

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 24.

TORONTO, ONTARIO

December 21st, 1949

SMILES AND TEARS RAISE HOSPITAL FUNDS

Week-Long CFRB Program Sparked By Press and Other Stations



Toronto.—Staid old CFRB made with the whoop-a-de-deop the week before last, in a week-long drive for the Sick Children's Hospital here. All CFRB staffers had a hand in the show and all other Toronto stations, plus the three dailies, went along with the gag.

Aired nightly Monday through Friday, with a special six-hour finale Saturday night, "The Friendship Parade" was the brain-child of Ian Laidlaw, who recently came up from CFBC, Saint John,

N.B., to join CFRB's sales force.

The usual formula of phoning in pledges for the fund coupled with requests was used, and the take added up to somewhere in the region of ten thousand dollars for the week.

Top attractions were a solo rendition of "Mule Train" by Kate Aitken, and a presentation of "Home on the Range" by Mayor Hiram "Buck" McCallum. Mrs. Aitken's performance brought in \$234.00 with the mayor running her a close second with a couple of dollars less.

On the entertainment side, the Evening Telegram's sportswriter, Ted Reeve, was a sensation with his recitation of the "Three Bears" (named Octo-bear, Novem-bear and Decem-bear), and Mickey Lester, of CKEY, one of the many artists from other Toronto stations who put in an appearance, stole the Saturday night show, especially when he brought the greetings of his chief, Jack K. Cooke, and a message that CKEY was Toronto's most listened-to station. Informing listeners that he was Canada's Number 1 Disc Jockey because 1 is the lowest number, he saw former CKEY (now CFRB) sales manager Waldo Holden in the audience and hallooed him with a "come home, all is forgiven."

Many and varied were the requests that accompanied donations. Pianist Doris Veale's bank manager offered ten dollars if Doris would put the account number on the cheques she drew. An old lady—a pensioner of about 75—came in with a flower basket she had crocheted, to be auctioned as she had no money. Another listener offered five dollars and five pints of blood. Jim Coleman, Globe and Mail sports writer, and ardent booster for his native west, broke down and admitted without reservations that the best team won the Grey Cup Final. This was in response to a wire from four other sports writers, en route to Boston for Sunday's NHL game, each offering \$5 apiece to the fund if Jim would do so. Incidentally, these writers were Red Burnett (Star); Bob Hesketh (Telegram); Ed Fitkin (Maple Leaf Gardens), and Jim Vipond (Globe and Mail). But what really turned the trick, as far as Jim Coleman was concerned, was when Joe Perlove (Star) and Controller John Innes each sweetened the pot with their own personal dimes.

A note of pathos entered the proceedings when a phone call came from a listener who wanted

someone to wish little Larry Rice, patient in Sick Children's Hospital, good luck from his two brothers. Before the item could be broadcast, another call came in asking that the message be read "in memory of Larry" because he had just died.

Among newspaper men who were present at the Saturday show and appeared on the program were Joe Perlove (Star), Jim Coleman (Globe and Mail), Ted Reeve, Hal Walker and Bunny Morganson (Telegram).

From Toronto's other stations came Mickey Lester (CKEY); Larry Mann and Harvey Dobbs (CHUM), and Mike Wood, Elwood Glover, and Byng Whitteker, from the CBC.

Free-lance artists included Bunny Cowan, Stan Francis, Cy Mack, Cy Strange, Mike Fitzgerald, Foster Hewitt, Kate Aitken, Horace Lapp, Doris Veale, Don Gordon, Jimmy Shields, George Murray, Alan Savage, Roy Ward Dickson, Steve Rowan, Ross Millard and Santa Claus.

Turk Broda, goalie of the Leafs, was en route for Boston and sent in a transcribed prescription for reducing. Mayor McCallum and Controller Innes represented the City Hall.

Agency girls and listeners volunteered as telephone answerers, and restaurants from as far as eight blocks away kept a constant supply of sandwiches and coffee pouring into the studios.

Pictures, which are all by Harry Whitton except the bottom one, which was taken by the Evening Telegram, are as follows:

Off the top, left to right: Hal Walker, Jim Coleman, Wes McKnight of CFRB, and Joe Perlove.

Mayor McCallum, Cy Strange and CFRB's Jack Dawson.

Kate Aitken and Ted Reeve.

Mickey Lester, with a background of part of pianist Don Gordon.

Irene McInnes (Miss Toronto), Ian Laidlaw and Ross Millard.

CKDO SELLS FOR 35 G's

Oshawa.—CKDO has been sold for a reputed \$35,000 to the Lakeland Broadcasting Co. Ltd.

Call letters will be changed, probably January 1, to CKLB.

President and general manager is Al Collins, former salesman at CHUM, Toronto; Mike Hopkins, previously with CHUM also, is the station manager. Both are directors of the new company with A. H. Dixon, a Toronto businessman. Major staff changes are not contemplated. Jim Alexander remains national representative.

WRIGLEY TESTS Bring Wide Campaign

Toronto.—As a result of a 13-week test campaign over three Ontario stations the Wm. Wrigley, Jr., Co. Ltd., will sponsor the half-hour "Cisco Kid" program in a national selective radio campaign on a tentative list of 22 stations. Programs will feature Wrigley's Spearmint Gum, and are released by J. Walter Thompson Co. Ltd.

The cowboy adventure series made its widely-publicized debut over CKEY, Toronto; CFRA, Ottawa, and CFPL, London. During the three-market test campaign heavy emphasis was placed on promotion aimed at the juvenile audience. A survey of the program, however, revealed that it appealed equally to both adult and junior listeners.

"The Cisco Kid," produced by Frederic W. Ziv Company and released in Canada through the program division of All-Canada Radio Facilities, will go national beginning early in January. It will be aired twice weekly in larger markets, once a week in others.

