had to go and see him in the hospital. And when you found how bad he was, you felt you should stay at the hospital so's you'd be right there if he needed anything.

Oh you were right, Dad. You couldn't leave him there all by himself, when he'd been hurt in that accident. But it sure is tough on a guy when his Dad can't stick around Christmas.

Then there was my birthday. Not the last one, but the one before that. Remember? It was the time you gave me the baseball bat and mitt. You should have seen the way the other kids in the block looked when I took it out to practice on the vacant lot on Walnut. Pete said it looked just like the one the Babe used the time his Dad took him to the World Series. And the mitt. I don't believe there was ever a mitt like that in the whole world.

Do you know what happened that night? Pete's Dad came out and pitched us a few. He's a great old guy. 'Bout thirty-five I guess. But d'you know, he used to play ball for the old Wildcats at Central High



Photo by Rose & Colwell Ltd.

we were younger then — both of us. But do you remember our Sunday walks, along by The Bluffs, and down to the Lake, and you taught me to throw Ducks and Drakes, so that the stones would hop along the top of the water? Boy, those were swell times. Oh I know, you're older now, and so am I, and we're busier. You bring work to do home from the office and I have more homework or I won't pass my entrance. And anyhow, throwing stones in the lake is kid stuff and I'm not a kid any more, am I Dad? There are more serious things for men to do than playing silly games, aren't there? It sure is swell remembering when we used to though.

D'you remember how we used to plan going camping together, just you and me, Dad? Every winter we used to plan what we would do when it was summer again. You used to bring home travel folders and maps. And you got that scout book about camping. And you used to tell me how to light a fire if you didn't have a lighter or matches or anything — with a stick and a bow. We could never make it work though, could we?

We used to have swell fun all winter talking and planning, and I guess that was the best part, because something always happened so that we couldn't get out when the summer came. I guess you meant to all right, but it was always that darn old office or something, wasn't it, Dad?

But about this year's Christmas present? I'm sure as shooting it's that lumpy one in the green paper. It may be a frogman's suit, like I wanted all last summer — or some skates maybe and a hockey stick. But I'm going to tell you something, Dad. I know I shouldn't say it, but you'll never see this letter so it won't matter. I'm going to burn it and watch the ashes go up the chimney, just like I did when I wrote to Santa when I was a kid. But what I want to say, Dad, is that I don't care what you give me for Christmas. I hope one thing. That's all I hope. Just one thing, I hope that whatever you do give me, and I hope it's not too dear, because you have to work so hard at the office to raise a family, I hope that whatever it is you do give me, it will be something it takes two to do, like checkers, or a bicycle built for two, or anything, so long as it takes two. Then we can do it together, you and me, just like we used to when you took me out to The Bluffs and down to the lake, and showed me how to throw ducks and drakes . . . just the two of us, man to man.

Your loving son,
Michael,

Bests!

from the Boys at the Broadcaster

- DAVE SPERRY
- PAUL LYNCH
- DICK LEWIS
- GREY HARKLEY
- TOM BRIGGS
- TOM BALLANTYNE

when he was a kid. Between you and me, Dad, he wasn't so hot, though. I wish you'd been out there with us. I'll bet you'd have homered his pitches. But I can't expect you to spend your time playing ball with a bunch of punk kids on a back lot when you've got to make enough money to raise a family like us. It wouldn't be possible, would it, Dad? It would have been swell though if you could get out and play — just once in awhile. I'll bet you'd be the best doggone player in town. But I know how it is. You can't do everything, can you, Dad, and I sure

did like my swell bat and mitt.

You know, Dad, it's funny, but I guess I'm getting older or something. I was just down in the basement looking over your parcels, and feeling 'em too. I don't know what's in that big lumpy one in the green paper.

But I'm pretty darn sure it's for me. I know it'll be something I want that you'll have got me. But that isn't what I've been thinking about. I've been worrying, Dad, and d'you know what I've been worrying about? You.

Oh I guess it was years ago, and

Along Sunwapta Way —



Greetings from
CFRN EDMONTON

Showcase

TAKING THE FAIR TO THE FARMERS



Rose & Colwell Ltd.

THE THREE WESTERN FARM DIRECTORS, who came east for the Royal Winter Fair, are seen with 4H Club Member Murray Gaunt of Lucknow, Ont., whose shorthorn steer, the son of Kaymor Outrider, won the Queen's Guineas. From left to right, they are Murray Gaunt, and then the three farm directors, Norm Griffin, CKWX, Vancouver; Don Clayton, CJCA, Edmonton; and Omar Broughton, CJOC, Lethbridge.

Three radio farm directors from Western Canada travelled a total of nearly ten thousand miles to Toronto and back, to cover the Royal Winter Fair and send back recorded interviews with winners and other interesting people for the listeners back home. These were Omar Broughton, who has been covering the Fair for four years for his station, CJOC, Lethbridge; Don Clayton, from CJCA, Edmonton, was able to report on the large number of prize winning entries from people in and around his home city; and Norm Griffin, an agricultural graduate of the University of Alberta, just like the other two, but who has left his native province and now heads up the farm department at CKWX, Vancouver.

happening than they can hear in a newscast or read in a paper, and we're here to feed it to them."

The way it works out is like this.

They arrived with the weekend between themselves and the opening. This gave them a chance to get the feel of the place, recording some background material and so forth.

At a pre-Fair reception, Don latched onto Lawrence Rye from Namao, just north of Eglington, Alta. Rye is a farmer himself, but he didn't come to Toronto as an exhibitor. He was nurse-maid to eighteen box cars of livestock, sent to the show by various cattlemen. They got him to tell the people back home how the cattle fared on the long railroad journey. Rye gave them the inside track on just what you do with heaven knows how many head of train-sick cattle — and because he made this tape during the reception, he did it to a background of soft chamber music.

The purpose of this major excursion is not so much to get the news of the Fair, because this is flashed to stations across the country by news wire, so that it can be broadcast while it is still happening almost. What this trio was after was taped versions of the stories behind the news, the personality and character of the winners, and the sound of the whole affair, which radio and only radio can convey. As Broughton put it, "our farmers and ranchers back home want to know more about what's

Norm Griffin button-holed Bill Savage, a breeder of Ayrshire and Jersey cattle from Ladner, B.C. The purpose behind this rancher's trip seemed to be to make up his mind where he was going to replenish the Ayrshire breed for British Columbia cattle men. After the Fair he proposed flying over to Scotland to look

**TIME OUT
FOR A WORD**

from

SANTA

"Happy Christmas"

Jack Dennett



KITCHENER-WATERLOO

**Continuously
Keeps
Customers
Radio-Active**



CKCR



CKCR

FOR FACTS ASK OMER RENAUD
Toronto • Montreal

at them on their native heaths. Then he would make the decision.

Don talked to Dick Secord of Winterburn, Alta.; helped him wash his cattle, in specially constructed showers. The rub was they had to do it at 3 a.m., because the water is warmest then, while no one is drawing on it.

Meanwhile word had gone out to lasso Omar Broughton, the Lethbridge representative and bring him into our corral for an interview. But Omar was much too busy looking for subjects of his own to submit to becoming one himself. When we did find him, he turned out to be the same quiet spoken dedicated guy he was when we talked to him on his first visit, four years ago.

Farm directors it seems, unlike other broadcasters, spend most of their time out of the studios. They do their shows of course, but most of their time is spent driving out into the country to find farmers for special interviews on special timely subjects. Usually they ring in his wife and family too, because farming, like no other business in the world, is strictly a family affair. They got to the fairs, attend meetings, speak publicly at banquets and other functions. One farming group comes in for more than average attention and that is the 4H (Junior Farmers') Clubs.

It is the result of all this activity that goes into the programs.

Don Clayton begins his day on the air at six in the morning. This program lasts till seven o'clock, with talks on machinery, interviews, market reports, music and just about everything in the book. Norm, whose routine is roughly the same, mentioned a live group that sings and plays on his show, and is available for social functions too. These are the *Rhythm Pals* who live on the program with their popular numbers, a hymn every day, and a certain limited amount of western music. Norm stressed that it was not what might be called a "hick program", and the others nodded their agreement with Norm.

"The sales department estimates an audience of 400,000 on the noon show", Clayton said. In Edmonton, he explained, the rural and urban audiences are about fifty-fifty and the mail comes in the same ratio. Norm explained how, in Vancouver where the urban audience definitely predominates, 40% of the letters bear the city post mark. "City people seem tremendously interested," he said, and mentioned a Vancouver baker of his acquaintance with whom the *Farm Program* was a daily must on the mantel receiver he kept in the bake shop.

Commercially speaking, the western farm programs attract a wide variety of sponsors, who have found how interested people are in information on agricultural pursuits which

vary from filbert and herb growing, to geese and holly, to grain, dairy and cattle farming. To be specific, Don listed some of his sponsors. He mentioned Canada Packers, Cockshutt Implement Company, Waterloo Machinery, W. K. Buckley Ltd., Bayers Aspirin, Rizlone and innumerable local concerns, such as car dealers, auctioneers, feeds, lumber and so forth.

Asked for a formula for successful farm broadcasting, they all three agreed that the main purpose should be to provoke constructive thought, to invite problems and find their solutions. They play their parts in the shaping of opinion in an indirect way — by interviewing people with strong views on both sides of contentious subjects.

How do they know when they succeed? By the warmth of their welcome from farmers and their whole families, whom they have never met, but who know their voices and appreciate their friendly usefulness.

DID YOU KNOW THAT HALIFAX

is in the midst of a record Christmas spending spree.

To our many sponsors and all our friends in the friendly radio business, we at CHNS send, with all sincerity our best wishes for a

Merry Christmas

AND A

Happy New Year

CHNS THE VOICE
AND CHOICE OF HALIFAX

STAFF ANNOUNCER WANTED

CFNB has immediate opening for experienced staff announcer, good pay, completely modern facilities, full benefits.

Send audition tape or disc to:

The Manager,
Radio Station CFNB,
FREDERICTON, N.B.

QUEBEC NO 2 MARKET

MINER

MANUFACTURER

FISHERMAN

FARMER

This portion of French-Speaking Quebec, with its tremendous developments of natural resources, power and industry is Canada's fastest-growing market.

Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

To reach this profitable market, Radio is not only the most resultful and economical medium you can buy, but, in many areas, it is the **ONLY** one to deliver adequate coverage.

THIS MONTH'S SPOTLIGHT STATION

CHRC
QUEBEC CITY

As one of many examples of the way in which Quebec Province, and Quebec City are forging ahead, consider the Sales in Thrift Stores Ltd.; which have 14 branches in Quebec Market No. 2, and 5 in the City of Quebec. At the end of their fiscal year, March, 1953, they showed an all-time high of 31% greater than the previous 12 month period, as compared with a 12% gain of all retail food stores in Canada. Quebec Market No. 2 repays your careful attention, and in any campaign, CHRC Quebec City, is a **MUST**.

QUEBEC NO 2 MARKET

CHRC	QUEBEC	5000 WATTS	CKRS	JONQUIERE-KENOGAMI	250 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKBL	MATANE	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS	CKVM	VILLE-MARIE	1000 WATTS
CFGT	ST. JOSEPH d'ALMA	1000 WATTS	CKNB	CAMPBELLTON (English)	1000 WATTS
			CKLD	THETFORD MINES	250 WATTS

For information on these Leading Regional Stations Write, wire or telephone any of our three offices.

JOS. A. HARDY & CO. LTD.

Radio Station Representatives

1489 MOUNTAIN ST. 39 ST. JOHN ST. 67 YONGE ST.
MONTREAL QUEBEC TORONTO
PL. 1101 2-8178 EM. 3-6009

Television

DOOR MUST BE OPEN FOR ANNUAL PARLEYS

Ottawa — On November 23, following a meeting here, private broadcasters and the CBC announced the terms of an agreement defining their respective fields of action in obtaining television programs from outside Canada. The agreement between the publicly-owned Corporation and the 14 privately-owned television stations provided that. (1) "All programs which were being carried currently by an outside network or broadcasting organization would be dealt with by the CBC for the Canadian television network,

and handled in Canada under network arrangements. The CBC would handle promptly requests which might arise for distributing such programs to only some stations of the network, when other stations, including its own, were not available, unless there were special circumstances for not doing so, in which case the CBC would consult the affiliates concerned.

(2) "The CBC would not accept for general network distribution to affiliates commercial filmed programs from outside Canada not covered

by the above, unless there were special circumstances for doing so, in which case the CBC would consult the affiliates concerned and distribute the program only if a majority agreed.

(3) "This policy would be reviewed with the private affiliates at some future date in the light of experience gained through its application."

The reaction of the telecasters to the results of the meeting were favorable with some reservations. As one operator, who had feared that CBC control of outside programs and inability to carry them itself would react against the independents, said: "We're back in business." Others, who possibly examined the

phraseology of the statement a little more closely, drew attention to the phrase "unless there were special circumstances" in both the first and second paragraphs, and pointed out that they were left "sitting on a tack." The optimists from among them pointed to the fact that the willingness expressed in paragraph (3) to review the situation "at some future date" indicated a desire to make the deal a fair one, while those who were less inclined to see it that way pointed out that "at some future date" could mean any time or never, and that through the years, the CBC has increased its controls on the radio part of broadcasting by means of tactics which were by no means dissimilar.

There seems to be a general agreement among the private operators that this first move did not establish any permanent policy, and that full advantage should be taken by them of the fact that the CBC has left the door open for further parleys from time to time.

Not included in the statement was the fact that in the meeting, which was held privately, the CBC expressed its willingness to cooperate with private operators in establishing network rates which would make it impossible for advertisers to buy time on the private stations from the CBC more cheaply than they could buy it from the stations themselves, on a selective basis.

Ken Soble, of CHCH-TV, Hamilton had a suggestion to make to the CBC officials at the meeting to the effect that their (CBC) sustaining programs would be a lot more welcome to the private stations if they were designed in lengths — say 28 minutes — that would permit insertion of a commercial between shows, similar to the chain breaks used by the radio networks.

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

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

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



New Brunswick's
Most Listened-To
Station



REGINA 980

THRILLING OPENING FOR CFPL-TV

by Tom Briggs

London — Billed as "Canada's most powerful television station," CFPL-TV started airing programs here last Saturday night with a smooth, simple ceremony and previews of programs and personalities which will make up the station's five-and-a-half-hour daily schedule. But at ten o'clock the orderliness was broken when a large blaze which had broken out in the local Dutch Laundry sent both radio and television news crews scurrying in a mad scramble to scoop each other. Films of the fire were telecast before midnight. They made an impressive premier.

The station was officially put on the air when the 117 kilowatt RCA transmitter, high on this city's outskirts, was relieved of the standard test pattern it had been beaming for weeks, the telecine room rolled a filmed version of "The Queen" and the live cameras in the adjoining main studio picked up *London Free Press* president Walter Blackburn and Middlesex West MP Robert McCubbin as they slit the ceremonial ribbon.

Rushed to partial completion to meet the inaugural date, the three-quarter-million-dollar (or more) TV plant sent premier images of itself and its 150-odd guests out over the estimated 60-mile radius area, bringing reliable signals for the first time to about 19,000 receivers. It is Canada's second privately-owned TV station to hit the air, a month behind CKSO-TV, Sudbury.

Emcee for the evening was Bob Reinhart, operations manager of the new station, who will also compile and voice some of the CFPL-TV feature newsreel coverage. Formerly program director of CFPL Radio, Reinhart introduced to the new viewers the "executive genius" behind this Western Ontario outlet: Walter Blackburn, president of the Free Press Printing Company Limited, who has added a third mass communication medium to his business family, which before included London's only daily newspaper and radio station; Murray Brown, manager of this company's electronics division (radio and TV); and Arthur R. Ford, company vice-president and veteran editor-in-chief of the newspaper. Half a dozen mayors and Reeves from surrounding towns took part via film, as did the CBC's board chairman, A. Davidson Dunton.

The man in charge of the complex electronics of the station is Glen Robitaille, who master minded the entire installation of \$450,000 in equipment supplied by RCA, West-



Photo by Schenck, London Free Press.

CFPL-TV WAS SHOOTING WITH BULLETS when the Western Ontario private station started operations with a short and sharp ceremony Saturday, November 28. Here are the key characters in front of the camera, left to right: president Walter Blackburn, publisher of the *London Free Press*; Glen Robitaille, chief engineer; Murray Brown, manager of the electronics division (AM and TV) of the company; Bob Reinhart, operations manager; at the camera, cameraman Tom Ashwell.

inghouse, Canadian General Electric and DuMont. He built the station's FM audio transmitter himself. The station has two live studio cameras, and twin motion picture projectors.