CUT MAYOR'S BROADCASTS

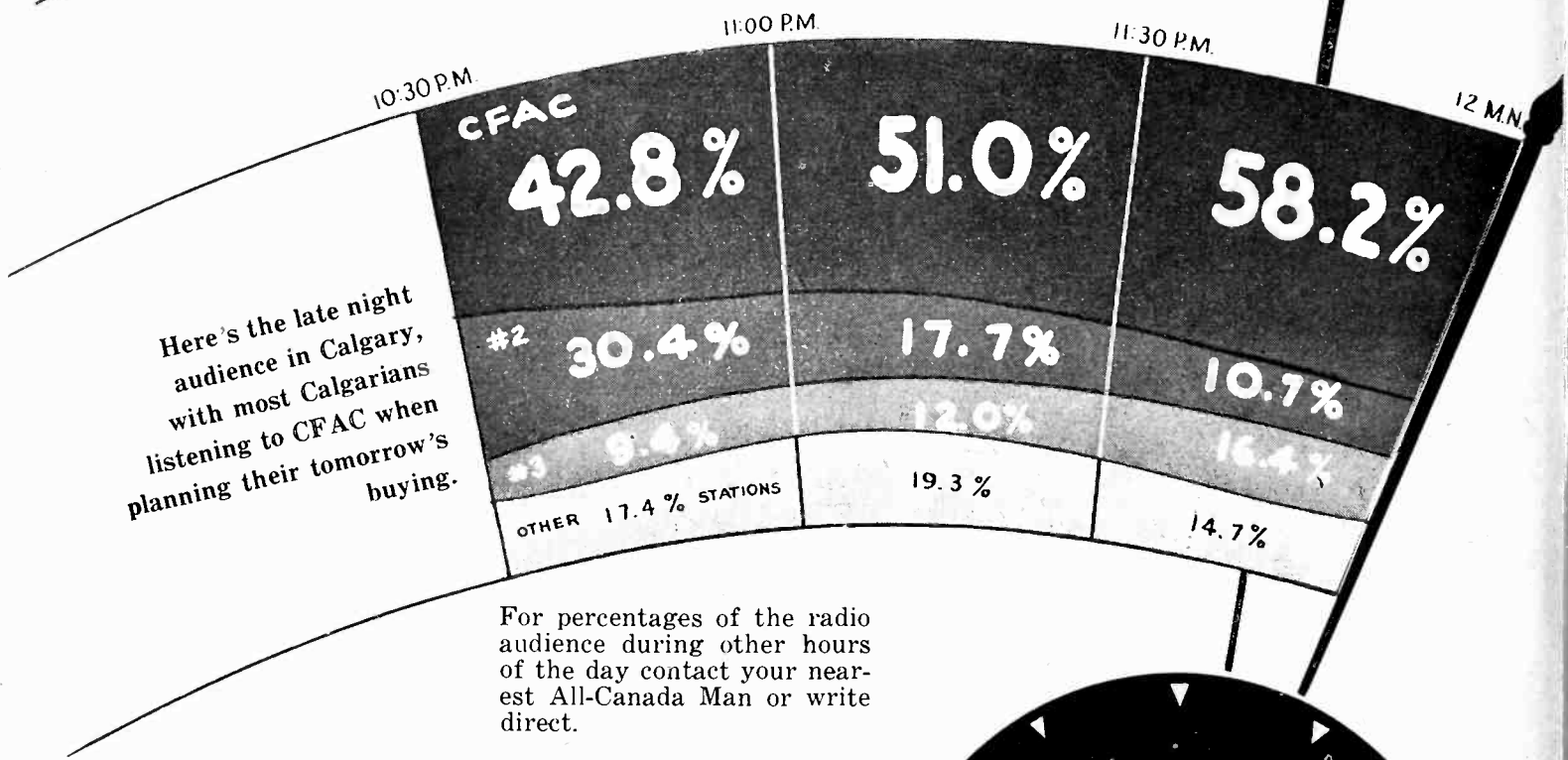
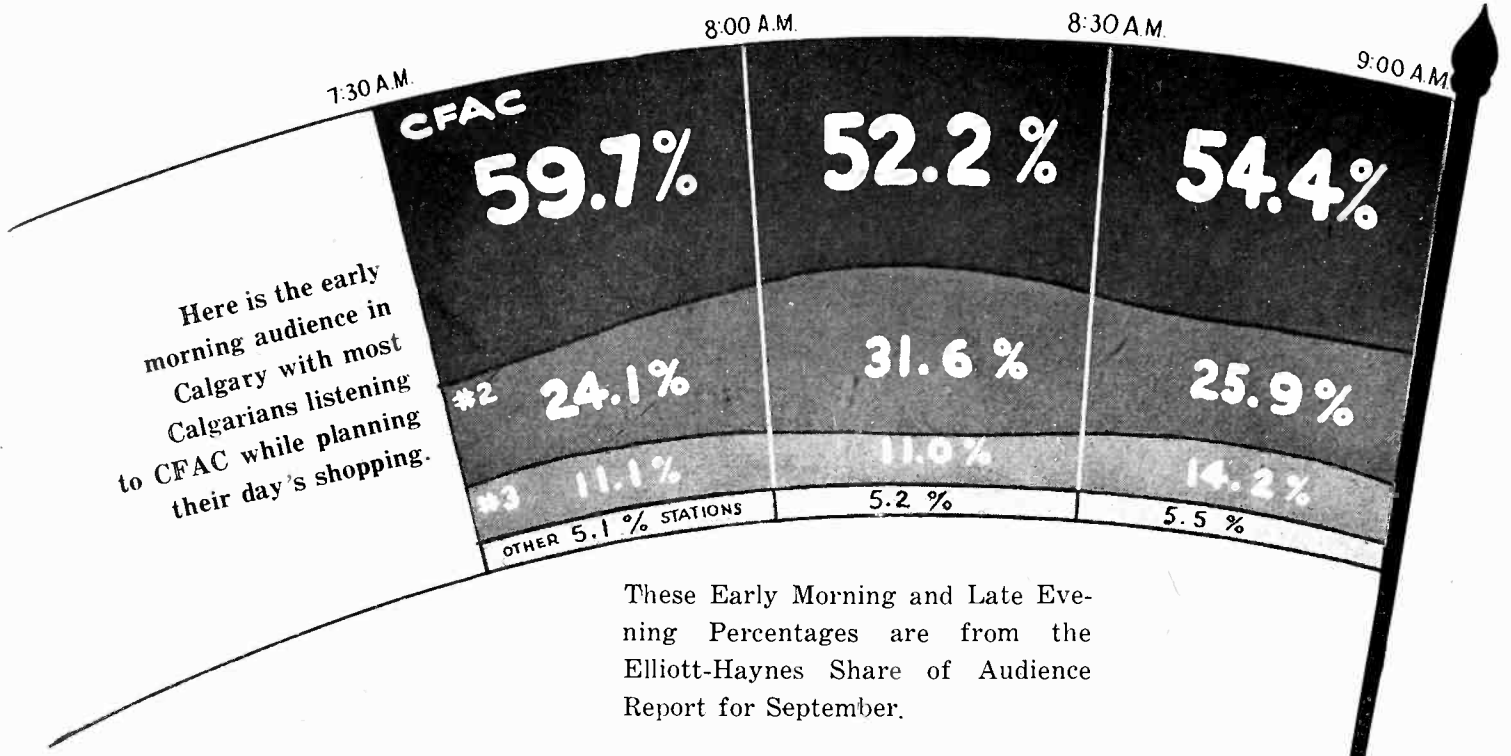
Toronto.—Last week the CBC requested Toronto's Mayor McCallum to relinquish the time he has occupied on CJBC on the grounds that his reports to the people were "political broadcasts." The move is said to have been brought about by a complaint lodged by a competitor in the forthcoming mayoralty race. Mayor McCallum and his predecessor, former Mayor Bob Saunders, have been broadcasting these weekly talks over the past four years. Originating on station CHUM, who devised them, the program was switched to CJBC at that station's request.

As soon as the CBC's request was announced all three Toronto stations offered the mayor time, and arrangements were made to continue the talks, without interruption, commencing last Sunday on CFRB.

CBC APPOINT TV DIRECTORS

Montreal.—The CBC, in carrying forward its plans for Canadian television, has announced that Fergus Mutrie and Aurele Seguin, two experienced CBC executives, have been appointed directors of the Corporation's TV activities in Toronto and Montreal, respectively.

If You Are Trying To Visualize Your 1950 Calgary Sales here are the figures that add up to Volume Selling



You Can't Do A Selling Job in Calgary unless CFAC's Audience Does the Buying



Representatives: All-Canada Radio Facilities Ltd., Vancouver, Winnipeg, Toronto, Montreal

Get Your Teeth Into This NEW YEAR'S GREETING (With Teeth)

by Pat Freeman, CAB Director of Sales

It's a pleasure to use the time-honored formula "A Merry Christmas and a Prosperous New Year." The "Merry Christmas" part of the greeting is given with the certain knowledge that the men and women of the radio industry will enjoy themselves to the limit. After all, they bring unending happiness to millions — they are experts in the enjoyment field!

But to expand the "Prosperous New Year" factor of the festive equation requires a number of special wishes. So here they are:

For the Advertiser, we hope that 1950 will see the promotion of the younger executives who have grown up in this Radio Age — men who know the unbeatable power of the spoken word. A happy retirement and longevity to the older gentlemen.

To the Agencies, our heartiest good wishes for more "space" — but not *that* kind. Instead, let's have more space in which to accommodate those growing Radio Departments as you strive to keep pace with the greatest advertising vehicle that the world has ever known.

For the Reps., our fervent prayers as they beat, drag, cajole, steal and otherwise extract market data and success stories from the stations who have placed them in the front line. Louder, please, as you sing your fraternal song — "Pass the Ammunition."

To the Stations, may your fondest wish come true in this, the year of "great report." May 1950 see Parliament create a new deal, a more democratic way of life for an oppressed industry. But, while waiting, counsel your local merchants to save their hard-earned advertising dollars from being dissipated. Sell them Radio Advertising — sell them a proven, measured medium. Guide them gently from the misleading whirlpool of circulation figures into the cool green pastures of coincidental contentment.

For B.B.M., we wish a great March Study. All blessings on those additional questions that will bring, at long last, a sound

answer for our vociferous friend, Mr. Daily Circulation. May the soft voice of your inquiries be heard throughout the vast rural areas whence cometh an exclusive segment of our salvation.

For the CBC, we wish the power to withstand any cruel criticism that may seek to humanize the rarefied atmosphere of Ye Olde Wodensdaye Nighte. And a plague on the license fee. Instead, may you receive a munificent government grant, providing you promise to contain yourself forevermore in the boudoir of *sustaining* chastity. And, as television dawns, hold fast the portals and let not that vile black stream of Americana flow into our fair land. Please nurture the childlike naivete of our hardy

race and expose us only to films of gossamer delicacy, infinite purity and enduring charm. And above all, may the new year glitter in the reflected light of fires that consume the pages of outmoded regulation.

For other Advertising Media, we wish continuing prosperity. Because we have the greatest medium does not mean that you have not done and are not doing a competent job. The point of division lies solely in the gradation of the superlatives.

For the C.D.N.A., nothing but goodwill which could be proven, should you turn to us for competent radio research when preparing some future brochured evaluation of the two leading advertising media.

CJAD
MONTREAL,
Covers
the
QUEBEC
ENGLISH MARKET

Greater Montreal,
Laurentians, Eastern Townships,
Lower Ottawa Valley

—providing the ideal combination
of coverage and listenership

5000 WATTS
800 KC.

The Voice of The Valley — Stronger Than Ever!



"Valley Notebook" Scores For CFRA

Farmer Frank Ryan . . . Driving force behind CFRA's "humanized radio presentations," has added a Sunday feature to his six weekly "Farmer's Notebook" editions. It's a program of smiles and tears culled from weekly newspapers in the Ottawa Valley and recounted with sympathy and humour by the Ottawa Valley's best-known farmer . . . it's the latest reason why . . .

CFRA IS THE OTTAWA VALLEY'S TOP STATION
ACTUAL SURVEY SHOWS IT HAS THE MOST LISTENERS

Melvin Motors of Winchester bought "Valley Notebook" before it ever hit the airwaves because they knew it was a "natural." Their faith is more than justified . . . in a few weeks it has become a top feature . . . once again CFRA has touched the heart of a big, wide, wonderful market . . .

Owners . . .
Operators
The Famed
Kilrean Farm.

CFRA

Reaching More
Than Half a
Million Radio
Listeners.