Complete operations of CFPL-TV are housed in a new two-storey building at the 500-foot transmitter tower site on Winery Hill just beyond the southern outskirts of London.

With the exception of projectionist Hank Lane, who came from the National Film Board, all present CFPL-TV staffers have been brought in from either the AM station or the newspaper, and a few of them are still combining work in both broadcast media. Two producer-directors are part of the permanent staff. They are Jim Plant and Kevin Knight. Chief cameraman Dale Duffield has two other ex-radio men working with him on the station's "eyes" — cameraman Tom Ashwell and Tom Trowell.

The man in charge of co-ordinating all the details that go into the various shows is expeditor Tom Bird, who is also a staff TV announcer. He has spent the last six months doing the CFPL Radio Show *Let's Talk Television* aimed at making viewers out of listeners. In a parallel job is Doris Kantrovic, charged with looking after continuity and traffic. They both try to see that the shows, spots and flash announcements that local sales representative Bob Elsdon sells get on the air, often with an assist from artist Dick Hartly, a vital link in the commercial

department. Dorothea Belcher has changed from radio to television publicity.

Although just nicely on the air, future plans are the concern of both Brown and Reinhart now. They both feel certain that the daily program schedule of five and a half hours will be boosted to about eight hours in about six months. And they figure this will take a staff twice as large as the twenty it now takes.

Tell Us Another

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

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

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

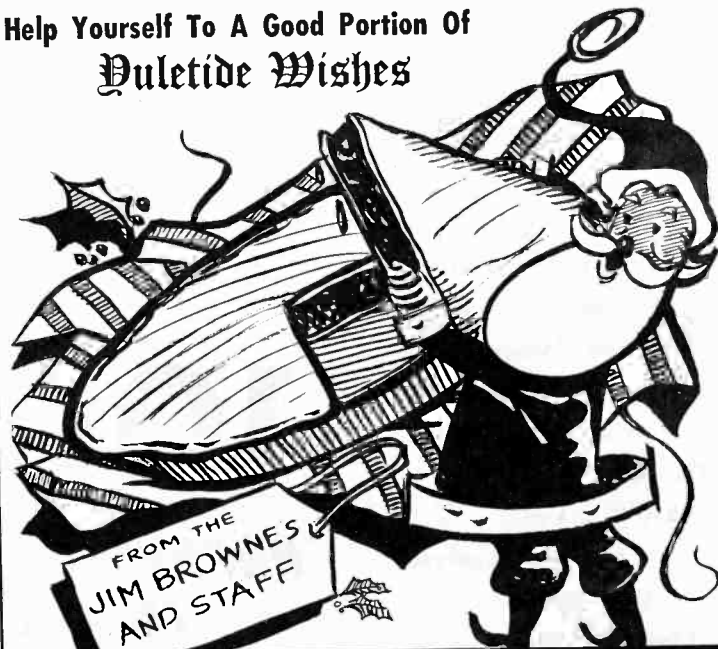
Interested in our 24,000 radio homes? Don't suppose so, but just in case, Stovin and the boys have a line for you which is fairly convincing.

CFOR

ORILLIA, ONT.

1000 Watts - Dominion Supp.

Help Yourself To A Good Portion Of
Yuletide Wishes



CKOV

630 Kc. Okanagan Valley

COMBINATION DISC JOCKEY AND SPORTS ANNOUNCER WANTED FOR LARGE METROPOLITAN MARKET

Great opportunity for young man on the way up. Must have full knowledge of and be interested in national and local sports. Play by play experience helpful but not essential. Must be able to combine knowledge with bright lively morning show. Tape audition helpful. All replies confidential.

BOX A-180

C B & T, 163 1/2 Church Street, Toronto

Television

Women's Work Is Never Done

By Hugh Garner

Reprinted from "Saturday Night"

A couple of weeks ago I took a day off and lounged around our house collecting information about daytime television. I must report that in this no-man's-land of video everything is beautiful and only durance is vile. The one thing I did find out was why my shirts don't get ironed: my wife is too busy copying down

Marion Robert's recipes, crying her heart out over Susan Douglas in "Guiding Light," and dreaming up ways to beat me out of enough loot to buy things that an announcer called John Corbett advertises on "Johnnie's Show," from Buffalo, N.Y., at 1.45 p.m. Daytime TV is the best thing invented to keep the housewife happy since the wooden baby cradle passed away.

All kidding aside, it's pretty good stuff, and I wonder now why I didn't buy a set earlier, so that the lady who burns the Yorkshire pudding in our place would have had something to

think of other than what bar I was going to frequent between 5.00 and 10.00 p.m. Take Arthur Godfrey, for instance; his particular type of free-wheeling dicto-benevolence comes over much better in the morning than it does later in the day. And then, of course, there are the soap operas. Soap operas on radio used to be something that I wouldn't have been found dead listening to, but I found that I could watch them on TV.

Such a female institution as the soap opera cannot be dismissed lightly. There was one on the day that I played hookey from the office

that had a doctor as the protagonist. Through intelligence given me by my wife and daughter, I learnt that this guy was playing around with a nurse at the hospital where he practised his bedside manner, and although his wife didn't exactly know about his gynaecological shenanigans she was a little suspicious because they, meaning herself and baby, had been living with her people since the wedding, and she thought it was about time that they could afford to rent a place of their own.

My wife, who is an otherwise charming lady, has a tendency to associate me with all wife-deserters, male divorcees, and other types of marital hellions, and when she was filling in the background of this soap saga she transferred her hatred of the doctor to me, via a look in her eye that I have come to recognize over the years. I was glad when the whole thing was over. The medium is different, but it is still the same old suds.

Just about the time that I was thinking I must change my brand of opium, the screen came alive, to use the term loosely, with an English movie starring a youthful Leslie Howard epic. England makes the best movies in the world, for my money, but the ones that are being re-shown on television should have been cut up for mandolin picks years ago. I can't tell you much about the picture because I dozed off towards the end, but I think that Leslie Howard was about to be hanged. This was a travesty of justice, if there ever was one, for it should have been the producer.

My nine-year-old son, who was staying home from school with a hangover on the day I am talking

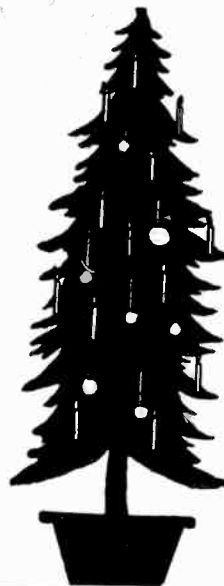
CHEX Peterborough

CKGB Timmins

CKWS Kingston

CFCH North Bay

CJKL Kirkland Lake



THE NORTHERN GROUP

J. Arthur Dupont

Jimmy Tapp

Eileen St. Martin

Bob Laurion

Berthe Poulet

Pat Rose

Gae Dansereau

Therese Cote

Win LaFleur

Carmen Beaudoin

Kit Kinnaird

Maurice Rousseau

Don Wall

Lloyd Sharkey

Gordie Hope

Jack Edey

Johnny Forrest

Ron Roberts

Donald Stewart

Morley Gough

Herve Guilbault

Leopold Simard



★ **10,000**

**HAPPY YULETIDE WISHES
FROM ALL OF US AT**

CJAD

MONTREAL

★ NOW 10,000 WATTS

Represented by

RADIO TIME SALES
Montreal - Toronto

ADAM J. YOUNG
U.S.A.

Mac McCurdy

Ed. McGibbon

Hammy Grant

Al Cauley

Art Leonard

Norm Kihl

Tom Lavers

Frank Williams

Paul Allen

Mike Stephens

Bill Roberts

Danny Gallivan

Lucille Senecal

Lee Payne

Anna Watt

Grace Bartholomew

Marjorie Comeau

Eddie Thomas

Jeanie Duquette

Evelyn Bullis

Mary Cantwell

David Higgins



"Listen, you little blister! I'm Santa Claus, see. You're supposed to give with the happy chatter. What in Hell's wrong with you, anyhow?"

about, has a wonderfully retentive memory for advertising jingles, and he can anticipate them all from Bond's Bread to the Camel Caravan. One of his favorites apparently concerns two daytime characters called "Vapo" and "Rub" who have usurped the place in the advertising scheme of things once occupied by "Trade" and "Mark," and about time, too. These two cartoon characters advertise Vick's Vaporub, and accompanying the advertising was a scene showing a mother holding her son over a boiling saucepan of the stuff. This familiar scene took me back thirty-five years to a day when my old English grandma held me over a boiling cauldron of tar that was being used to mend a street, because I was suffering from whooping cough. I don't believe that boiling tar is a better cure for respiratory ailments than Vick's, but I'm here, ain't I?

Another program that took my fancy was called "I'll Buy That." This program, a panel job of the type of "What's My Line?," appears Tuesdays and Thursdays at 2.00 p.m., and has four people, representing stage, films, and culture, who guess what the contestant is trying to sell. We found it hilarious, for on the day that we saw it such things were offered for sale as Marlon Brando's T-shirt from *A Streetcar Named Desire*, an Indian war bonnet and a triplet baby carriage. The triplet carriage, of course, resulted in some trying *double entendres*. One of the panel, Audrey Meadows, who plays on the Jackie Gleason Show, made remarks such as, "Does the object for sale result from work over and above the call of duty?" and "Is it something that might result from a trip to Atlantic City?"

I'd long ago thought of Kate Smith in the same nostalgic vein that I think of Bing Crosby's twenty-year-old Primo cigars program, but here she was again, twice as large as life, singing *When the Moon Comes Over*

the Mountain and being MC'd by Ted Collins. Ted, who has lost some hair and gained some waistline, ran the show smoothly but kept saying things like, "New York has about 8 million people, roughly speaking — of course 2 million don't speak roughly." The cameras took me on a trip along 44th Street and it was just the same as I remembered it from the days when I bused dishes at 44th and Lexington for twelve dollars a week. There were three dancers who led us down past the hotels, pawnshops, and theatre marquees, and they were excellent. I felt twenty years younger and fifty pounds lighter when it was over, and a little sad and sentimental too.

Another program that I watched was called "Meet The Millers," and featured a man and wife nipping

around a kitchen cooking copious amounts of delicious food. I couldn't figure out what Mr. Miller was doing in a kitchen when he should have been out working in a tin plate foundry, but the food they demonstrated was wonderful-looking chow and caused me to dart into our kitchen and steal three slices of liverwurst and a half pound of cheese from the ice box. There were several other cooking demonstrations during the day, and now I know where my wife gets the idea of baking hamburg steak in cabbage leaves and whipping

(Continued on page 12)

A Note of Greetings



Ernie Courtney

*6 — 7 days Per Week Radio Homes

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

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

Daytime **CFCN** covers 79,940 RADIO HOMES

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

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

Night Time **CFCN** covers 61,630 Radio Homes

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

*BBM Study 5

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

A **TERRIFIC AUDIENCE IN A TERRIFIC MARKET**

ASK RADIO REPS.

Season's Greetings

CKNX
WINGHAM



The **ONTARIO FARM STATION**

REPRESENTATIVES **JAMES L. ALEXANDER** TORONTO & MONTREAL

TV commercials

PRODUCED IN OUR
STUDIOS AND LABORATORY

motion picture productions

FOR INDUSTRY
AND EDUCATION

film services

ANY OF THE FOLLOWING
SERVICES IN 35MM AND 16MM

TITLES	PHOTOGRAPHY
STUDIOS	SOUND EFFECTS
RECORDING	MUSIC LIBRARY

EDITING

RECORDING FROM TAPE TO FILM
COMPLETE LABORATORY FACILITIES
16MM KODACHROME PRINTING
SLIDEFILMS

experienced department heads

PRODUCTION	A. J. BURROWS
LABORATORY	C. J. R. BOURNE
PHOTOGRAPHY	E. C. KIRKPATRICK
SOUND	G. A. THURLING
NEWSREEL	C. F. QUICK

WRITE OR PHONE
WITHOUT OBLIGATION
FOR ESTIMATES AND SCREENING
OF OUR PRODUCTIONS

SHELLY FILMS LIMITED

TORONTO 14 - CLIFFORD 9-1193
LEON C. SHELLY PRESIDENT
ESTABLISHED 1924

(Continued from page 11)
up batches of cookies that taste like a mixture of jujubes and licorice root. The *pièces de résistance* of daytime TV are the tear-jerking programs

that come at the end of the afternoon, or about an hour before the male members of the household throw themselves from their cars and buses with the cares of the day behind

them. The best-known one is a program called "Welcome Travellers," run by a Billy Graham-ish young fellow named Tommy Bartlett. The idea is that several people who have lived exemplary lives, who haven't kicked their mother for a month, for example, are paraded before the cameras and, while straightening their halos with one hand, declaim their virtues with the other. Everything is sweetness and light, and the whole thing is carried on in the pseudo-sanctimonious tones of an undertaker asking to see his client's insurance policies. For their virtuous deeds these people are given sums of money, clothing, furniture, and what not, and by the time the program finishes everybody with a TV set is reduced to a blubbing mass of sentimental jelly.

The women go mad about the program, and if you find that the mashed potatoes are soggy when you sit down to dinner, you now know that the extra water came from women's weeping, and what can any man say about that?

IN BLUE-JEAN POCKETS

as well as purses . . .

. . . there's money to be spent on the goods and services you sell. In the Province of Quebec the buying power of the French-Canadian population is \$3 billion a year.

NEARLY HALF THIS BUYING POWER IS IN GREATER MONTREAL

where retail sales annually climb over the \$1,300,000,000 mark — a rich, dollar-spending area which it is impossible to cover without using

CHLP

MONTREAL

LOW COST, PLUS A BONUS COVERAGE!

J. L. Alexander in Canada

J. H. McGillvra in U.S.A.

UNDER YOUR TREE

from

CKRC

630 KC - 5000 WATTS
WINNIPEG, MANITOBA



Top daytime coverage

Top evening listenership

Top evening coverage

Top daytime listenership

Talent Trail

by Tom Briggs



All indications confirm the belief held for some time by many radio men that a slow but steady trend towards local programming by national advertisers is under way. Agency radio directors have been sending out the call for more locally-produced programs, as they did in a panel discussion last month at the CCBA Convention. It doesn't take an over-active imagination to foresee that, if continued indefinitely the lion's share of radio programming will rest largely with the community station, and no longer with the networks and agencies. This may turn out to be a major revolution. And so long as the economic support is forthcoming from the advertiser, the only limiting factor will be the supply of local talent and its ability to produce.

There has long been the notion that local talent — good, genuine talent — is a rare thing, so only the talent which "discovered" itself, thrust itself into the limelight (and most often a distant, big-city, flickering limelight) got anywhere. The notion persisted. Now, with this new emphasis on local radio programming, it would seem that either a lot more talent will have to be uncovered, or the lack of it determined. And television, coming shortly to all second-largest Canadian cities, and consuming local performers like coal, will only complicate the problem. The day when any flat soprano or tired tenor could be put before a microphone is long past. Their novelty soon wears off in television and they can't be used there indefinitely, either.

Can radio and television deliver the truly community programming that is going to mean a bumper harvest for AM and a fertilizer for TV? Largely a theoretical question at the moment. Part of the answer lies in the fact that radio isn't run by robots; it has always had to find many talents. And television is making producers out of radio announcers who a year ago had never

seen an image orthicon camera. It is partly answered too, by the knowledge that no dynamic society has ever left an important and sustained demand on it unfulfilled, provided the basic conditions were favorable.

But at the same time there is a tendency in some quarters to over-estimate the quantity and quality of local talent available for development by radio and television. In the case of medium-sized cities there can usually be found what some refer to as "stranded talent", those moderately-successful artists who are willing to pass up the brighter lights for a less ulcerous smaller town existence. But beyond these there are only the amateurs — good, bad and mediocre — and the students, in the same three categories but with more promise.

Who can say if the supply of capable performers at the community level can meet the new demand for local shows? In fact, no one seems to know the extent of either. But if the demand is real, it will be met eventually. Local talent has continued to grow in the past, with much less encouragement.

Worth considering at this crucial point in the growth of the radio industry, is what a shift away from the four production capitals across the country to the small industrial cities and the hubs of the farming areas will mean. Obviously it will drain from network programming a lot of advertising dollars, as it has in the United States. At the same

time, money will be fed into the talent stream at the source. This is an ironical situation in which the roots are given new nourishment, while the plant is being squeezed off at the top. If this increases the supply of top performers competing for dwindling network spots, voice artists may have to learn to act to gain employment in network television and the budding Canadian film industry. Newcomers may have to think about finding permanent spots for themselves as staff or freelance performers with one or a group of community stations, thus solving the small-market station's problem of introducing new voices while holding the older, experienced ones, a problem which received more time and attention than any other at the CCBA convention.

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS—
PAUL MULVIHILL - TORONTO - MONTREAL
ADAM YOUNG U.S.A.

**Now Hear This!
Now Hear This!**

A lot more Albertans will be hearing us when we unlimber our new electronic larynx and start shouting with

1000 WATTS

on

850 KCS.

about DECEMBER 1st

It's one more reason why you should use

CKRD

RED DEER

Radio Representative's men will be around soon to tell you all about it.

A MERRY CHRISTMAS and A HAPPY NEW YEAR

harry nesbitt (and Rog Gedunc)

CKFH

BMI CANADA

Christmas

May this be your *Merriest Christmas ever...*

CKCV listeners become buyers

1000 WATTS 1280 K.C.

CKCV
QUEBEC CITY

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



EVERYONE

at

CKOC

in Hamilton

r-e-a-l-l-y
wishes all readers
of the Broadcaster,
all friends on
Agency Row and in
the Account Field

A VERY

Merry
Christmas

and a

Good
New Year

• • •

And the same goes to
Dick Lewis(ite) and all
the gang at the
Broadcaster



By Helen Craig

**DATELINE:
CALGARY**

I had heard that Marilyn You Know Who, Shelley Winters, Alan Ladd, and Robert Mitchum were on location in the Calgary area. Consequently, when I arrived in the Stampede City I expected to hear native sons and daughters speaking of film stars. This was not the case. Instead, I saw Calgarians stop at the corner of 1st Street West and 8th Avenue and point up to the sky, outline with practised finger the monochromatic chinook arch and explain — "By golly, she's a beaut today." And when I asked a hotel waiter if he had heard of the honor given to Henry Goldsmith, maitre d'hotel at Calgary's posh Petroleum Club — Mr. Goldsmith has been invited to

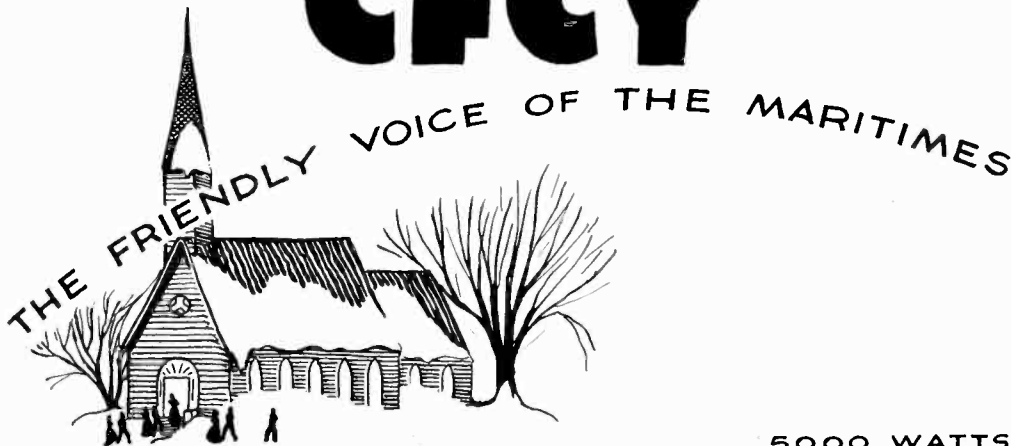
supervise catering at the Big Three Conference in Bermuda — he replied in a preoccupied way: "No, I had not heard of that. But pardon, mademoiselle, do you know someone who would be good to a Springer? I must find a good home for my dog." City of the unexpected. That is Calgary.

And CFAC strikes me as being a radio station of the unexpected. To elaborate: when you're travelling across Canada, quite often you hear radio programs that obviously have been slapped together. For instance, it's the perpetual hit parade with commercials of varying lengths squeezed in between You, You, You and Ebb Tide. With minimum creative effort, maximum financial return is hoped for. Your first reaction — to soak your head in Whiskey or cold water, depending on the province. Your last resort — to read *Drowsy Microphone*. I don't know about other listeners within CFAC's radius, but speaking as one roving citizen, it seems to me that CFAC is conscientiously trying to apply maximum creative effort and simultaneously aiming to make broadcasting a lucrative medium.

Dick Tregillus, promotion director, and Brenda Cordwell, promotion assistant and commentator, described for me several of CFAC's more ambitious programs. In turn, I've selected three for mention here: *CFAC Wednesday Night Playhouse*, *Turntable Turnabout*, and *Sunday Guest*.

Director of the drama department, Clarence Mack, works with actors and actresses from Calgary's three Little Theatre groups to present *CFAC Wednesday Night Playhouse*, a half-hour drama, heard from 9.30-10.00 p.m. Playhouse dramas have been broadcast for two years . . . and they have been sponsored! Drama director Mack began *Playhouse* with a series on cancer, working closely with the local Cancer Society. (Larry Heywood calls his city "cause-conscious Calgary" and because these Westerners are alert and giving as soon as they hear about someone in need, the cancer series was probably a wise beginning). There have been mystery dramas, comedies, adaptations of classics . . . plays written primarily by Canadians.

Merry Christmas
and a
Happy New Year
to all from
CFCY



5000 WATTS
630 KC.

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.

Dateline: Calgary

(Continued from page 15)

Out west, Sunday is gen'rally visit-
in' time and Taylor, Pearson, and

Carson Broadcasting tries its hand at gettin' into the mood of things by invitin' folks down to the studios to be *Sunday Guest*. It's evenin' time for the show: 8.30 - 8.45. McDermid Drug in Calgary is the sponsor. *Sunday Guest* is a live recital-type program, in which artists gain experience, and, it is hoped, credit if credit is due. Recently the European flavor was added when an instrumental trio from Mount Royal College were Sunday guests. The violinist, flautist, and pianist were all Dutch artists who had been prominent in European symphonies before emigrating to Canada.

A GROWING MARKET

wishes you

a
**Merry
Christmas**

and

a
**Happy
New Year**

CKPG

PRINCE GEORGE, B.C.

250 Watts on 550 Kc.

Serving Central B.C.

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

As this column originates in Calgary, mustn't let the old town down so here's a round-up of radio miscellany from CFAC. I heard from Don Hartford, commercial manager, that CFAC's sponsors' wives are not forgotten at the holiday season for each woman receives a corsage on Christmas Eve. The sponsors themselves are not neglected either, incidentally, for there's a bang-up cocktail party for them. Had just met George Brown and someone introduced him to me as a "producer." Asked George what he produced. Quoth he: "... five children" I heard from Brenda Cordwell, the 95-pound bombshell, that CFAC keeps a file of phone calls, listeners' comments pro and con — all tabulated for an evaluation of listener-interest.

Time to mosey on. But it is refreshing, to say the least, to be in a city where people haven't forgotten to be friendly. To say the most, the Alberta spirit is catchy, even to the extent that I'm moaning with Calgarians that the Eskies won't be able to dazzle the East at Grey Cup time.

GIVE BOOKS THIS XMAS
C B & T Book Department

TO YOU AND YOUR'S

The

SEASON'S GREETINGS

from

The MANAGEMENT and STAFF of

CFCO — 630 Kcs — Chatham

*To All Our Friends Far And
Near These Good Wishes for a*

Merry Christmas

AND

Happier New Year

Represented by: Horace N. Stovin and Adam J. Young, Jr.



VOCM

ST. JOHN'S — NEWFOUNDLAND



Over the Desk

If you want to know which hand to stir your tea with, you just reach for a book called *Mind Your Manners* and you'll quickly find out that it is customary to use a spoon.

This piece of information may not be strictly correct, but it does serve to introduce what might be broadly described as a review of this contribution to etiquette of Canadian radio's own Claire Wallace, and incidentally one of this paper's Beaver Award Winners.



James B. Hardy Studios
Claire Wallace

Claire sent me a copy of her latest effort, tactfully and not too convincingly noting on the fly-leaf "definitely you don't need this book," so I sat right down and read it from cover to cover.

It looks like one of those twenty-five cent pocket books, costs half a dollar and is worth at least a buck! Besides being written by Claire — her first shot at a book by the way — it is edited by Joy Brown and published by Harlequin Books, Toronto and Winnipeg.

Seriously, the scope covered is nothing short of terrific. Maybe you'll

never need to know how to speak to the Queen, but there is always the question of kissing . . . like brides, who are only kissed by intimate friends, and then on the cheek. Also, if a man greets a woman with a kiss in a public place, he removes his hat.

Eating whole lobsters, frogs' legs or corn on the cob are dealt with.

Here's one for the book, or from it. "It is correct for a secretary to help her employer or a male caller into his overcoat. This privilege is her's alone. No other woman, hostess or even wife, assists a man in this manner.

Here is an idea book for quiz masters, who, probably for obvious reasons, have rather neglected the etiquette field. It is also an ideal gift. I can think of a few friends who could use a copy to great advantage.

(Continued on page 18)

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.

In Extending Warmest Christmas Greetings

All Of Us At
CFJR, Brockville

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

Jack R. Radford

BEST WISHES FROM



CARL

JIM BILL

DOUG DONN

JOHN DONALD

GEORGE MURRAY

MARLEEN MARY ELLEN

C

J

R

L

KENORA

★ 37,000 LISTENERS

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.

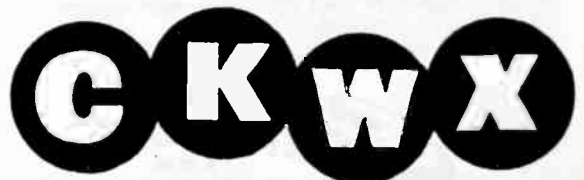
CKWX—TOPS EARLY MORNING—7:00 to 9:00 a.m.
CKWX Average 39.2% 2nd Highest 27.1%

CKWX—TOPS LATE EVENING—10:00 to midnight
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.

5358-C

(Continued from page 17)

Mind Your Manners has a place in every stocking.

CKSF Manager Freddie Pemberton has a talking point. Or had you noticed? If the ebullient bossman of

Cornwall's 250 watter needed a subject with which to unleash his vocal chords — and we aren't saying he does — he would have it in the quantity of fan mail received by the station. Freddie cites the mail pull for four successive days last month as follows: Tuesday, November 17 —

1,382; Wednesday, November 18 — 1,635; Thursday, November 19 — 1,716; Friday, Novembers 20 — 2,807.

A man with convictions and the courage of them makes his first appearance in these columns with an article in the "In This Corner" Department entitled *Sound Is Our Business*. He is Patrick Lyndon, an announcer at CKSF, Cornwall, who wants to stress the point that the thoughts expressed are his own and that he is "only a puisne member of the radio industry."

Patrick Lyndon was born and educated in England, studied music at the Royal Conservatory of Music in London, graduated in English at Worcester College, Oxford, did his military service in the British army, was a rather hapless (he says) infantry officer in Korea and Japan, and spent the last two years teaching in a New York City private school.

Last June, he decided he wanted to go into radio, but not in England or the United States. He returned to England for a short holiday and then took his "small package of courage" in his hands and arrived in Montreal in August, armed with two rather hesitant introductions to residents of Victoria and Edmonton respectively.

"I looked in the yellow pages of the telephone directory," he said, "and found CFCE. And trying to remember not to make the classic mistake — 'Here I am — Divine Providence's gift to radio' — I applied for a job there. Al Hammond indicated, very sympathetically, that I ought to wait a little time, at least, before slaying Montreal's radio audience, and was kind enough to arrange for me to make a tape which brought me to Cornwall, where, within a week of my arrival in Canada I found myself an announcer."

We are very glad to have an opportunity to proffer to our readers Patrick Lyndon's provocative story, more especially because it carried a needed message that the radio is here to stay.

It must have been the issue before last that we reported that Clyde Nunn, manager of CJFX, Antigonish, N.S., had been made a Governor of the St. Francis Xavier University. In this story we stated that CJFX was owned by a joint stock company, Atlantic Broadcasters Ltd., with 325 shareholders living throughout the Province. They are farmers, teachers, fishermen, lawyers, coal miners and businessmen, and none of them may own more than five shares.

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received
Our NEW
Audition Disk?



DON WRIGHT
Productions

An Independent
Producing
Company

Let Us Help You
Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

TAPE IT!

EVERY DAY ▶ More Agencies
▶ More Advertisers

are transporting radio talent all over
Canada on TAPE!

Caldwell's professional taping service utilizes high-fidelity tape recorders, high-speed duplicators—furnishes a complete trouble-free distributing service. Recording performed or duplicated on the same type of equipment at the same specifications as played back at the stations.

At less money than ever before your recorded presentations go on the air with "live" quality — free of flaws and fluffs.

Our modern studios are at your service or you may record at any good studio and bring us your master tape for duplicating and distribution.

We handle all details — from recording sessions to special labelling and shipping. No charge for the tapes.

Let us tell you about our taped "voice-track" shows with top Canadian talent — how we handle importation of U.S. and Commonwealth shows, duplicate and distribute them in one fast inexpensive operation — how all your broadcast material can be distributed on tape faster, more efficiently, at less cost.

We'll be pleased to "talk tape" at your convenience.

S.W. Caldwell LTD.

447 Jarvis Street — Toronto 5 — K1. 2103

by EVERY Survey

(ELLIOTT-HAYNES - PENN McLEOD)

Victoria's MOST LISTENED TO Station

CKDA DIAL 1340

TWO FAMOUS NAMES IN STATIONERY



"EXCLUSIVE LINEN"
"SNOWDROP VELLUM"

Charming styles in gay foil covers and dainty ribbons make ideal Christmas gifts, a salute to the traditional gaiety and friendliness of the holiday season. Ask for them at your favorite stationery counter.

Styled By "NaPaGo" Hamilton, Ontario

About a couple of hundred friends and associates were on hand at an Oyster Party, November 19, to celebrate the 40th anniversary of the founding of the advertising agency which bears the name of R. C. Smith and Son Ltd., and has been operating since 1913.

We were guests of the company which was represented by its president, Adam Smith; managing direc-



Photo by R. G. B.

Adam Smith

tor, Alec Phare and Mrs. Phare; and the rest of the staff. Guest of especial honor was Mr. G. E. Maybee, Q.C., of the firm of patent attorneys Ridout & Maybee, which has entrusted its advertising to the agency since 1913. Also there were two representatives of the Gilson Manufacturing Co. Ltd. of Guelph, who have been clients for over thirty years.

After some original entertainment, tribute was paid to the company and its officers, by Charles Vint, president

of Colgate Palmolive Peet Co. of Canada Ltd., who a few weeks ago was feted by his friends on the occasion of his fiftieth anniversary with his firm. Adam Smith replied fittingly.

You had better get a move on if you have Christmas mail for Great Britain that hasn't gone yet. The Post Office says the deadline for U.K. parcels was November 25 and cards or letters November 29. These are mailing dates in Toronto.

For parcels for the States the final day is December 8. Cards and letters, which don't get held up by the Customs, should be mailed by December.

In Canada, the same dates seem to apply for parcels and cards and letters. In Toronto these are: British Columbia, Alaska, Saskatchewan and Newfoundland—December 12. Manitoba and the three Maritime Provinces — December 15. "Locals" — December 17.

Don't say I didn't tell you.

One of the problems of radio, or any other business as far as that goes, is the matter of finding berths for top men, who graduate from the lower levels to medium and then to the top. Where next is an unanswerable question. Is it though?

Serving "in the ranks" at CKRC, Winnipeg are four former executive types who have given up their titles to work at the craft of their choice. These are Bill Walker, one time production manager at CKRM, Regina, who is now a featured announcer on the Winnipeg station along with the former program director at the same station, Bob Bye. Then there's George McLean, who used to be manager of CJRL, Kenora, and is now happily functioning as one of CKRC's news broadcasters.

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

SHERBROOKE, QUE.

Radio Stations CHLT (French) and CKTS (English) are located in Sherbrooke — the Heart of the Eastern Townships. Twelve counties, the home of 421,164 people, is blanketed by these popular stations. The area is a rich and prosperous one, with 374 leading industrial establishments, set in a highly productive agricultural and mining surrounding country. The area is 87.15% French Speaking. Its rich potentialities make it a "must" in any campaign.

Representatives:
CANADA

Jos. A. Hardy & Co. Ltd. . . . CHLT
Radio Time Sales Ltd. . . . CKTS
U.S.A.