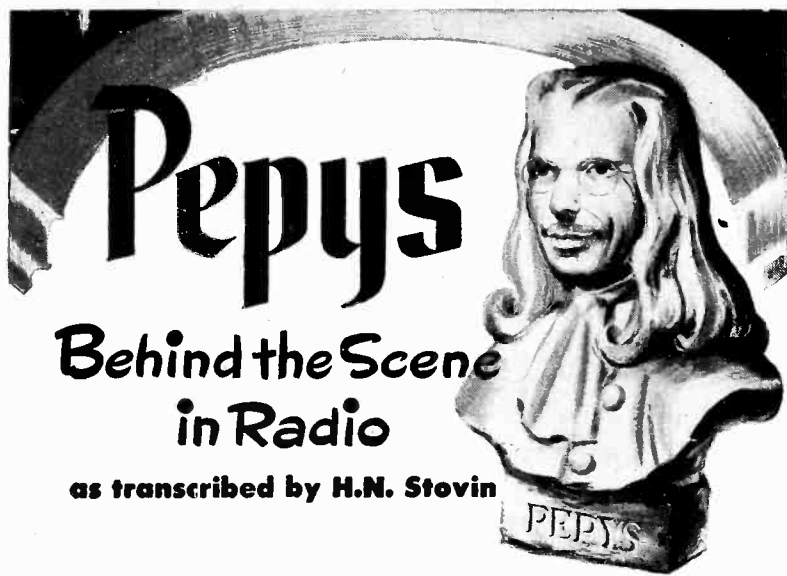
The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

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



To luncheon today with a group of business men and did listen to comments that private stations offered too much Christmas Music, Carols and the like. With which I did agree privately, not being myself a lover of "White Christmas," but publicly did say smartly that it was evidence that private stations can make their voice heard, and if they can sell Christmas, can also sell goods and services. The which they admitted ● ● ● Did go on to tell them that it is often possible to buy a good locally produced program which will outpull a national network program, because the local show can aim directly at local interest. And more, the station will promote and merchandise local programs in a way they cannot do for networks. Did ask all the company to make a New Year Resolution, however, to be willing to pay local talent what it was worth and could obtain from local sponsors, and not try to buy a local newscaster for the price of a bottle of strong waters, as has been done too often in the past ● ● ● Do salute the private stations for their many well-prepared briefs on what they are doing to render service to their communities, and exercise a potent and goodly influence. It is unfortunate that these cannot, for lack of space, receive the full prominence they deserve in our public gazettes and periodicals, and do believe private stations should more widely tell their story, both on the air and in readable brochures ● ● ● Looking forward into 1950, do now go on record as believing this will be the biggest year yet in non-network radio, for all indications now point that way ● ● ● With which pleasant reflection, do wish all readers A Happy New Year.

HORACE N. STOVIN
& COMPANY

MONTEREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

| | | |
|-----------------|-----------------|-----------------------|
| CHSJ Saint John | CHOV Pembroke | CHAB Moose Jaw |
| CKCW Moncton | CFOS Owen Sound | CJGX Yorkton |
| CJEM Edmundston | CFOR Orillia | CJNB North Battleford |
| CJBR Rimouski | CJBC Toronto | CFPR Prince Rupert |
| CKVL Verdun | CJRL Kenora | CJOR Vancouver |
| CKSF Cornwall | CKY Winnipeg | ZBM Bermuda |
| CFJM Brockville | CKLW Windsor | TBC Trinidad |
| CJBQ Belleville | CFAR Flin Flin | VOCM Newfoundland |

AGENCIES

McKIM ADVERTISING

Toronto. — Purity Flour Mills Ltd. has started the 15-minute three-a-week "Purity Jingle Time" over stations CJLS, Yarmouth; CKBW, Bridgewater; CKEN, Kentville, and CFAB, Windsor, N.S., for a run of 13 weeks. A spot series is also going to the same group of stations on a twice-daily basis five days a week.

Ontario Fruit & Vegetable Growers' Association has started a series of 26 transcribed spot announcements in both English and French over a group of Quebec stations.

Harold F. Ritchie has a flash announcement campaign going to CFRB and CHUM, Toronto, advertising Morton's Noodle Soup.

Norwich Pharmacal has started a singing commercial series over CFRB, CKEY, Toronto, running through until March 10 and advertising Pepto-Besmal.

Montreal. — Carling Breweries Ltd. has a daily 15-minute newscast going to CKAC, Montreal, called "Les Nouvelles Red Cap" featuring Pierre Stein with Bruno Cyr handling the commercials.

■ ■ ■

WILLIAM ORR

Toronto.—Cities Service Oil Co. Ltd. starts the 15-minute three-a-week "Ontario on Parade" over CFRB, Toronto, January 2, featuring Jack Dawson and Doc Lindsey. The program will be heard at 6.15 p.m. (EST) and has been scheduled through 1950. Same sponsor also commences the five-minute three-a-week transcribed "Time to Sing" (All-Canada) first of the year over CFRA, Ottawa, to run through 1950.

■ ■ ■

WALSH ADVERTISING

Toronto. — Consumers' Gas starts its first major radio show on December 22 when it begins the hour-long transcribed "MGM Theatre of the Air" over CFRB, Toronto. The program is heard Thursdays at 9.30 p.m. (EST) and has been scheduled for 26 weeks. Bernard Cowan handles the commercials.

■ ■ ■

McCONNELL, EASTMAN

Vancouver. — General Bakeries Ltd. has scheduled a series of twice-a-day spot announcements for one year beginning in January over CKNW, New Westminster.

■ ■ ■

J. J. GIBBONS

Vancouver.—Bonus Foods Company has a 260 spot announcement campaign going to CKNW, New Westminster, through 1950, advertising Bonus Ravioli Dinner.

■ ■ ■

ALFORD R. POYNTZ

Toronto. — M. Rawlinson Ltd. (Movers) has scheduled the 15-minute once-a-week transcribed "Parents' Magazine of the Air" (All-Canada) for 52 weeks over CFRB, Toronto, beginning January 7.

NORTHERN

ONTARIO'S

Greatest

ADVERTISING

MEDIUM

●

CKSO

Northern Ontario's
High-Powered Station
SUDBURY, ONT.

Ask

ALL-CANADA
in Canada

WEED & CO.
in the U.S.A.

A Quarter - Century
OF SERVICE
+
UP-TO-THE-MINUTE
EQUIPMENT
+
A SKILLED STAFF
+
UNSURPASSED
LISTENER
CONFIDENCE
=
GREATER SALES
FOR ANY ADVERTISER

Ask The All - Canada Man
About

CHNS
The Voice of Halifax

CANADIAN BROADCASTER AND TELESREEN

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

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|----------------|---------------|
| Toronto | Elda Hope |
| Ottawa | Stan Conder |
| Montreal | Walter Dales |
| Winnipeg | Dave Adams |
| Vancouver | Bob Francis |
| New York | Richard Young |



Member of the Canadian Circulation Audit Board and the Business Newspapers Ass'n.

Vol. 8, No. 24.

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

December 21st, 1949

For What We Are About To Receive

(A Broadcast being presented on privately-owned radio stations from coast to coast during the Canadian March of Dimes, January 1 to 31, 1950)

For what we are about to receive, may the Lord make us truly thankful.