Adam J. YOUNG, Jr., Inc., CHLT & CKTS

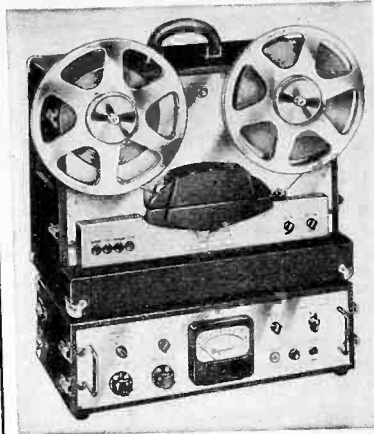
The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

Magnecorder M-80



**Advanced Design
Precision Engineered**

*Every feature you
ever needed in a
professional tape
recorder.*



Available in 3 Styles

Studio Console	\$1,870.00
Portable	1,800.00
Rack-Mount	1,724.00

For full information
write the Canadian Distributors

**KINGSWAY FILM
EQUIPMENT LIMITED**

3569 DUNDAS ST. WEST, TORONTO 9



CHEERS!
*and Season's
Greetings*

from
the "head-man"
NORM BOTTERILL
and His Staff

at



Sunny Southern Alberta

★ The Irrigation Capital of Canada

We wish you not only

A Merry Christmas

but one unclouded by regrets. Don't be sorry you forgot to order our kit of Christmas scripts. There's still time, if you get a letter in the mail right away!



WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

In This Corner

SOUND IS OUR BUSINESS

By Patrick Lyndon

Though the author of this article is on the staff of radio station CKSF, Cornwall, he wishes it to be understood that the views expressed in it are his own, and do not necessarily reflect those of the station.

Even among confirmed and in-experienced radio men, the signs of surrender are evident.

In the United States radio is beginning to look morosely at the bottom of the barrel, and has found there, the car-radio listener, and of course, the ever faithful housewife, who flitting from one chore to another, is not considered to have the time or the opportunity to sit down in front of the television set during the day.

In Canada, even commercial radio men are apt to bless the CBC for placing so many obstacles before TV; and, anyway, (everybody says), Canada is too big for TV; the population is too scattered.

These defences are very flimsy. Television sets have been installed in cars. The housewife who has been conditioned to listen to radio with half an ear (the rest of her hearing power being held in abeyance for the squawk of the baby, or a pan boiling over) can surely be conditioned to looking at television with half an eye. In Canada the CBC cannot stop television for ever, and, considering the strides that the new medium has made in the last two years, it would be pusillanimous to consider that within the next ten years it will not be reaching the Esquimaux and the Matabele.

The need of radio men for such poor defences is only a sign of their lack of faith in radio's ability to de-

fend itself; to stand on its own merits; and to complement TV.

If the remainder of my life is to be spent regretting that I am not working in television; and conscious that my ever-dwindling audience is composed of distracted housewives and drivers weaving in and out of highway traffic — then now is the time to get another job; or take my hat in hand, and beg the moguls for a chance to show my face, pallid from confinement in radio studios, to the television cameras. But, I am going to do neither, for there surely is a future for radio which will be long, happy, and prosperous.

Where do we start? Perhaps with the simple premise — radio is for the ear. Nothing could be simpler than that, and yet much of the material which has been broadcast since the beginning of radio has not been designed exclusively for the ear. Such material (nearly all shows with studio audiences, most sports, and all features of which spectacle is an integral part) must be considered television's natural field. Radio will cut its own throat if it continues to devote much of its future programming (and, more important, much of its future research) to what is, in effect, television without the vision.

There are two types of material which seems to the natural stuff of radio: music and readings.

As to music, it is apparent that not enough effort has been made by commercial stations to introduce "classical" music to their listeners. And the emphasis is on "introduce." Classical music is, after all, a formal and often intricate form; and it requires conditioning and "education" to appreciate it fully. But once a listener has been won over for classical music, you will never lose him — if your programming is fresh and imaginative. Commercially, he represents a sound prospect.

Similarly not enough effort has been made to get listeners for jazz. With this form, too, because the listener has to "make an effort," when he is won, he is won for ever.

This cannot be said of "pop" or "western" music to anything like the same degree. For example, it doesn't require a considerable aural or intel-

lectual effort to listen to "Rudolph the Red-Nosed Reindeer and if a reindeer or some other creature is singing the song on TV (and there is already one monkey, J. Fred Muggs, before the cameras) you have lost your listener. But the jazz and classical music listener merely wants to listen to the music, and no amount of frills will move him. But all this requires radio men who can act as "appreciators"; it postulates conditioning, and "education," (dreaded word), of the listener.

The magnitude of the audience, in the U.S. anyway, for readings, has surely been amply revealed by the astonishingly successful tours of the Dramatic Quartet, and Emlyn Williams, last year. This is a "natural" for radio. The TV appearances of Charles Laughton recently, doing dramatic readings, would have been infinitely more successful if he had not been seen while reading; that is to say, if he had been on radio.

Why haven't attempts been made to get audiences for "difficult" music and to introduce "readings" on radio? The same old, short-sighted reason. "We give the public what it wants." But the public is a fickle crew, and will leave you whenever it likes. The only way to ensure that the public will stay with you is to make the public give you something; in this case co-operation and effort. No man will leave something in which he is making an effort which is proving rewarding.

"Difficult" music, and readings are only two sources of immediately available material.

There are however, large areas of radio material still comparatively undeveloped.

Local audience participation in drama and discussion must be encouraged, for two reasons. It increases your "grasp" on your audience, and it gives an outlet to local talent which TV cannot offer. On TV one must act; on radio all that is necessary is a voice. You don't have to bother about your hands. The give-away shows on television are embarrassing to many viewers, not so much because of their bad taste, as because the guests are not

(Continued on page 22)

May Your

Christmas

Joys

Be

Quotidian

It's Time to Say: **Merry Christmas To All**

remember

**NEWS
on CJGX
is TOPS**



... Because CJGX stays on Top of the News with complete coverage of Local — District—National—and World developments.

CJGX YORKTON

Is listened to by 96.4% of the radio homes in Saskatchewan's Crop District No. 5 . . . and the farm families in this district earn and spend millions of dollars* annually.

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

Western Canada's Farm Station
Basic Station, C.B.C. Dominion Network.

Representatives: Horace N. Stovin & Co. - U.S.A.: Adam J. Young, Inc.
Inland Broadcasting Service, Winnipeg

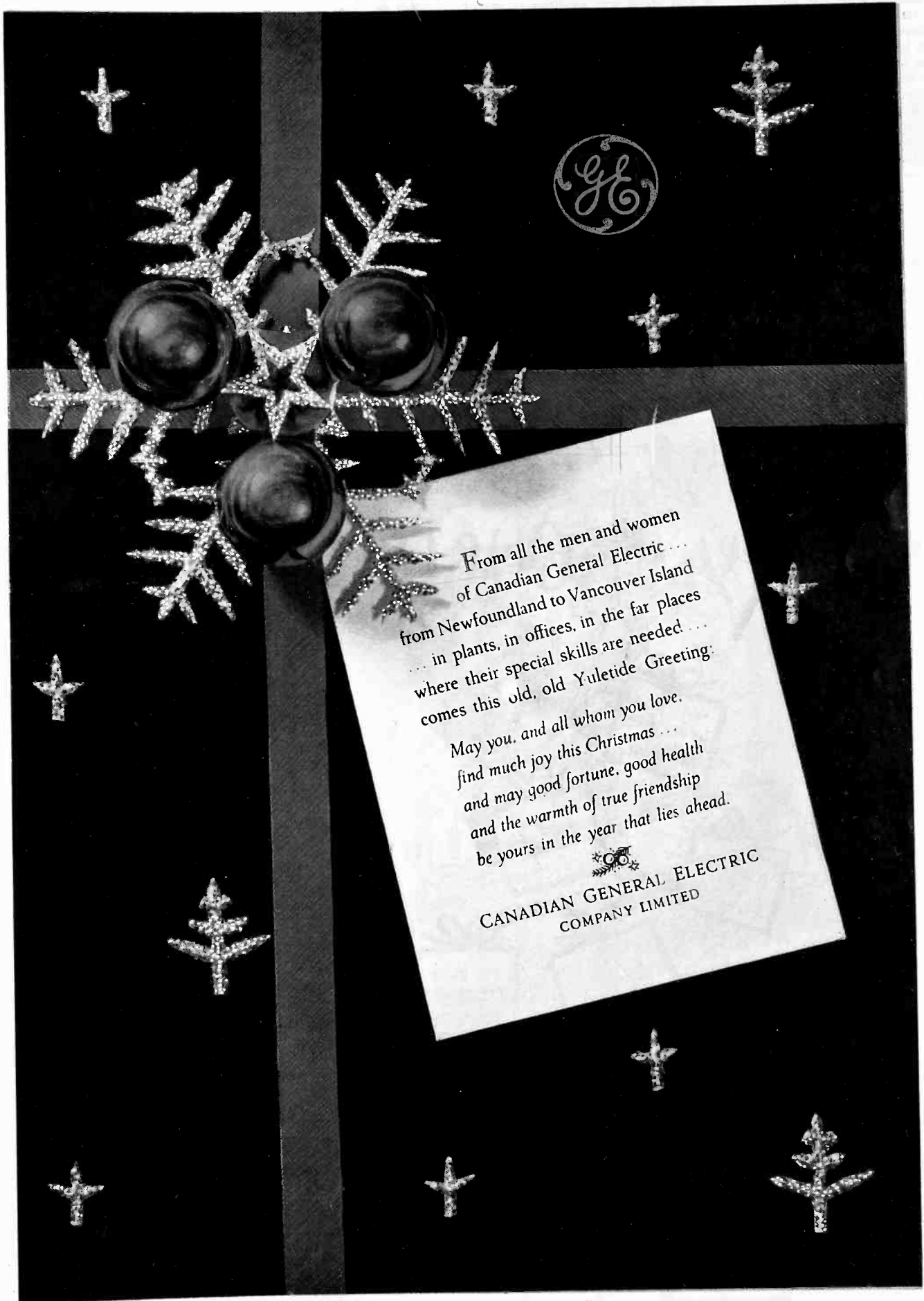


Joins with Jim Alexander

and Joe McGillvra

to wish you and yours

Season's Greetings



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

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


CANADIAN GENERAL ELECTRIC
COMPANY LIMITED

(Continued from page 20) professional actors, and are merely ineptitudes undergoing harrassment from the polished emcee.

Experiments in new techniques must be shared with the audience. The fact that the average listener does not have the vaguest idea about differences between AM and FM, is a reflection on a bad public relations job on the part of the radio industry; and that means the radio stations. A New York City radio station has been doing fine work by inviting its audiences to participate in its experiments in binaural sound. (This par-

ticular experiment has a favorable corollary; it favors the purchase of a second radio set). Such experiments enlist the listener.

And since our medium is sound, efforts must be made to produce sounds of all sorts on the air. We must extend the capabilities of the audience's ear, before television closes is forever. "Trick" sounds, experiments in microphone techniques, effects, exotic sounds, should be our stock-in-trade. We should open up to the listeners aurul areas which have never even been imag-

ined to exist. Sound is our medium; it has unlimited possibilities; but you would be excused from doubting this after listening to a whole day's programs on an average radio station.

Half the network shows still disregard basic radio common sense. Who could prefer to listen to "Our Miss Brooks," when she can be seen on television?

One of the best examples of a show built more for the ear than the eye is *Amos 'n Andy*, which delights in words and what can be done with them. On a strictly aural basis, this show has held its place in North America's affections for over a quarter of a century. There are few if any members of the audience who feel that the television version can hold a candle to the spoken one.

Unless radio starts to build an audience in the literal sense, which is the sense of hearing, it will not have an audience at all. We must stop talking about selling *time* or *air*. Our product is *ears*, and unless we treat them properly, they won't be turned our way when we desperately need them.



TOUGH ALL OVER

What with all the mistakes coming through on the teletypes, pretty soon now, a newscaster's going to have to read the stuff through before he goes on the air.

CANDID COMMENT

The trouble with Lewis is that everything you say to him goes in one head and out the other.

— Pete McGarvey

GIFT COUNCIL

It is more blessed to give people what they want than what you want them to receive.

MISERERE

The hard-done-by, long-suffering, abused announcers who will have to work all through the long and, to them, lonely hours of Christmas day, while on the outside all the world revels, inspire our deep and sincere sympathy — for the listeners.

LITTLE WORD DEPT.

The independents broadcast for approval — the public system, on approval.

AUDREY STUFF

Then there's the girl who was so dumb that when she was filling in a job application and came to "Sex," she replied — "Occasionally."

SEASONAL STUFF

Hoping that you will be able to get away with all kinds of murder using the well worn alibi — it's Christmas.

INTEGRATED COMMERCIAL

... and remember, Santa knows when little boys and girls neglect to remind Mother to lay in a fresh supply of the large economy size bottles of Dr. Byles' Genuine Liver Rinse.

AND FINALLY...

In order that we may keep the stern realities of life firmly implanted in our minds, we hope we shall be bumping into one another over the festive season.

WANTED

FOR STATION VERY CLOSE TO TORONTO

TIME SALESMAN — personable man with selling experience who can keep accounts happy.

ANNOUNCER — must have experience and indicate willingness to stick. No floaters, please.

Reply, giving full educational and experience history and salary expected, on tape to:

Box A-179

C. B. & T. - 163½ Church St. - Toronto



First Television in Maritimes

CHSJ-TV SAINT JOHN

Opens March '54



TELEVISION EQUIPMENT

Station CHSJ-TV Saint John, New Brunswick, will begin telecasting in March 1954. Programs originating in downtown studios will be transmitted on Channel 4 at 27.8 KW video and 13.9 KW audio from transmitter and antenna on Champlain Mountain—a 1560 ft. elevation 18 miles from the city.

CHSJ-TV will open a whole new area for TV advertisers. Up to 400,000 viewers who spend up to \$300 million annually in retail buying will be reached by the television station's coverage

of population centres in both New Brunswick and Nova Scotia.

Program planning is already well underway, including many top-flight Canadian programs. Among the first will be the C-G-E Sunday night program "Show Time," featuring the Bell Singers, scheduled for the first Sunday of telecasting. A wealth of pleasure, information and business opportunity will put this area on the TV map with one of the most powerful and best located stations in Canada.

Working with CHSJ-TV engineering staff, C-G-E Television specialists worked out the entire system for this new unit . . . 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.

Electronic Equipment Department

471 W-1853

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Natl. Comm. Mgr.	Program Director
● BRITISH COLUMBIA						
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	J. M. MacLachlan
Dawson Creek	CJDC	Radio Reprs.	Donald Cooke Inc.	Lew Roskin	—	Michael Laverne
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	Walter Harwood	Walter Harwood
Kelowna	CKOV	All-Canada Stephens & Towndrow (Toronto)	Weed & Co.	Jim H. Browne	Dennis Reid	Mrs. F. Woodhouse
Nanaimo	CHUB	Nat'l. Broadcast Sales (Montreal) John N. Hunt (Vancouver)	Donald Cooke Inc.	Chas. Rudd	Sheila Hassell	Bill Dobson
Nelson	CKLN	H. N. Stovin	Adam Young	A. R. Ramsden	—	A. R. Ramsden
New Westminster	CKNW	Nat'l. Broadcast Sales	Forjoe & Co.	William Rea, Jr.	Rolly Ford	Hal Davis
Penticton	CKOK	Paul Mulvihill John N. Hunt (Vancouver)	Donald Cooke Inc.	Roy Chapman	—	Vince Duggan
Port Alberni	CJAV	Stephens & Towndrow (Toronto) Nat'l. Broadcast Sales (Montreal) John N. Hunt (Vancouver)	Donald Cooke Inc.	Ken Hutcheson	Geoffrey Holmes	Thos. A. Rannie
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Carbutt	Chas. Cawdell
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	—	Noel Stone
Trall	CJAT	All-Canada	Weed & Co.	John Loader	Lorna McLeod	J. P. Kobluk
Vancouver	CBU	CBC	CBC	Ken Caple	Harold Paulson	—
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	Dorwin Baird
Vancouver	CKMO	Omer Renaud A. J. Messner (Winnipeg)	Donald Cooke Inc.	Mrs. K. M. Willis	—	R. Fortune
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Laurie Irving
Vernon	CJIB	Radio Reprs.	Donald Cooke Inc.	Gil Seabrook	Larry Scott	Don McGibbon
Victoria	CJVI	All-Canada	Weed & Co.	Wm. Guild	Cam Perry	V. J. Groves
Victoria	CKDA	Radio Reprs. A. J. Messner (Winnipeg)	Forjoe & Co.	D. A. Armstrong	Gordon Reid	C. E. Farey



Dave Armstrong
Owner-Manager



Gordon Reid
Assistant Manager



MERRY CHRISTMAS

and a

Prosperous New Year!



Dave Hill
Production
Manager



Ed Farey
Program
Director

RADIO VICTORIA

CKDA

1340 kcs.

● ALBERTA

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Natl. Comm. Mgr.	Program Director
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	Don Hartford	George Brown
Calgary	CFCN	Radio Reprs.	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	H. G. Love	E. H. McGuire	Jim Love
Calgary	CKXL	H. N. Stovin	Donald Cooke Inc.	Fred Shaw	Bruce Alloway	—
Edmonton	CBX	CBC	CBC	Dan Cameron	—	—
Edmonton	CFRN	Radio Reprs.	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	G. R. A. Rice	A. J. Hopps	George Duffield
Edmonton	CHFA	Omer Renaud	—	Leo Remillard	—	Gabriel Paradis
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Rolfe Barnes	Dalt Elton
Edmonton	CKUA	Non-commercial	—	John Langdon	—	D. I. Roberts
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	John Wilson
Lethbridge	CJOC	All-Canada	Weed & Co.	Norman Botterill	Joe Budd	R. A. Reagh
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	Orville Kope	Ken Lapp
Red Deer	CKRD	Radio Reprs.	Adam Young	G. S. Henry	—	J. Barton

● SASKATCHEWAN

Gravelbourg	CFRG	Omer Renaud	—	D. LePage	Laurent Isabelle	—
Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Nev. Skingle	George Price
North Battleford	CJNB	H. N. Stovin	—	Hume Lethbridge	—	—
Prince Albert	CKBI	All-Canada	Weed & Co.	Ed. Rawlinson	Gerry Prest	J. J. Cannon
Regina	CKCK	All-Canada	Weed & Co.	Hal Crittenden	Roy Malone	J. R. Grisenthwaite
Regina	CKRM	Radio Reprs.	Adam Young	Don Oaks	Harry Dane	Robert Hill
Saskatoon	CFNS	Omer Renaud	—	Dumont Lepage	T. Prefontaine	Bernard Ippersiel
Saskatoon	CFQC	Radio Reprs. Broadcast Reprs. (Winnipeg)	Adam Young Harlan Oakes & Assoc. (Los Angeles & San Francisco)	Vern Dallin	Blair Nelson	Roy Currie
Saskatoon	CKOM	H. N. Stovin	Weed & Co.	R. A. Hosie	Don Tunnicliffe	Gordon Wallburn
Watrous	CBK	CBC	CBC	J. N. Mogridge	—	—
Yorkton	CJGX	H. N. Stovin	Adam Young	Jack Shortreed	Jack Goodman	Jack Goodman



MERRY CHRISTMAS

CFQC SASKATOON

BROADCASTING STATION CHAT

December 2, 1953

Santa Claus, Esq.,
Goodwill Advertising Agency,
North Poleville.

Dear Gratis Guy:

We don't want too much for Christmas, because we've had such a good year . . . but there are some boys and girls who've been kind to us through '53 who deserve something special from you, if you're still giving it away at the usual rates . . .

The All-Canada gang in Vancouver, Calgary, Winnipeg, Toronto and Montreal, who rep. our station from coast to coast . . .

The Weed people who do the same thing for us in American funds . . .

Our friends in the Agencies who are so patient with us when we flub up the affidavits . . .

The guys who pay the shot . . . the advertisers, bless 'em . . .

The folks at the CBC who have the very tough job of keeping a bunch of private broadcasters off their backs, and somehow manage to stay cheerful and friendly to us . . .

The C.A.B. and W.A.B. crews we sometimes take for granted . . .

That lovable one-armed bandit, the Department of Transport, who politely asks for the annual donation to the kitty . . .

That hard working group of people who supply us with news . . . and transcriptions . . . and scripts and equipment . . .

And then there's that network group that sings our songs . . . tells our jokes . . . acts out our plays . . . describes our play-by-play broadcasts, and not far behind them, the people who write the words, and work the levels, and file the mail we send out . . .

And uncle Dick Lewis, who is bachelor mother to all of us . . . who scolds us . . . compliments us . . . warns us . . . rallies us . . . and who, twice a month, cheers us up with his bright and orderly publication about us . . .

Hope we haven't forgotten anybody, Santa, because we're thinking about them all . . . and being grateful . . .

CHAT . . . whose privilege
it is to serve
MEDICINE HAT . . .

...the revolutionary, **NEW**

DUMONT MULTISCANNER

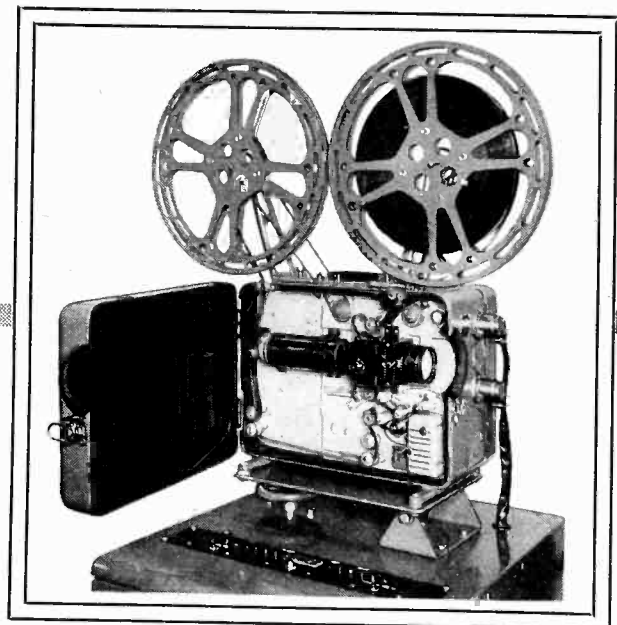
A versatile **FLYING-SPOT SCANNER**
for slide, opaque and motion
picture film pick-up.

A truly new development—engineered to provide better, simpler, still and motion picture film pick-up, the DuMont Multiscanner sets an entirely new standard in T.V. film programming, far superior to any system employing iconoscope or image orthicon film pick-up. In addition, operating costs are a fraction of any previous system.

THE MULTISCANNER OFFERS 5 BIG ADVANTAGES

- 1. SIMULTANEOUS PREVIEWING AND PROGRAMMING**—The twin 16 m.m. cameras or twin opaque pick-ups can operate simultaneously, one for transmitting, the other previewing, thus you get double duty out of one machine simultaneously.
- 2. HIGH LIGHT INTENSITY—HIGH DEGREE OF STABILITY**—giving improved picture quality due to newly designed cathode ray tube and extra-sensitive multiplier phototube. This superior picture quality eliminates the necessity for shading operator or controls.
- 3. GAMMA CORRECTION AMPLIFIER**—corrects for optimum reproduction of the gray scale... adds blanking and provides the video signal from two identical outputs—one for monitoring, one for programming.
- 4. QUIET, CONTINUOUS FILM MOTION**—no noisy wearing and tearing intermittent claw mechanisms. Built in film shrinkage compensator reproduces old or new film alike.
- 5. SMOOTH, SIMPLE OPERATION**—16 m.m. film pick-up can be remotely started, stopped, reversed or operated single frame.

This view of the Cinecon shows the path of the film through the film gate behind the optical immobilizer housing. The newly-designed, highly sensitive multiplier phototube is shown in position behind the film-gate. The optical-magnetic sound pickup head is shown in the lower right-hand corner.



C.A.E. engineering service is your assurance of the highest standards in design, installation, maintenance and modification.

cae . . . Your call letters for—
T.V. Transmitter and Studio Equipment

C.A.E. offers a consultation service to assist in the preparation of briefs and specifications to obtain your television licence.

A large and highly trained staff of engineers places C.A.E. in an ideal position to design and install the T.V. equipment you require and to provide maintenance and modification services to suit your needs.

As exclusive Canadian representatives for DuMont C.A.E. offers the finest in Television Studio and Transmission Equipment.

cae

call or write the **cae** office nearest you

Canadian Aviation Electronics, Ltd.

MONTREAL

• OTTAWA

• TORONTO

• WINNIPEG

• VANCOUVER

2466A REV.

● MANITOBA

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Natl. Comm. Mgr.	Program Director
Brandon	CKX	Radio Reprs.	Adam Young	John Craig	Ernest Holland	Eric Davies
Dauphin	CKDM	Radio Reprs.	Adam Young	David Hughes	Mes Rossin	John M. Henderson
Flin Flon	CFAR	H. N. Stovin	Adam Young	C. H. Witney	—	J. E. Smallwood
St. Boniface	CKSB	Omer Renaud John N. Hunt (Vancouver)	J. H. McGillvra	Roland Couture	—	Leo Brodure
Winnipeg	CBW	CBC	CBC	J. N. Mogridge	—	—
Winnipeg	CJOB	Radio Reprs. A. J. Messner (Winnipeg)	Adam Young	J. O. Blick	A. J. Messner	George Davies
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	Jack Hill
Winnipeg	CKY	H. N. Stovin	Donald Cooke Inc.	Al MacKenzie	Wilf Collier	Jack Stewart

● ONTARIO

Barrie	CKBB	Paul Mulvihill	Adam Young	Ralph Snelgrove	Bob Gray	Dave Wright
Belleville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	Phil Flagler
Brantford	CKPC	J. L. Alexander	—	Mrs. F. M. Buchanan	Hugh Bremner	Richard Buchanan
Brockville	CFJR	H. N. Stovin	Adam Young	J. R. Radford	—	James Chapman
Chatham	CFCO	—	—	J. Beardall	Pete Kirkey	Don Hickling
Cornwall	CKSF	H. N. Stovin	J. H. McGillvra	Fred Pemberton	—	C. Fisher
Fort Frances	CKFI	J. L. Alexander A. J. Messner (Winnipeg) John N. Hunt (Vancouver)	Donald Cooke, Inc.	J. G. McLaren	—	Gordon McBride
Fort William	CKPR	Radio Reprs.	Adam Young	Hector Dougall	G. D. Jeffrey	J. P. Friesen
Guelph	CJOY	Radio Reprs.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalf	Don LeBlanc
Hamilton	CHML	Stephens & Towndrow Nat'l Broadcast Sales, Montreal John N. Hunt (Vancouver)	Adam Young	Tom Darling	Denny Whitaker	Russ Eastcott
Hamilton	CJSH-FM	—	—	D. I. Ker	—	—
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	Keith Lockhart
Kenora	CJRL	H. N. Stovin	Donald Cooke, Inc.	Jim Thom	Bill Young	J. Hodges
Klingston	CKWS	Nat'l Broadcast Sales	Donald Cooke, Inc.	Roy Hofstetter	El. Jones	William Luxton
Kirkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke, Inc.	Gord Burnett	Jack Weatherwax	Jesse French

A Quarter of a Century



CKX was established in 1928 — it has been our privilege to serve Western Manitoba from Brandon for 25 years . . .

This is a good time to reflect on our problems and successes of the past — a good time to make new plans — new dreams for the future . . .

It is also a good time to wish our friends a Joyous Christmas Season — a Happy and Prosperous New Year!



1000 WATTS
CKX
BRANDON
1150 ON YOUR DIAL



SEASON'S GREETINGS

from

all of us

at

Stephens & Towndrow

Toronto

Montreal

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Natl. Comm. Mgr.	Program Director
Kitchener	CKCR	Omer Renaud	Adam Young	Gib Liddle	Jim Mitchell	Stu Monroe
London	CFPL	All-Canada	Weed & Co.	Murray Brown	Doug Trowell	Jack Elman
Niagara Falls	CHVC	J. L. Alexander	Donald Cooke, Inc.	B. H. Bedford	R. H. Hamilton	A. W. Blakely
North Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke, Inc.	Keith Packer	Bill King	Gordon Shale
Orillia	CFOR	H. N. Stovin	—	Gord Smith	Russ Waters	Pete McGarvey
Oshawa	CKLB	J. L. Alexander	J. H. McGillvra	Al Collins	Gord Garrison	John Wacko
Ottawa	CBO	CBC	CBC	Chas. P. Wright	—	—
Ottawa	CKOY	Nat'l Broadcast Sales	Donald Cooke, Inc.	Dan Carr	Jack Thompson	Keith Sterling
Ottawa	CFRA	Stephens & Towndrow	Weed & Co.	Frank Ryan	George Gowling	Tom Foley
Owen Sound	CFOS	H. N. Stovin	Adam Young	W. N. Hawkins	—	Betty Masters
Pembroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	Ramsey Garrow	G. Poupore
Peterborough	CHEX	Nat'l Broadcast Sales	Donald Cooke, Inc.	Don Laurie	Gerry Grady	William Straiton
Port Arthur	CFPA	J. L. Alexander A. J. Messner (Winnipeg) John N. Hunt (Vancouver)	Weed & Co.	R. H. Parker	Paul MacGowan	Ken MacGray
Sarnia	CHOK	Paul Mulvihill	Donald Cooke Inc.	Karl Monk	Art O'Hagen	Frank Stalley
St. Catharines	CKTB	Paul Mulvihill (Toronto) Radio Time Sales (Quebec) Ltd. in Montreal	J. H. McGillvra	Cliff Wingrove	Vince Lococo	Jack Dawson
St. Thomas	CHLO	Radio Reprs.	Donald Cooke Inc.	F. A. Bestall	—	Peter Dickens
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	—	Helen O'Connor
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	Alex L. Smith
Sudbury	CHNO	Omer Renaud John N. Hunt (Vancouver)	Adam Young	Rene Riel	—	Wilf Davidson
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	Ken Dobson	Basil Scully
Timmins	CFCL	Omer Renaud	J. H. McGillvra	Rene Barrette	Laurent Smith	Jean de Villiers
Timmins	CKGB	Nat'l Broadcast Sales	Donald Cooke Inc.	H. C. Freeman	Wally Rewegan	Bill Nadeau
Toronto	CBL	CBC	CBC	H. J. Boyle	Walter Powell	—
Toronto	CFRB	All-Canada (Montreal)	Adam Young	E. L. Moore	Waldo Holden	Wes McKnight
Toronto	CHUM	J. L. Alexander (Montreal)	J. H. McGillvra	Bob Lee	—	Leigh Stubbs
Toronto	CJBC	H. N. Stovin	—	Bob McGall	—	Bob McGall
Toronto	CJRT-FM	(non-commercial)	—	Eric Palin	—	—
Toronto	CKEY	Nat'l Broadcast Sales (Montreal)	Donald Cooke Inc.	Hal Cooke	Jack Turrell	Don Insley
Toronto	CKFH	Radio Reprs. (Montreal, Winnipeg, Vancouver)	Weed & Co.	Howard Caine	Keith Davey	Bob Pugh
Windsor	CBE	CBC	CBC	M. L. Poole	Walter Powell	—

... DOUBLE YOUR MONEY!

Use the station that gives you


TWO RICH MARKETS

FOR THE PRICE OF ONE

CHLO

LONDON and ST. THOMAS


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



HEARTIEST CHRISTMAS GREETINGS TO ALL TIME BUYERS, ACCOUNT EXECUTIVES AND CLIENTS from:

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

AND: Paul Mulvihill
Murray MacIvor



PAUL MULVIHILL

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

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

City	Call	Canadian Reps.	U.S. Reps.	Manager	Natl. Comm. Mgr.	Program Director
Windsor	CKLW	All-Canada	Adam Young	J. E. Campeau	E. W. Wardell	Campbell Ritchie
Wingham	CKNX	J. L. Alexander John N. Hunt (Vancouver)	Adam Young	W. T. Cruickshank	John Cruickshank	Vin Dittmer
Woodstock	CKOX	Omer Renaud John N. Hunt (Vancouver)	—	M. J. Werry	Geoff Lewis	W. Whiting

● QUEBEC

Amos	CHAD	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	David Gourd	—	—
Chicoutimi	CBJ	CBC	CBC	Vilmond Fortin	—	—
Granby	CHEF	Radio & Television Sales Inc. Toronto & Montreal	Donald Cooke, Inc.	G. Laliberte	Ray-Marc Dube	Normand Carpendier
Hull	CKCH	Omer Renaud & Co. John N. Hunt (Vancouver)	J. H. McGillvra	J. P. Lemire	Henri Allard	Georges Huard
Jonquiere-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Tom Burham	Ray Maynard	Paul Bouchard
La Sarre	CKLS	Omer Renaud	—	David Gourd	—	—
Matane	CKBL	Jos. A. Hardy	Adam Young	Rene Lapointe	Octave Lapointe	Marcel Houle
Montreal	CBF	CBC	CBC	Jean Saint-Georges	M. Valiquette	—
Montreal	CBM	CBC	CBC	Jean Saint-Georges	M. Valiquette	D. McGill
Montreal	CFCF	All-Canada (Toronto)	Weed & Co.	J. A. Hammond	Tom Quigley	Jack Howlett
Montreal	CHLP	J. L. Alexander John N. Hunt (Vancouver)	J. H. McGillvra	Flavius Daniel	F. Bergevin	Armand Goulet
Montreal	CJAD	Radio Time Sales (Quebec) Ltd. (Montreal) Radio Times Sales (Ont.) Ltd. (Toronto) John N. Hunt (Vancouver)	Adam Young	J. A. Dupont	Bob Laurion	H. T. McCurdy
Montreal	CKAC	Omer Renaud	Adam Young	Phil Lalonde	George Bourassa	Ferdinand Blondi
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	—
Quebec	CBV	CBC	CBC	Roger Daveluy	—	—
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	Magella Elain
Quebec	CJQC	Radio Time Sales (Toronto and Montreal)	—	Bud Cockerton	—	Ed Thomson
Quebec	CKCV	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	Paul LePage	—	Marcel LeBoeuf
Rimouski	CJBR	H. N. Stovin	Adam Young	Andre Lecomte	R. Levesque	Francis Raymond
Riviere-du-Loup	CJFP	Omer Renaud	Adam Young	Armand Belle	Yves Marchand	—
Roberval	CHRL	Omer Renaud	—	Lionel Morin	—	Norman Gagnon

What a Radio Season!