A friend of mine and his wife sat down to their Christmas dinner a couple of years ago. Their home—always a happy one — was radiant this most blessed day of the year, as the family gathered around the table.

Betty and Bob could scarcely wait while their Dad asked the blessing. And then followed a fantastic silence, interrupted only by the tinkle of knives and forks on plates laden with heaping servings of luscious turkey, gleaming with crimson cranberries. Then the traditional Christmas pudding, mince pies, ice cream, soda pop, everything.

Next, an afternoon's fun with the grand new toys Santa had brought them. Betty's new doll that shut its eyes and said "Momma" when you turned it upside down, and the new electric train Dad raced round and round the living room.

Before they went to bed, Betty recited the piece she'd learned especially for Dad to hear on this grand occasion.

The clock strikes half past five.

I let my dolly fall.

Oh, goodness sakes alive,

There's someone in the hall.

I peek out through the door,

And oh, the man I see

Is six feet three or four

And fierce as he can be.

Most kids would run away

With all their might and main,

But I just laugh and say

My daddy's home again.

It took no persuasion to get them off to bed at half past eight. They were so tired out with the day's happiness, they could scarcely walk upstairs. Finally Mother lifted young Bobby and carried him. By the time she got to the bedroom, he was tossing in her arms, restlessly asleep.

For what we are about to receive may the Lord make us truly thankful.

Dad was hard at it when Mom came back to the living-room, trying to make the train track run under the piano and in behind the bookcase. He didn't notice that the suspicion of a cloud had dulled the radiance of her face. She



The Kid Has Something.

stood a moment, looking at him lovingly, as he played on the floor just like his own son. Tears were close to her eyes as she realized that his boyish happiness was to be dealt a cruel blow.

For what we are about to receive may the Lord make us truly thankful.

Finally she took a grip on herself, cleared her throat and said quietly: "George, I'm afraid our Bobby—isn't—very well."

"I guess that young man had a bit too much Christmas dinner," Dad chuckled.

Mother looked at him, hating to jolt him out of his complacency. She closed her eyes a moment, as if she was saying a prayer. "For what we are about to receive may the Lord make us truly thankful."

Anxious days stretched into weeks . . . a month. Little Bobby lay in the hospital hovering between life and death. Wan, drawn faces told only too eloquently the anxiety of his parents. Little Betty didn't even want to play with her new doll any more. Mother tried to teach her to accept these things . . . that whatever is, is best . . . for what we are about to receive . . .

The illness that had found a victim in young Bobby was the dread infantile paralysis or poliomyelitis. No respecter of rich or poor, and often striking mature men and women as well as children, this time the unpredictable disease had hit, unusually, in the winter. Its ravages turned that happy Christmas of only a few weeks before into a forgotten dream.

But Bobby got better. Thanks to the skill of doctors, easy access to needed medical supplies and equipment, made possible by the voluntary donations of the public to the Canadian March of Dimes, little Bobby was dusting off that electric train before spring, and once again riding his sister's doll round and round the living-room.

And as for Mother and Dad, the sparkle had returned to their eyes and lives. But every once in awhile, when they are alone, they still, two years later, look at each other silently. And you can almost hear what their souls are saying—"For what we are about to receive, may the Lord make us truly thankful."

—R. G. L.

A Threat Becomes Fact

When His Worship Mayor McCallum's popular reports to the citizens of Toronto got the axe from the CBC last week, radio circles and the press expressed complete amazement at what was actually only another of the regular acts of dictatorship on the part of our nazionalized radio service.

Just how long people are going to suffer the grossly undemocratic acts of the CBC, express great indignation when they step farther than usual over democracy's bounds, and then permit them to resume operations is a question to which we have long sought an answer.

Leaving aside the grabbing tactics pursued by CJBC when it coaxed the program from its original deviser, station CHUM, is it not significant that it not only sanctioned the airing of these programs for four years, but that for a considerable part of that period actually aired them itself?

* * *

We have been saying for years that the Broadcasting Act vests in the CBC powers which its officers could use undemocratically. We have pointed out that the present administration is a benevolent one, and only deplored what could happen should men of lesser integrity inherit their posts.

Now the situation has changed. Pressure has obviously been brought to bear upon the CBC hierarchy in Ottawa, from whence the "request" came, pressure to which it has decided to succumb. Is it not therefore at long last obvious that freedom of speech on the air and the Canadian Broadcasting Corporation just can't work?



Jos. Hardy Talks ON QUEBEC MARKET NO. 2

"When the calendar begins to show the end of the old year, I am long since planning for the new one. I hope, as you plan schedules for 1950, you will consider CHRC, Quebec City. Population, industry and commerce here all warrant your attention. Since 1931, there are 30% more industries here, resulting in 84% more employment for people of this city. There are 37% more commercial houses in Quebec than in 1931, and the personnel employed has increased by 143%. Many new civic improvements have improved the city, without destroying its old-world charm. CHRC — a French-speaking radio station — is part of the lives of our people here, they listen to it, they respect the advertiser who tells them about his goods, in their own tongue. For more details—Ask Jos. Hardy."

- JOS. A. HARDY & CO. LTD.**
Montreal — Quebec — Toronto
Representing
- CHRC** Quebec 5,000 w.
 - CHNC** New Carlisle 5,000 w.
 - CHLN** Trois Rivières 1,000 w.
 - CHLT** Sherbrooke 1,000 w.
(French)
 - CKTS** Sherbrooke 250 w.
(English)
 - CKRS** Jonquière-Kenogami 250 w.
 - CKBL** Matane 1,000 w.

PROGRAMS

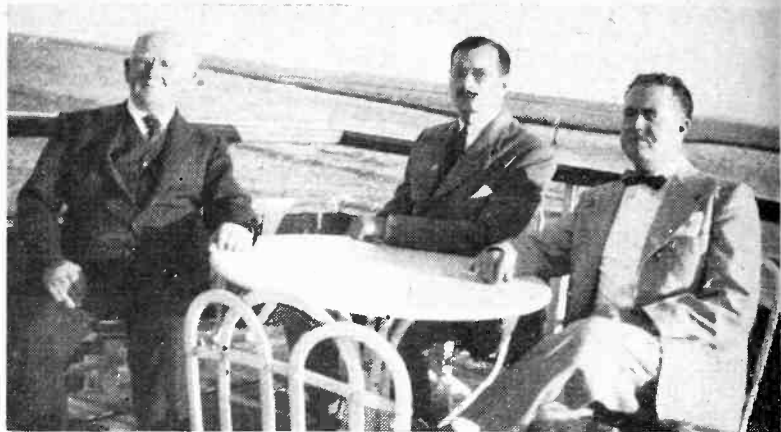
Roll Back The Years

Kitchener.—The entertainment greats of a generation ago, people such as Enrico Caruso, Moran and Mack, Correll and Gosden, Al Jolson, the Hayden Quartet and Victor Herbert, are being featured on what is considered to be the only program of its type in Canada, "Let's Roll Back the Years," heard for a half hour each week over CKCR.