Sure it's busy and it'll get busier. Special holiday shows . . . actualities . . . copy-writing . . . and, of course, as usual we'll be going strong right through the holiday week-end.

We guess that's what makes private radio such a necessary and personal commodity in hundreds of thousands of homes all across Canada.

We're glad to be part of this terrific radio fraternity, and, through good old Canadian Broadcaster & Telescreen, here is our wish to all radio types, especially the ones who are working through the holidays —

THE BEST OF THE SEASON
TO YOU ALL

FRED METCALF

WALLY SLATTER

CJOY

GUELPH - ONTARIO



As we say in Quebec:

Joyeux Noël
et
Bonne Heureuse
Année!

from

Canada's Greatest Mail Puller*

Phil Lalonde, George Bourassa and the Staff at

CKAC, Montreal

*7,000,000 letters this year!

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Natl. Comm. Mgr.	Program Director
Rouyn	CKRN	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	David Gourd	—	—
Ste. Anne de la Pocatiere	CHGB	Omer Renaud John N. Hunt (Vancouver)	J. H. McGillvra	G. T. Desjardines	P. E. Hudon	—
Shawinigan Falls	CKSM	Omer Renaud	—	Alan Rogerson	Fernand Cyr	Gaston Tessier
Sherbrooke	CHLT	Jos. A. Hardy	Adam Young	A. Gauthier	J. L. Gauthier	René Caron
Sherbrooke	CKTS	Radio Time Sales Ltd. John N. Hunt (Vancouver)	Adam Young	A. Gauthier	J. L. Gauthier	René Caron
Sorel	CJSO	Radio & Television Sales Inc., Toronto and Montreal John N. Hunt (Vancouver)	Donald Cooke, Inc.	M. Boullanne	—	Claude Rochon
Thetford Mines	CKLD	Jos. A. Hardy	Adam Young	H. Lagueur	Will Dugré	Will Dugre
Trois Rivières	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier	Maurice Dansereau	André Cartier
Val D'Or	CKVD	Omer Renaud John N. Hunt (Vancouver)	Weed & Co.	David Gourd	—	—
Verdun	CKVL	Radio & Television Sales Inc., Toronto and Montreal	Donald Cooke, Inc.	Corey Thomson	Jack Tietolman	Hal Stubbs
Victoriaville	CFDA	Radio & Television Sales Inc., Toronto and Montreal	—	R. V. Quinn	—	Jack Morency
Ville Marie	CKVM	Jos. A. Hardy	Adam Young	Louis Bilodeau	—	Louis Bilodeau

● **NEW BRUNSWICK**

Campbellton	CKNB	Jos. A. Hardy	Weed & Co.	C. S. Chapman	—	R. D. Richards
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	Reynald Teasdale
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	H. L. McFee	Jack Fenety
Moncton	CKCW	H. N. Stovin	Adam Young	F. A. Lynds	Tom Tonner	Bob Tabor
Newcastle	CKMR	Omer Renaud John N. Hunt (Vancouver)	—	R. J. Wallace	—	—
Saint John	CFBC	Nat'l Broadcast Sales John N. Hunt (Vancouver)	Weed & Co.	Bob Bowman	Cyke Bedford	W. H. Tonner
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	Cleve Stillwell
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—

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



Cordial season's greetings



To all our clients, our agency friends and our associates in the broadcasting industry we extend our heartiest wishes for a Merry Christmas and a Happy, Prosperous New Year. We intend to pursue our long established policy of presenting top-flight entertainment to suit all tastes, of rendering public service, and providing resultful advertising and goodwill for our clients and their products.

**from
the
entire
staff
of**

CKLW

**WESTERN ONTARIO'S
MOST POWERFUL VOICE**

and by 1954 Canada's most powerful
TELEVISION station
COVERING THE NATION'S BEST TV MARKET

CKLW

AM and FM

50,000 WATTS

**THE GOOD NEIGHBOR STATION
WINDSOR ONTARIO**

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

E. RUBINSTEIN

● PRINCE EDWARD ISLAND

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Natl. Comm. Mgr.	Program Director
Charlottetown	CFCY	All-Canada	Weed & Co.	Bob Large	—	W. K. Rogers
Summerside	CJRW	Radio Reprs.	—	Bob Schurman	Albert Nicholson	P. R. Turner

● NOVA SCOTIA

Antigonish	CJFX	Paul Mulvihill (Toronto) Nat'l Broadcast Sales (Montreal)	Adam Young	J. C. Nunn	Ralph Ricketts	L. Desjardins
Bridgewater	CKBW	Radio Reprs.	Donald Cooke, Inc.	John Hirtle	Lester Rogers	James MacLeod
Halifax	CBH	CBC	CBC	S. R. Kennedy	—	—
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	Doug Grant	John Funston
Halifax	CJCH	Paul Mulvihill John N. Hunt (Vancouver)	Adam Young	E. F. MacDonald	Clair Chambers	W. E. Fulton
Kentville	CKEN	J. L. Alexander	Adam Young	J. A. C. Lewis	Bernie Butler	Willard A. Bishop
Sydney	CBI	CBC	CBC	Barry MacDonald	—	—
Sydney	CJCB	All-Canada	Weed & Co.	J. M. Nathanson	R. M. Burchell	Mrs. M. C. MacQuarrie
Truro	CKCL	Omer Renaud John N. Hunt (Vancouver)	—	J. A. Manning	—	Jim Regan
Windsor	CFAB	J. L. Alexander John N. Hunt (Vancouver)	Adam Young	J. A. C. Lewis	Bernie Butler	Willard A. Bishop
Yarmouth	CJLS	All-Canada	Weed & Co.	Don Smith	—	Dennis Comeau

● NEWFOUNDLAND

Cornerbrook	CBY	CBC	CBC	C. V. Hlerlihy	—	—
Gander	CBG	CBC	CBC	A. Barrett	—	—
Grand Falls	CBT	CBC	CBC	John J. Grace	Gordon Halley	—
St. John's	CBN	CBC	CBC	W. F. Galgay	Gordon Halley	—
St. John's	CJON	All-Canada	Weed & Co.	Geoff Stirling	Florence Dawe	Don Jamieson
St. John's	VOCM	H. N. Stovin	Adam Young	J. L. Butler	Mengie Shulman	Denys Ferry

Though we're miles away on Christmas Day,
 These few lines are intended
 To let you see, where e'er you be,
 Our greetings are extended.

SESAC'S

Lou Tappe

Alice J. Heinecke

Bud Prager

SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, NEW YORK

STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
Amos	CHAD	1340	250
Antigonish	CJFX	580	5,000 DA
Barrie	CKBB	1230	250
Belleville	CJBQ	1230	250
Brandon	CKX	1150	1,000
Brantford	CKPC	1380	1,000 DA-N
Bridgewater	CKBW	1000	1,000 DA-N
Brockville	CFJR	1450	250
Calgary	CFAC	960	5,000 DA-N
Calgary	CFCN	1060	10,000 DA-N
Calgary	CKXL	1140	1,000 DA-N
Campbellton	CKNB	950	1,000 DA
Charlottetown	CFCY	630	5,000 DA-N
Chatham	CFCO	630	1,000 DA
Chicoutimi	CBJ	1580	10,000 DA
Chilliwack	CHWK	1270	1,000 DA
Corner Brook	CBY	790	1,000
Cornwall	CKSF	1230	250
Dauphin	CKDM	1230	250
Dawson Creek	CJDC	1350	1,000
Edmonton	CBX	1010	50,000 DA
Edmonton	CFRN	1260	5,000
Edmonton	CHED	1080	5,000
Edmonton	CHFA	680	5,000 DA
Edmonton	CJCA	930	5,000 DA-N
Edmonton	CKUA	580	1,000
Edmundston	CJEM	1380	1,000 DA
Flin Flon	CFAR	590	1,000
Fort Frances	CKFI	800	1,000 D
Fort William	CKPR	580	500 N
Fredericton	CFNB	550	1,000 DA-N
Gander	CBG	1450	250
Granby	CHEF	1450	250
Grand Falls	CBT	1350	1,000
Grande Prairie	CFGP	1050	1,000
Gravelbourg	CFRG	1230	250
Guelph	CJOY	1450	250
Halifax	CBH	1330	100
Halifax	CHNS	960	5,000 DA-N
Halifax	CJCH	920	5,000 DA
Hamilton	CHML	900	5,000 DA-N
Hamilton	CKOC	1150	5,000 DA
Hull	CKCH	970	1,000 DA
Jonquiere	CKRS	1240	250
Kamloops	CFJC	910	1,000
Kelowna	CKOV	630	1,000
Kenora	CJRL	1220	1,000
Kentville	CKEN	1490	250
Kingston	CFRC	1490	100
Kingston	CKLC	1380	1,000
Kingston	CKWS	960	5,000 DA
Kingston	CKKL	560	5,000 DA-N
Kirkland Lake	CKCR	1490	250
Kitchener	CKCR	1490	250
La Sarre	CKLS	1240	250
Lethbridge	CJOC	1220	5,000 DA-N
London	CFPL	980	5,000 DA
Matane	CKBL	1250	1,000 DA
Medicine Hat	CHAT	1270	1,000 DA
Moncton	CKCW	1220	5,000 DA-N
Moncton	CBF	690	50,000
Montreal	CBM	940	50,000
Montreal	CFCF	600	5,000 DA
Montreal	CHLP	1410	1,000 DA
Montreal	CJAD	800	5,000 DA
Montreal	CKAC	730	10,000 D
Montreal	CKAC	730	5,000 N
Montreal	CKAC	730	5,000 DA
Moose Jaw	CHAB	800	5,000 DA
Nanaimo	CHUB	1570	1,000 DA
Nelson	CKLN	1240	250
New Carlisle	CHNC	610	5,000 DA
Newcastle	CKMR	1340	250
New Westminster	CKNW	1320	1,000 DA-N
Niagara Falls	CHVC	1600	5,000 D
Niagara Falls	CHVC	1600	1,000 DA-N
North Battleford	CJNB	1460	1,000
North Bay	CFCH	600	1,000 DA
Orillia	CFOR	1570	1,000
Oshawa	CKLB	1240	250
Ottawa	CBO	910	1,000
Ottawa	CFRA	560	1,000 DA
Ottawa	CKOY	1310	5,000 D
Ottawa	CKOY	1310	1,000 DA-N
Ottawa	CKOY	1310	1,000 DA-N
Owen Sound	CFOS	1470	1,000 DA-N
Pembroke	CHOV	1350	1,000 DA
Penticton	CKOK	800	1,000 D
Penticton	CKOK	800	500 N
Penticton	CKOK	800	1,000 DA
Peterborough	CHEX	1430	1,000
Port Alberni	CJAV	1240	250
Port Arthur	CFPA	1230	250
Prince Albert	CKBI	900	5,000 DA
Prince George	CKPG	550	250
Prince Rupert	CFPR	1240	250
Quebec	CBV	980	1,000
Quebec	CHRC	800	5,000 DA
Quebec	CJOC	1340	250
Quebec	CKCV	1280	1,000 DA-N
Quebec	CKRD	1230	250
Red Deer	CKCK	620	5,000 DA-N
Regina	CKRM	980	5,000 DA-N
Regina	CJBR	900	5,000 DA-N
Rimouski	CJFP	1400	250
Riviere-du-Loup	CKRN	1400	250
Rouyn	CHRL	1340	250
Roberval	CBA	1070	50,000
Sackville	CKSB	1250	1,000 DA
St. Boniface	CKTB	620	1,000 DA
St. Catharines	CKGB	1350	1,000 D
St. Catharines	CKGB	1350	250 N
St. Catharines	CKGB	1350	5,000 DA
St. John	CFBC	930	5,000 DA-N
St. John	CHSJ	1150	5,000 DA-N
St. John	CBN	640	10,000
St. John's	VOCM	590	1,000
St. John's	CJON	930	5,000 DA-N
St. John's	CHLO	680	1,000 DA
St. Thomas	CHOK	1070	5,000 D
Sarnia	CHOK	1070	1,000 DA-N
Sarnia	CHOK	1070	1,000 DA-N
Saskatoon	CFNS	1170	1,000
Saskatoon	CFQC	600	5,000 DA-N
Saskatoon	CKOM	1340	5,000
Saskatoon	CJIC	1490	250
Sault Ste Marie	CKSM	1220	1,000 DA
Shawinigan Falls	CHLT	900	1,000 DA-N
Sherbrooke	CKTS	1240	250
Sherbrooke	CJJS	1320	1,000 DA-N
Sorel	CJCS	1240	250
Stratford	CHNO	1440	1,000 DA
Sudbury	CHNO	1440	1,000 DA

(Continued on page 34)

TELEVISION STATIONS

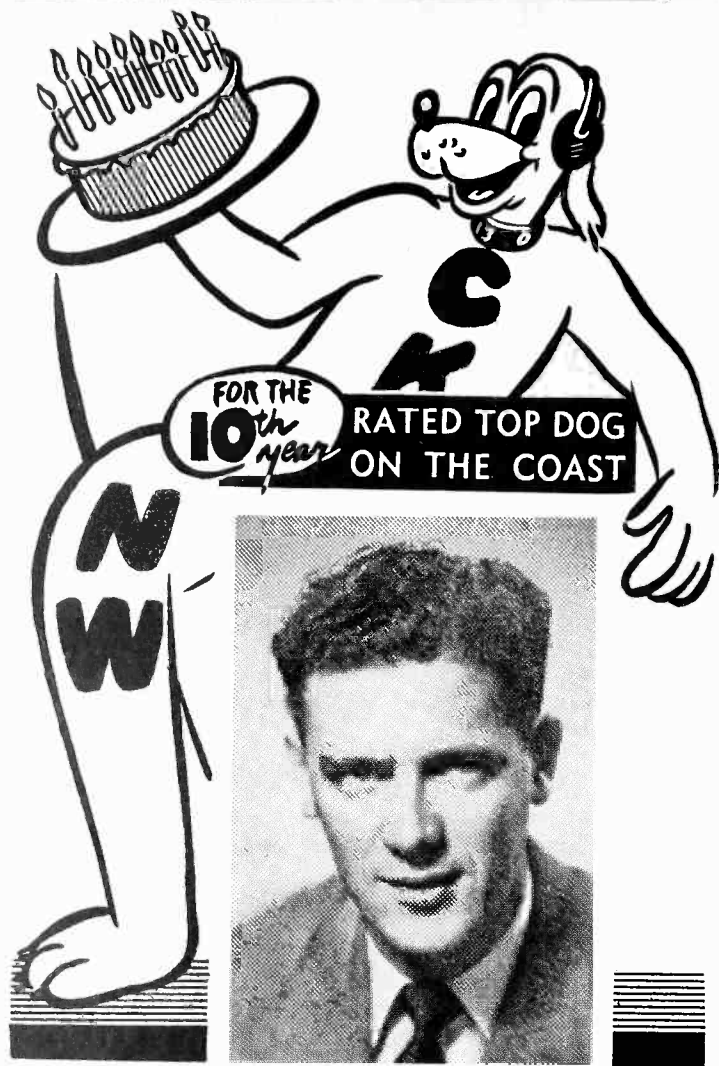
City	Name	Channel	In Operation		Manager
			Video	E.R.P. in kw. Audio	
London	Free Press Printing Co.	10	117	59.6	Murray Brown
Montreal	CBFT (CBC)	2	15.7	7.5	Aurele Seguin
Ottawa	CBOT (CBC)	4	15		Charles Wright
Sudbury	CKSO Radio Ltd.	5	1.25	625	Wilf Woodill
Toronto	CBLT (CBC)	9	25.65	13	Fergus Mutrie
Under Construction					
Calgary	—	2	10.9	5.45	—
Edmonton	CFRN-TV	3	23.9	14.3	Dick Rice
Halifax	CBHT (CBC)	3	100		—
Hamilton	CHCH-TV	13	80.6	48.36	Ken Soble
Kingston	CKWS-TV	11	99	54	—
*Kitchener	CKCO-TV	13	17.9	10.27	Carl Potlock <i>one F. T. 11/11/53</i>
Quebec	CFCM-TV	4	.923	.554	Henri LePage
Rimouski	CJBR-TV	3	32.5	19.5	—
Regina	CKCK-TV	2	20	10.8	Hal Crittenden
Saint John	CHSJ-TV	4	27.8	13.9	George Cromwell
Saskatoon	CFQC-TV	8	35.8	17.9	A. A. Murphy
*Sydney	CJCB-TV	4	24	12	Marven Nathanson
Vancouver	CBUT (CBC)	2	100		Peter McDonald
Windsor	CKLW-TV	9	250	140	J. E. Campeau
Winnipeg	CBWT (CBC)	4	50		Wilfred Carpentier
(Applications Being Heard December 4)					
Charlottetown	Island Broadcasting Co.	13	57	27	—
Peterborough	Brookland Co. Ltd.	22	18.3	11	—
Sherbrooke	La Tribune Ltee.	7	27	13.5	—
Sherbrooke	Leopold Chevalier	7	17.3	8.8	—

*Power increase being heard December 4.