Ed Manning, the station's program director, produces the show from his valuable collection of old recordings, all of them cut anywhere from 20 to 50 years ago when these and other entertainers were appearing prominently on billboards and record labels.

Not only has "Let's Roll Back the Years" become a feature with CKCR, but, through an exchange agreement, the program is also aired over WSLR, Roanoke, Virginia, where another record collector, Jim Walsh, handles a similar show.

The groundwork for the program actually started more years ago than Manning cares to admit when, at the ripe old age of four,



THREE MEMBERS OF THE PIONEER RECORDING ARTISTS and Admirers Club are pictured above during this year's annual reunion on John Bieling Day, September 10, at Guy Lombardo's Long Island home. They are, left to right: Eugene C. Rose, first man to make experimental recordings with Edison; Ed Manning, program director of CKCR, Kitchener, and George Bieling, son of the club's founder.

he started collecting recordings. (He is positive he was only four because he has a letter to Santa Claus to prove it.) Since then the collection has grown considerably in size and value and he now counts among his prized possessions waxings of the work of Sir Harry Lauder, Edward Favor, Lillian Russell, Weber & Fields, Adelina Patti, the Columbia Male Quartet and Charles D'Almaine,

which appear frequently on the broadcast.

Out of Manning's record-collecting hobby grew the CKCR program, and now, as a result of the show, another hobby has sprung, that of the Pioneer Recording Artists and Admirers Club, of which he is secretary. The club was started three years ago when John Bieling, first tenor of the famous Hayden Quartet which was the first vocal organization to make successful recordings, called a get-together of the few surviving recording pioneers. Bieling died last year but the club has continued to grow as more pioneers have been contacted and enrolment was opened to include admirers.

Mind Your Own Advertising! TRAVEL IS OUR BUSINESS!

For Your
**CONVENTIONS — BUSINESS TRIPS
VACATIONS**

We'll make your reservations
to any part of
CANADA — U.S.A. — THE WORLD

*This service costs you nothing but
saves you money by saving you time.*

— ONE CALL DOES IT ALL —

OVERSEAS TRAVEL LTD.

762 BATHURST ST.
TORONTO

ME. 6574

ME. 3101

HOW THEY STAND

DAYTIME

| English | | |
|-----------------------|------|-----|
| Big Sister | 14.9 | + |
| Ma Perkins | 14.5 | - |
| Pepper Young | 14.3 | + |
| Road of Life | 14.2 | + |
| Aunt Lucy | 13.9 | +1. |
| Right to Happiness | 13.7 | - |
| Happy Gang | 13.4 | +1. |
| Laura Limited | 12.6 | + |
| Life Can Be Beautiful | 12.5 | + |
| Kate Aitken | 10.3 | +1. |

| French | | |
|--------------------------|------|-----|
| Jeunesse Doree | 26.8 | + |
| Rue Principale | 25.7 | + |
| Joyeux Troubadours | 22.6 | +1. |
| Maman Jeanne | 22.3 | +1. |
| Tante Lucie | 22.3 | +2. |
| Grande Soeur | 21.1 | +1. |
| A L'Enseigne des Fins | | |
| Gourmets | 21.0 | + |
| Metairie Rancourt | 21.0 | +1. |
| Quelles Nouvelles | 20.6 | +3. |
| Quart d'Heure de Detente | 20.3 | + |

EVENING

| English | | |
|----------------------|------|-----|
| Charlie McCarthy | 28.8 | +4. |
| Amos 'n Andy | 28.2 | +5. |
| Lux Radio Theatre | 27.6 | +1. |
| Fibber McGee & Molly | 27.0 | +5. |
| Our Miss Brooks | 24.5 | +7. |
| Bob Hope | 23.2 | +3. |
| Mystery Theatre | 19.4 | +3. |
| Twenty Questions | 18.7 | +1. |
| Aldrich Family | 18.4 | ne |
| My Friend Irma | 18.3 | +3. |
| Treasure Trail | 18.2 | +2. |
| Guy Lombardo | 18.0 | +1. |
| Roy Rogers | 17.9 | ne |
| Great Gildersleeve | 17.7 | +2. |
| Leslie Bell Singers | 17.1 | +1. |

| French | | |
|-----------------------|------|------|
| Un Homme et Son Peche | 35.2 | - |
| Radio Carabin | 34.6 | +10. |
| Metropole | 28.5 | +2. |
| Ralliement du Rire | 27.5 | +1. |
| Ceux qu'on aime | 25.7 | +2. |
| Talents de Chez Nous | 23.6 | +4. |
| Varieties 57 | 23.4 | ne |
| En Chantant dans le | | |
| vivoir | 22.5 | +5. |
| Juliette Beliveau | 22.4 | - |
| Mine d'Or | 21.6 | +1. |
| Qui ses-je? | 21.1 | +4. |
| Les Peintres de la | | |
| Chanson | 20.5 | +1. |
| Jouez Double | 20.3 | +1. |
| Y'a du Soleil | 19.9 | +1. |
| Theatre Ford | 19.5 | + |