NEED A MAN? EQUIPMENT FOR SALE?
USE AN AD. IN CANADIAN BROADCASTER!

Season's Greetings

from the Management and Staff of
CKCK - Regina CKCK - T.V.



FOR THE 10th year
RATED TOP DOG ON THE COAST

"Merry Christmas from Bill Hughes, National Sales Director at 'NW. Have a dog-gone good time!"

STATION FREQUENCIES cont'd.

City	Station	Kcs.	Watts	
Sudbury	CKSO	790	5,000	DA-N
Summerside	CJRW	1240	250	
Sydney	CBT	1570	1,000	
Sydney	CJCB	1270	5,000	D
			1,000	N
Thetford Mines	CKLD	1230	250	
Three Rivers	CHLN	550	1,000	DA
Timmins	CFCL	580	1,000	DA
Timmins	CKGB	680	5,000	DA-N
Toronto	CBL	740	50,000	
Toronto	CHUM	1050	1,000	D
Toronto	CFRB	1010	50,000	DA
Toronto	CJBC	860	50,000	
Toronto	CKEY	580	5,000	DA-D
			1,000	DA-N
			250	DA
Toronto	CKFH	1400	1,000	
Trail	CJAT	610	1,000	
Truro	CKCL	1400	250	
Val d'Or	CKVD	1230	250	
Vancouver	CBU	690	10,000	DA
Vancouver	CJOR	600	5,000	DA
Vancouver	CKMO	1410	1,000	
Vancouver	CKWX	980	5,000	DA
Verdun	CKVL	980	1,000	DA
Vernon	CJIB	940	1,000	
Victoria	CJVI	900	1,000	DA
Victoria	CKDA	1340	250	
Victoriaville	CFDA	1380	1,000	DA-N
Ville Marie	CKVM	710	1,000	DA-N
Watrous	CBK	540	50,000	
Windsor, N.S.	CFAB	1450	250	
Windsor, Ont.	CKLW	800	50,000	DA
Windsor, Ont.	CBE	1550	10,000	DA
Wingham	CKNX	920	1,000	DA-N
Winnipeg	CBW	990	50,000	
Winnipeg	CJOB	1340	250	
Winnipeg	CKRC	630	5,000	DA-N
Winnipeg	CKY	580	5,000	DA
Woodstock	CKOX	1340	250	
Yarmouth	CJLS	1340	250	
Yorkton	CJGX	940	1,000	

D—Day
 N—Night
 DA—Directional Antennae
 DA-N—Directional Antennae Night
 DA-D—Directional Antennae Day

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Brantford	CKPC-FM	94.7	250
Cornwall	CKSF-FM	104.3	600
Edmonton	CFRN-FM	100.3	279
Edmonton	CJCA-FM	99.5	414
Edmonton	CKUA-FM	98.1	352
Fort William	CKPR-FM	94.3	250
Halifax	CHNS-FM	96.1	250
Hamilton	CHML-FM	94.1	400
Hamilton	CJSH-FM	102.9	9,200
Kingston	CKWS-FM	96.3	350
Kirkland Lake	CJKL-FM	93.7	250
Kitchener	CKCR-FM	96.7	350
London	CFPL-FM	95.9	4,440
Montreal	CBF-FM	95.1	10,940
Montreal	CBM-FM	100.7	4,510
Montreal	CFCF-FM	106.5	7,700
North Bay	CFCH-FM	106.3	250
Ottawa	CBO-FM	103.3	380
Ottawa	CFRA-FM	93.9	383
Peterborough	CHEX-FM	101.5	250
Quebec	CHRC-FM	98.1	595
Rimouski	CJBR-FM	101.5	570
St. Catharines	CKTB-FM	97.7	250
Saint John	CHSJ-FM	100.5	325
Sarnia	CHOK-FM	97.5	250
Sydney	CJCB-FM	94.9	630
Timmins	CKGB-FM	94.5	425
Toronto	CBL-FM	99.1	5,580
Toronto	CFRB-FM	99.9	600
Toronto	CJRT-FM	91.1	9,900
Vancouver	CBU-FM	105.7	1,400
Verdun	CKVL-FM	96.9	10,200
Windsor, Ont.	CKLW-FM	93.9	250
Winnipeg	CJOB-FM	103.1	250
Woodstock	CKOX-FM	106.9	262

Our
 Season's Greetings
 bear a
 Wish
 for

Constant
Happiness
No matter what
Comes your way!

May the *BEST THINGS* be your lot,
 especially in *RADIO*

BROADCASTING STATION CHNC

610 kcs New Carlisle, Que. 5000 Watts

**200,000 PEOPLE WITH
 \$200,000,000 TO SPEND**

THAT'S THE NIAGARA PENINSULA
 SERVED BY CKTB, ST. CATHARINES
 AND FOR BONUS COVERAGE SEE
 THE BBM REPORT

PAUL MULVIHILL
 Representative now in both
 Toronto and Montreal

The NIAGARA DISTRICT STATION

CKTB
 ST. CATHARINES

STATIONS OF THE CBC AND SUBSIDIARY NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
 CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)
 CBN St. John's
 CBY Cornerbrook
 CBG Gander
 CBT Grand Falls
 CKBW Bridgewater
 CKMR Newcastle

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

Mid-Eastern Region (Supplementary)
 CHOK Sarnia
 CJQC Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)
 CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)
 CKCK Regina
 CFAR Flin Flon
 CFGP Grand Prairie
 CJCA Edmonton
 CFAC Calgary
 CJDC Dawson Creek

Pacific Region (Basic)
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBU Vancouver
 CFPR Prince Rupert

Pacific Region (Supp.)
 CKLN Nelson
 CKPG Prince George

Dominion Network

Atlantic Region (Basic)
 CJCB Sydney
 CJFX Antigonish
 CFCY Charlottetown
 CHNS Halifax
 CKCW Moncton
 CKNB Campbellton
 CJLS Yarmouth
 CFBC Saint John

Mid-Eastern Region (Basic)
 CKTS Sherbrooke
 CFCF Montreal
 CKOY Ottawa
 CHOV Pembroke
 CFJR Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)
 CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CKFI Fort Frances

CHNO Sudbury
 CKLW Windsor

Prairie Region (Basic)
 CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCN Calgary
 CFRN Edmonton

Prairie Region (Supplementary)
 CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)
 CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)
 CJIB Vernon
 CKOK Penticton

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi
 *CBAF Moncton
 CHNC New Carlisle

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocatiere
 CJBR Rimouski
 **CKRN Rouyn
 **CKVD Val d'Or
 **CHAD Amos
 **CKLS Lasarre
 CHLT Sherbrooke
 CJEM Edmundston

CJFP Riviere du Loup
 CKLD Thetford Mines
 CKVM Ville Marie
 CKBL Matane
 CHNO Sudbury
 CFCL Timmins
 CKSB St. Boniface
 CFNS Saskatoon
 CFRG Gavelbourg
 CHFA Edmonton

Subsidiary Networks

French Radio Associates (Basic)
 CKVL Verdun
 CKCV Quebec
 CHLN Trois Rivieres
 CHLT Sherbrooke
 CJSO Sorel
 CHEF Granby

(Supplementary)
 CHGB Ste Anne de la Pocatiere
 CJFP Riviere du Loup
 CKBL Matane
 CHRL Roberval
 CKLD Thetford Mines
 CFDA Victoriaville

Trans-Quebec Radio Groupe (Basic)
 CKAC Montreal
 CHRC Quebec
 CKRS Jonquiere-Kenogami

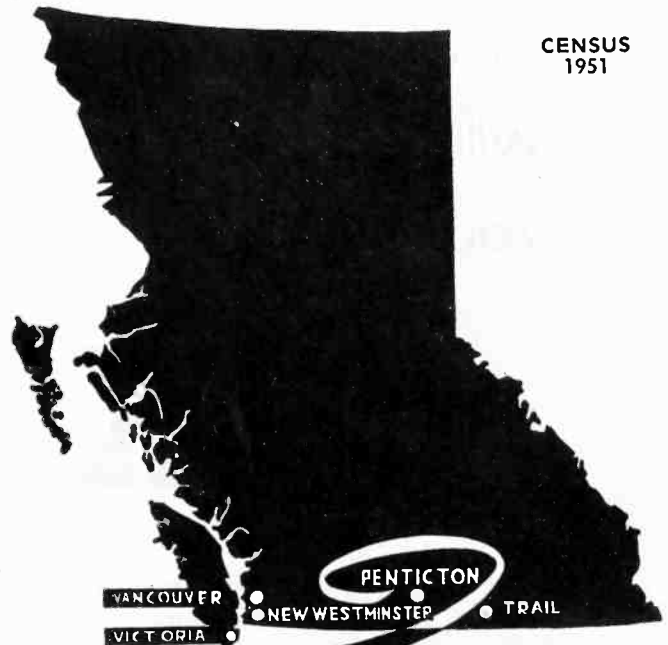
(Affiliated)
 CHNC New Carlisle
 CKVM Ville Marie
 CKLD Thetford Mines
 CKBL Matane

*Under Construction
 **These four stations sold as a group.

Merry Christmas

CKBI Prince Albert, Saskatchewan

B.C. cities with population over 10,000



CENSUS 1951

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
 Managing Director
 ROY CHAPMAN
 Station Manager

Canada
 PAUL MULVIHILL
 U.S.A.
 DON COOKE

74,940 GOOD WISHES

We didn't pull
that number out
of a hat.

It just happens
to be the num-
ber of radio
homes between
Lunenburg and
Mulgrave, N.S.
your greeting*
will reach when
you route it over

CJFX

ANTIGONISH, N.S.

5000 Watts on 580 Kilocycles

DOMINION NETWORK

Represented by

PAUL MULVIHILL IN CANADA

ADAM YOUNG IN U.S.A.

* Or Sales
Message.

NATIONAL SALES REPRESENTATIVES CANADA

JAMES L. ALEXANDER

Toronto: 100 Adelaide St. W. J. L. Alexander
Montreal: Drummond Building Frank Edwards

ALL-CANADA RADIO FACILITIES LTD.

Toronto: Victory Building John Tregale
129 Adelaide St. W. Ross McCreath (TV)
Montreal: Dominion Square Building Burt Hall
Windsor Hotel John Cameron (TV)
Winnipeg: Galt Building M. V. Chesnut
Calgary: Taylor, Pearson & Carson Building H. R. Carson
Vancouver: 198 W. Hastings St. J. E. Baldwin

BROADCAST REPRESENTATIVES LTD.

Winnipeg: Lindsay Building A. J. Messner

CANADIAN BROADCASTING CORPORATION

Toronto: 354 Jarvis St. Walter Powell
Montreal: Radio Canada Building Maurice Valiquette

JOS. A. HARDY LTD.

Montreal: 1015 Dominion Square Bldg. Mrs. B. Wells
Toronto: 67 Yonge St. Bruce Butler
Bob Armstrong (TV)

JOHN N. HUNT & ASSOCIATES

Vancouver: 198 W. Hastings St. J. N. Hunt

PAUL MULVIHILL

Toronto: 21 King St. East (Room 300) Paul Mulvihill
Montreal: 1434 St. Catherine St. W. Murray MacIvor

NATIONAL BROADCAST SALES

Toronto: 222 Simcoe St. R. A. Leslie
Montreal: 1396 St. Catherine St. West Ed Kavanagh

OMER RENAUD & CO.

Montreal: 1411 Stanley Street Omer Renaud
Toronto: 170 Bay St. Ken Davis

RADIO REPRESENTATIVES LTD.

Toronto: 4 Albert Street Jack Slatter
Montreal: Dominion Square Building Wilf Dippie
Winnipeg: Lindsay Building A. J. Messner
Vancouver: 198 W. Hastings St. J. N. Hunt

RADIO TIME SALES (ONT.) LTD.

Toronto: 147 University Ave. Norm Brown

RADIO TIME SALES (QUEBEC) LTD.

Montreal: King's Hall Building Ralph Judge

RADIO & TELEVISION SALES INC.

Toronto: 10 Adelaide St. East A. A. McDermott
Montreal: Windsor Hotel Andy Wilson

STEPHENS & TOWNDROW

Toronto: 35 King St. West Bill Stephens
Ernie Towndrow

HORACE N. STOVIN & CO.

Toronto: Victory Building H. N. Stovin
George Hellman
Montreal: Keefer Building T. C. Maguire
Winnipeg: Childs Building Tjuk Tudor
Vancouver: 846 Howe Street Jim Stovin

UNITED STATES

DONALD COOKE INC.

New York: 551 Fifth Avenue Donald Cooke
Chicago: 228 North La Salle Street Fred Jones
Los Angeles: 111 North La Cienga Blvd. Lee O'Connell
San Francisco: 233 Sansome St. William Ayres
Detroit: 1072 Penobscot Building Chas. J. Sheppard

JOSEPH HERSHEY MCGILLVRA INC.

New York: 366 Madison Avenue J. H. McGillvra
Chicago: 185 North Wabash Avenue Hub Jackson
Los Angeles: 111 North La Cienga Blvd. Lee O'Connell
San Francisco: 233 Sansome Street William Ayres

WEED & CO.

New York: 350 Madison Ave. Joseph J. Weed
Peter A. McGurk
Chicago: 203 North Wabash Ave. Cornelius C. Weed
Detroit: Book Building Bernard Pearse
Hollywood: 6331 Hollywood Blvd. Lincoln P. Simonds
San Francisco: 68 Post Street Mollie Eastman
Boston: Statler Building Henry Greene
Atlanta: Palmer Building George Swearingen, Jr.