The Bright STATIONS

CKOX
CKOX - FM
WOODSTOCK & INGERSOLL

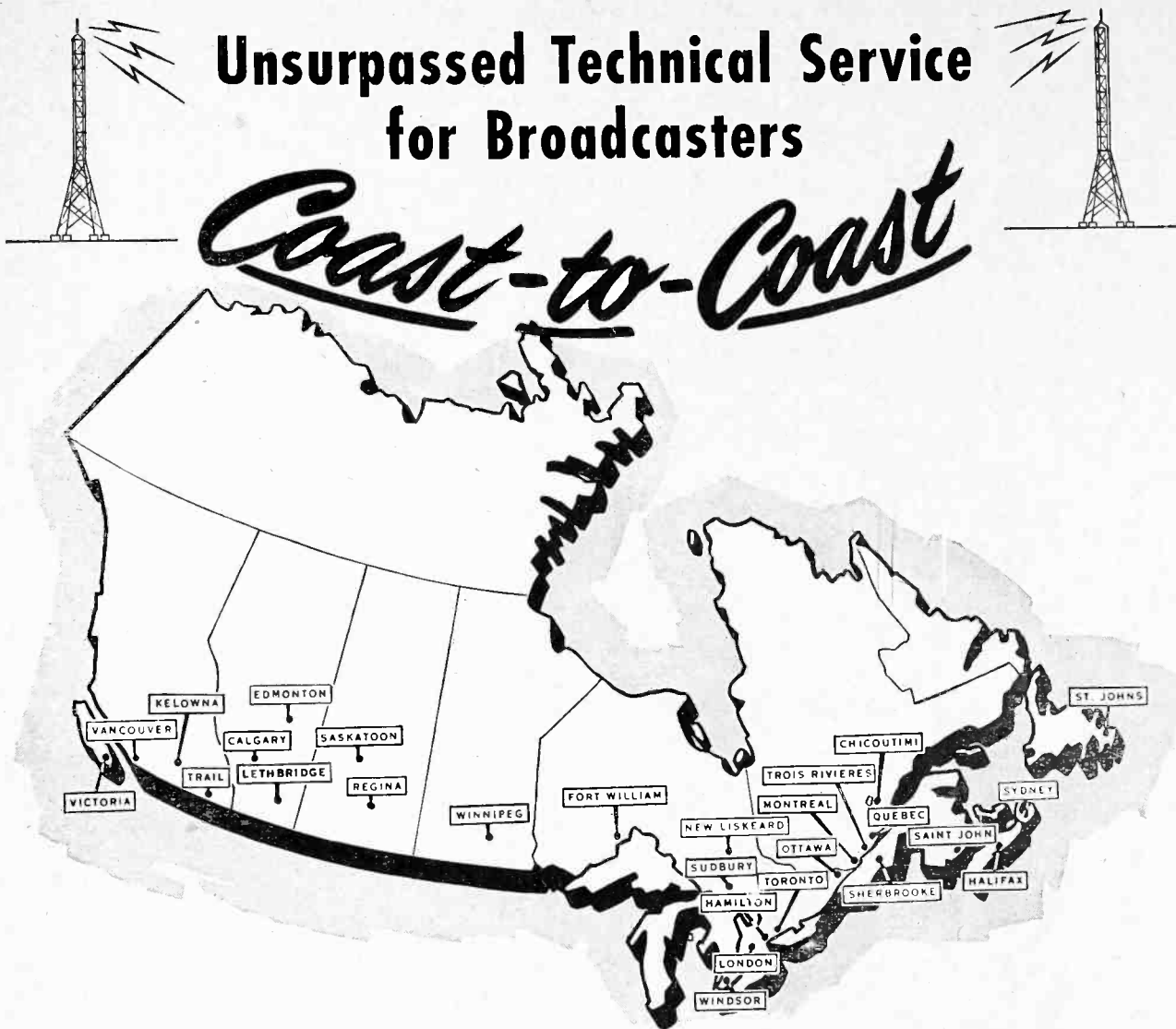
"Serving Oxford - the Banner Dairy County of Canada"

SEE **William Wright**
TORONTO
MONTREAL


VICTORY BUILDING
YORK BUILDING

Unsurpassed Technical Service for Broadcasters

Coast-to-Coast



backed by extensive Canadian manufacturing facilities

GENERAL  ELECTRIC
AM FM TV
EQUIPMENT
preferred by
Discriminating Broadcasters

- No other industry operates in such a continuous state of urgency as does broadcasting. 'Round-the-clock programming requires the best station equipment available. The exacting demands of the broadcaster require the best radio technical service close at hand. Canadian General Electric has technical assistance for broadcasters available in every large center from coast-to-coast in Canada and a chain of C-G-E warehouses stock service parts and equipment.

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

HEAD OFFICE: TORONTO — Sales Offices from Coast to Coast

49-RT-6

CKNB CAMPBELLTON N.B.

December 21, 1949

Dear Mr. Time-Buyer:

All of us here at CKNB take this pleasant opportunity of wishing you a very Merry Christmas and a Prosperous 1950.

Yours very truly,

Stau Chapman

CSC/LG

Station Manager

AN ALL-CANADA STATION

Over The Desk

Dear Art, Tom and Grey: I do hope you are going to be able to hold the fort while I am in England and there are a few things that I want to suggest, always remembering (secretly, of course) that I don't want the old sheet to lose its oomph while you are writing me out of it, in case I don't have a job when I come back. Also, I don't want it to gather too much oomph for exactly the same reason.

The first thing is—Art—keep telling Tom how indispensable he is to the paper, and then stand by to re-write his stuff if you find it stinks too much. And Tom—don't forget the ferns need watering. Also you might take a squint at the dummy once in awhile, in case Mr. B. gets some new layout ideas. And both of you could take an occasional gander into the Art Department to make sure the Old Man With The Easel is awake. Daytime sleep spoils his nights.

If the bank manager phones to say the overdraft is getting overgrown, don't under any circumstances call him Archie. Just send him another copy of the Christmas issue, and tell him we don't know how we'd get along without him.

Oh, I nearly forgot. Jack Peterson of CHLO, St. Thomas, should in future be addressed as "your worship." After living in St. Thomas only two years, he was this month elected mayor of that city. Sounds like an item you might use. Maybe he and Mayor Don Mackay of CJCJ, Calgary, could do a double on the CBC network, only the CBC doesn't like mayors any more, does it? I wonder what the mayors think of the CBC.

Did I mention that CKY, Winnipeg, gets off to a flying start with the new year? The official opening is planned for the 5,000 watter for January 1, 1950. I guess that's newsworthy, isn't it?

And names! Always use names. They are good for circulation.

CKY is headed by Lloyd Mofat; Wilf Collier is production manager; J. F. Sweeney, news

director, and Jack Shortreed, city sales manager. Chief engineer is John G. Edwards (ex-CKRC), and Ed McCrea will be program director. Some of the announcers are Jim McLeod from CHAT, John O'Leary, one time Edmonton and Red Deer speiler, Doug Whelan from CKWS, and Margaret Hood from CKRC.