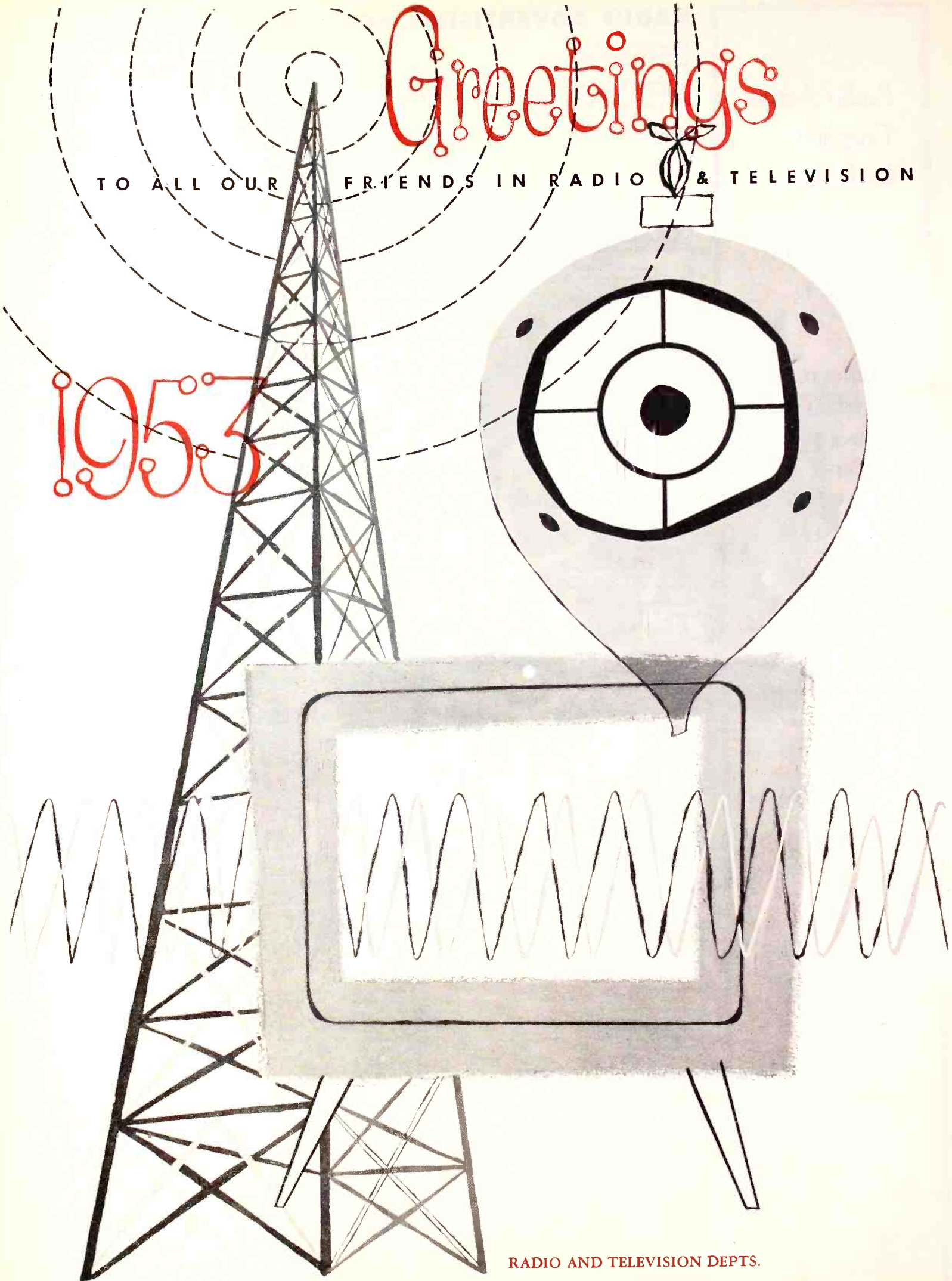
ADAM J. YOUNG JR. INC.

New York: 22 East 40th Street Adam J. Young, Jr.
Chicago: 55 East Washington Street Wm. J. Reilly
Los Angeles: 6221 Hollywood Blvd. William L. Wallace
6 N. 7th St. Jack Hetherington

Greetings

TO ALL OUR FRIENDS IN RADIO & TELEVISION

1953



RADIO AND TELEVISION DEPTS.

MacLAREN ADVERTISING CO., LIMITED

TORONTO • MONTREAL • WINNIPEG • VANCOUVER • LONDON, ENGLAND

RADIO ADVERTISING AGENCIES

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

Aikin-McCracken Ltd.	33 Hayden St., Toronto	Phyllis Judson
Allied Advertising Agency Inc.	100 Boylston St., Boston	Howard Shamban
Ardiel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	William Campbell
Associated Broadcasting Co. Limited	37 James St. South, Hamilton	S. P. Westaway
Atherton & Currier Inc.	1139 Bay St., Toronto	Gordon Allen
Baker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	Herbert H. Rylance
John McKenney Bingham Ltd.	1315 Yonge St., Toronto	Jack Horler
Bleasdale Advertising Ltd.	1557 Mackay St., Montreal	Gabriel Langlais
Burns Advertising Agency Ltd.	86 Adelaide St. E., Toronto	J. H. Titherington
S. W. Caldwell Ltd.	Douglas St., Victoria, B.C.	Harry Bleasdale
Canadian Advertising Agency Ltd.	1500 St. Catherine St. W., Montreal	Ralph Novak
	447 Jarvis St., Toronto	Norris Mackenzie
	Sun Life Bldg., Montreal	Frank Collins
	80 King St. W., Toronto	Irvin Teitel
	Dominion Bldg., Vancouver	Wm. Surphils
Garry J. Carter of Canada Ltd.	59 Avenue Rd., Toronto	Bob Howe
Cockfield, Brown & Co. Ltd.	Canada Cement Bldg., Montreal	R. W. Harwood
	Metropolitan Bldg., Toronto	C. W. McQuillan
	Electric Railway Chambers, Winnipeg	J. Burke-Gaffney
	1164 Melville St., Vancouver	Milt Tisdale
Don H. Copeland Advertising Ltd.	442 Sherbourne St., Toronto	Don Copeland
Crombie Advertising Co. Ltd.	391 St. James St. W., Montreal	V. P. Gray
	24 King St. W., Toronto	J. H. Burley
A. J. Denne & Co. Ltd.	90 King St. W., Toronto	Lillian Ryan
Dominion Broadcasting Co.	4 Albert St., Toronto	H. B. Williams
Ellis Advertising Co.	77 York St., Toronto	Al. May
W. H. Emmett (Canada) Ltd.	Drummond Bldg., Montreal	H. P. Diehl
Erwin Wasey of Canada Ltd.	1440 St. Catherine St. W., Montreal	Margaret McCrimmon
	1170 Bay St., Toronto	Stewart Tucker
Ferres Advertising Service	63 Duke St., Hamilton	E. B. Heaven
James Fisher Co. Ltd.	215 Victoria St., Toronto	David Fenn
	Sun Life Bldg., Montreal	Godfrey Humphrys
Harry E. Foster Advertising Ltd.	149 Alcorn Ave., Toronto	Mary Newton
	138 Sun Life Bldg., Montreal	Bob Perrault
	Dominion Bldg., Vancouver	Leagh Webster
	612 Barrington St., Halifax	Ervin Murray
	165 McDermot Ave., Winnipeg	E. G. V. Evans
William Gent Advertising Co.	11 St. Clair Ave. W., Toronto	Marilyn Girdwood
	2076 Sherbrooke St. W., Montreal	Doug Grant
J. J. Gibbons Ltd.	200 Bay St., Toronto	Walter Reeves
	Dominion Square Bldg., Montreal	(Through Toronto)
	272 Scott Block, Winnipeg	A. B. Johnston
	Province Bldg., Vancouver	Charles Heap
	Renfrew Bldg., Calgary	R. Jamison
	Credit Foncier Bldg., Edmonton	J. W. Baldwin
	Leader Bldg., Regina	R. P. Wilson
Gislason Reynolds Ltd.	651 Church St., Toronto	Ron McAllister
Gordon & Gotch (Canada) Ltd.	43 Victoria St., Toronto	Miss M. N. Butchart
Grant Advertising of Canada Ltd.	90 Richmond St. W., Toronto	Irene Weaver
	1028 Sun Life Bldg., Montreal	Miss M. J. Baldock
	7 King St. E., Toronto	Robt. Ainos
F. H. Hayhurst Co. Ltd.	1510 Drummond St., Montreal	Louis Desjardins
	35 Avenue Rd., Toronto	Nancy Anckorn
L. J. Heagerty Ltd.	57 Bloor St. W., Toronto	John Chilman
Heggie Advertising Co.	745 Fifth Ave., New York	Robt. F. Louche
Hirshon Garfield Inc.	353 St. Nicholas St., Montreal	H. U. Boucher
Publicite J. E. Huot Ltée	33 Hayden St., Toronto	Pat Hennessy
Hutchins Advertising Co. of Canada Ltd.	407 Barrington St., Halifax	Austin Moore
Industrial Advertising Agency Ltd.	631 Spadina Ave., Toronto	Mrs. Kathleen O'Gorman
Albert Jarvis Ltd.	94 Yonge St., Toronto	Albert Jarvis
Russell T. Kelley Ltd.	447 Main St. E., Hamilton	H. P. Kelley
	Royal Bank Bldg., Vancouver	Volney Irons
	480 Lagachetiere W., Montreal	E. W. Desbarats
Kenyon & Eckhardt Ltd.	80 King St. W., Toronto	Jeanne Lyons
Locke, Johnson & Co. Ltd.	Harbor Commission Bldg., Toronto	Jim Mumford
James Lovick & Co. Ltd.	789 West Pender, Vancouver	Bill Bellman
	800 Bay St., Toronto	J. L. McCuaig
	Dominion Square Bldg., Montreal	Guy Newsam
	Toronto General Trusts Bldg., Calgary	Mrs. Leslie White
	Lafleche Bldg., Edmonton	Art Wrenshall
	Canada Permanent Bldg., Regina	Geo. R. Bothwell
	Montreal Trust Bldg., Winnipeg	Grant F. Stevens
MacLaren Advertising Co. Ltd.	372 Bay St., Toronto	Hugh Horler
	Dominion Square Bldg., Montreal	Larry Trudel
	Electric Railway Chambers, Winnipeg	E. P. Thomson
	1240 W. Pender St., Vancouver	J. P. Hoyland
	111 Sparks St., Ottawa	W. F. Harrison
McCann-Erickson Inc.	200 Bloor St. E., Toronto	Ev. Palmer
McConnell Eastman & Co. Ltd.	147 University Ave., Toronto	Austin Moran
	Huron & Erie Bldg., London	W. M. Page
	Dominion Square Bldg., Montreal	A. C. Green
	173 Portage Ave. E., Winnipeg	
McGuire Advertising Ltd.	1198 West Pender, Vancouver	Andrew McGuire
	Bank of Commerce Bldg., Windsor	Edgar Tremblay
McKim Advertising Ltd.	1520 Mountain St., Montreal	Wilf Charland
	1510 Drummond St., Montreal	Don MacMillan
	47 Fraser Ave., Toronto	A. A. Brown
	National Trust Bldg., Winnipeg	Robert Jefferson
	591 Burrard St., Vancouver	Eddie Gou'd
Muter, Culiner, Frankfurter & Gould Ltd.	1121 Bay St., Toronto	R. J. Perrault
O'Brien Advertising Ltd.	928 West Pender St., Vancouver	Jack Bramm
Wm. Orr & Company	464 Yonge St., Toronto	Athol Stewart
Robert Otto & Co. (Canada) Ltd.	222 Simcoe St., Toronto	George Vale
Paul-Taylor-Phelan Ltd.	169 Yonge St., Toronto	Miss N. Desjardins
PayeurPublicite Ltd.	639 8th Ave., Quebec	A. R. Plant
Elton M. Plant Co.	303 Bartlett Bldg., Windsor	A. R. Poyntz
Alford R. Poyntz Advertising Ltd.	95 King St. E., Toronto	Maurice Lalonde
	4109 St. Catherine St. W., Montreal	Miss G. Race
Thornton Purkis Ltd.	330 Bay St., Toronto	Henry Karpus
E. W. Reynolds Ltd.	355 King St. W., Toronto	Harold Tingle
	985 Sherbrooke St. W., Montreal	Frank Starr
Ronalds Advertising Agency Ltd.	Keefer Bldg., Montreal	Ernie Allen
	108 Peter St., Toronto	
James Elliott Russell Inc.	62 West 47th St., New York	Ramsay Lees
Ruthrauff & Ryan Inc.	80 Richmond St. W., Toronto	Phil Saxe
Schneider, Cardon Ltd.	2024 Peel St., Montreal	Allan Sills
Allan R. Sills & Co.	137 Wellington St. W., Toronto	G. A. Phare
R. C. Smith & Son Ltd.	80 King St. W., Toronto	Ralph Hart
Spitzer & Mills Ltd.	50 King St. W., Toronto	Paul Corbeil
	3405 Addington Ave., Montreal	G. Duhamel
Harold F. Stanfield Ltd.	Dominion Square Bldg., Montreal	Olive Jennings
	67 Richmond St. W., Toronto	Ken Gibson
Stevenson & Scott Ltd.	1260 University St., Montreal	Sam Young
	100 Adelaide St. W., Toronto	R. A. Hunter
	402 West Pender St., Vancouver	Reg. Dagg
Stewart-Bowman-Macpherson Ltd.	Province Bldg., Vancouver	Bob McNicol
	337 West 8th Ave., Calgary	W. M. Kerr
	Brock Bldg., Edmonton	Don Mason
	88-90 Richmond St. W., Toronto	E. Macpherson
	294 Portage Ave., Winnipeg	A. C. Haight
Tandy Advertising Agency Ltd.	20 Carlton St., Toronto	Mariette Mineau
J. Walter Thompson Co. Ltd.	Dominion Square Bldg., Montreal	Phyllis Sivell
	600 University Ave., Toronto	Tom Vamplew
Vamplew Advertising	1175 Bay St., Toronto	Roland Beaudry
Vickers & Benson Ltd.	Keefer Bldg., Montreal	Stuart MacDonald
	(After Dec. 15) 110 Church St., Toronto	(Through Toronto)
Walsh Advertising Co. Ltd.	Guaranty Trust Bldg., Windsor	Jean Monte
	1020 University Tower, Montreal	Ken Burt
	44 King St. W., Toronto	Arnold Clare
Armand S. Weill Inc.	225 Mutual St., Toronto	Wilf Charland
Whitehall Broadcasting Ltd.	1510 Drummond St., Montreal	Victor Snack
W. A. Willis Advertising Ltd.	220 Richmond St. W., Toronto	A. McGregor
Woodhouse & Hawkins	1175 Bay St., Toronto	Jean F. Pelletier
Young & Rubicam Ltd.	University Tower Bldg., Montreal	W. D. Byles
	44 King St. W., Toronto	

Radio Artists
Telephone
Exchange
and all its
Subscribers
Including

- ARNOLD, Audrey
- BATEMAN, Jack
- CASS, Deborah
- DAVIES, Joy
- FRID, John
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OLSON, Louise
- OULD, Lois
- RAPKIN, Maurice

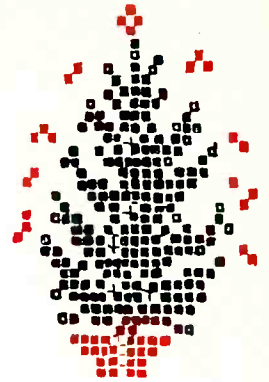
Day and Night Service

Wish You
COMPLIMENTS
OF THE
SEASON





**QUAINT CHRISTMAS CUSTOMS ECHO OUR WISH
FROM 37 BLOOR STREET TO ANCIENT TARSHISH.
AS ROUND THE WORLD FLIES THE SPIRIT OF PEACE,
AND, FOR A MOMENT, LIFE'S STRUGGLES CEASE,
CFRB WISHES YOU HEALTH, WEALTH, AND CHEER—
AND SUCCESSFUL VENTURES IN THE COMING YEAR.**

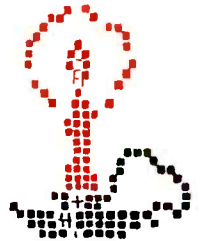


TYROL

When a Tyrolean maid from her mistress receives,
A Christmas pie . . . her kinfolk to please,
Her young man may offer to carry the token—
And having done so . . . for the lass he has spoken.

NEW ENGLAND

In early New England a bayberry dip
Was justified at Christmas by the following quip:
"A bayberry candle burnt to the socket,
Brings luck to the house and gold to the pocket."



CZECHOSLOVAKIA

St. Nicholas descends on his golden ladder,
To reward good children and punish the badder!
To many a lad this can mean disaster . . .
For old St. Nick is the village school master.

SCOTLAND

A Highland lassie can foretell her fate . . .
(A youthful spouse or an elderly mate?)
When a loud quick knock on the pigstye door
Invokes a piglet's squeak or an old hog's roar!



ROMANY WAYS

To Romany folk the Christ Child was born,
Like themselves, in a field at early morn . . .
And raised like a gypsy by a warm ash fire.
They burn ash in His memory—peace to inspire.

HOLLAND

Holland's old custom is St. Nicholas cakes!
Glittering and sparkling, these doll-like shapes
Are given to maid and manservant alike . . .
To ensure them of sweethearts in which they'll delight.



IN CANADA

**SINCERE BEST WISHES TO ONE AND ALL . . .
FAT FOLKS, THIN FOLKS, SHORT AND TALL . . .
SPONSORS, PRODUCERS AND ENGINEERS . . .
ACTORS, MUSICIANS AND OVERSEERS . . .
MAY YOUR JOYS BE MULTIPLIED—YOUR WOES DIMINISHED
FROM THIS MOMENT ON—'TIL '54 IS FINISHED**



CFRB = TORONTO