Art—I thought you were going to turn in a report on the pitch Andy McDermott and Howard Caine made to Alec Phare's advertising course at Varsity in which you assist him so ably (it says here). As I remember it, Andy hit the nail on the head when he said that when, as and if TV comes to Canada "it is not the radio announcer or movie producer of today who is going to be the most successful user of this medium in the future. It is more likely to be the best, most imaginative salesman—probably someone now behind a counter or travelling the highways on a selling pitch."

Didn't you say that Howard Caine made quite a point of people who criticize programs without bothering to take time out to listen to them? It hit right home when you told me he said the first step to becoming a radio man was to cultivate the listening habit. Maybe he should send a carbon copy to the culture vultures who are too busy carping to tune in what they are carping about.

Did you pay the rent?

Wasn't it tough on Romain LeClair that sickness prevented him from being on tap when the new French station in Edmonton, CHFA, opened last month?

And speaking of western French stations Rene Dussault, well upholstered manager of CKSB, St. Boniface, managed to play Santa Claus without any padding. He's on the air daily in the Saint Nick role with timely Christmas yarns and music.

The same station has successfully concluded another "Happiness Campaign." This year's target was the purchase of a piano for children in the St. Boniface TB San. Listeners sent in enough donations to buy the piano which will reach the San in time for

(Continued on next page)



Ivory Soap's "Right to Happiness" aired over CJOC at 1.45 p.m. Monday thru Friday pulled an E-H rating of 32.6 in September. Folks who know best place their sales message over CJOC!

YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!

CJOC
NOW 5000 WATTS



ASK your local ALL-CANADA MAN!

LETHBRIDGE ALBERTA ALL-CANADA STATION

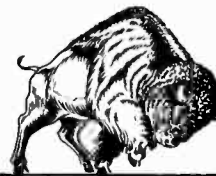
NOW! ON THE AIR!

MANITOBA'S NEW AND POWERFUL VOICE!

5000 WATTS 1080 KC.

The newest thing in radio! Power where you want it. Three-tower directional antenna covers all the rich Manitoba market.

REPRESENTATIVES:
H. N. STOVIN & CO., CANADA
ADAM J. YOUNG, JR., INC., U.S.A.



IN WINNIPEG and MANITOBA IT'S

CKY

**CANADIAN ADVERTISERS
AND
AD AGENCIES!!**
Let's Make a
New Year's Resolution
**TO
USE MORE
CANADIAN TALENT
IN 1950**

We've got the goods in
this country! It's up to you
to provide the faith and
opportunity.

There IS a future for
Canadians - - - in Canada.

*Monty Hall
Productions*

74 College St. Ph. MI. 6010
Toronto MI. 4347

(Continued from previous page)

Christmas.

■ ■ ■
Guess I'd better call a cab.
■ ■ ■

I meant to do a piece about three of the current crop of announcing students at the Ryerson Institute who managed to find themselves berths at various stations for their two weeks Christmas vacations. These are Norm Aldred who has gone to CHEX, Peterborough; John Meadows, whose haven is CKOX, Woodstock, and Al Rowe, who has lit up at CKNX, Wingham. Three enterprising kids who should go places if enthusiasm is any criterion.

■ ■ ■
There are a half million other things I'd like to leave you in this note but that socialized plane I'm travelling on won't wait. I'll probably phone you from Montreal to get you to send me my passport, ticket or some damn thing I've left behind, by jet plane . . . If Gus at the printer's says my stuff doesn't make sense tell him we don't like his goddam typography either . . . You don't have to work Christmas Day . . . Hell! Take Monday, too! . . . Incidentally, I know the gag about the businessman who went on the holiday and got a wire from the office: "Hope you're enjoying your trip. We are." . . . There's the taxi now . . . Where the hell's the key to the cash box? . . . Coming, driver! . . . Suitcase . . . Typewriter . . . Briefbag . . . hell, that's the desk . . . oh, my jug . . . see you next year.
—Dick.

PANORAMA

JOINS WALSH BOARD

Toronto. — George E. Cross, manager of the Toronto office of Walsh Advertising Company Ltd., has been appointed to the company's board of directors, president W. George Akins has announced. Cross joined the Walsh organization in 1948 and has held the Toronto manager's post for the past nine months.

Before entering the agency field Cross was advertising and sales promotion manager of Canada Dry Ginger Ale, a post to which he was appointed in 1939, and later was in charge of the ad and sales department of Moffats Limited, Weston.

VICTORIA APPOINTMENTS

Vancouver.—Dave Hill, for the past seven years salesman with CJOR, Vancouver, has moved to the new Victoria station, CKDA, as sales manager. The station is expected to go on the air in mid-January at 1340 kc. with one-quarter kw. power.

Dave Armstrong, owner and general manager, also announced the appointment of Gordon Reid as assistant manager and Ross McIntyre as chief engineer.

The station, which is fitted with General Electric equipment throughout, has studios in the Hotel Douglas.



FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANDLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WILLIS, Austin
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

★ Which Twin has the Toni Program?




and we wish you **THE SEASON'S BEST!**

THE WAYNE & SHUSTER SHOW

Terry Dale ● Herb May ● Eric Christmas ● Dick Nelson ● Johnny Dobson ● Jackie Rae ● Don Bacon ● Dave Tasker
Samuel Hershoren and his Orchestra.

Johnny Wayne

Frank Shuster



B.U.P.
"COVERS THE WORLD"
BRITISH UNITED PRESS

"The world's best coverage of the world's biggest news"

★

HEAD OFFICE
231 St. James Street
MONTREAL

VERBATIM

Regulation Must Stimulate

Digest of Presentation to the Royal Commission on the National Development in the Arts, Letters and Sciences by Radio Station CFCF, Montreal.

We suggest that the history of Canadian broadcasting is divided into two main periods. The first is from 1919-1920, when we established our station in Montreal, up to 1932, when the forerunner of the Canadian Radio Broadcasting Act was brought into being. The second is from 1932 to this date.

Until 1932 broadcasting developed purely on the basis of private initiative and enterprise. The initial ventures and the progress that followed were possible because inspiration and initiative were neither hampered nor fettered. However, with the implementation of the Broadcasting Act this great forward movement was arrested.

There are a number of basic fallacies in the theory and practice of broadcasting regulations that we believe should be very carefully weighed by the Royal Commission.

The first, and one of the most prominent of these unhappy factors, is what is so frequently referred to as "Alienation of the Public Domain," a term used as an excuse or reason for restric-

tive legislation or regulation. Those who fear this development base their thoughts entirely in the premise that there is available only a limited number of channels. That is right, but incomplete—the whole truth being that we have as many channels as can serve a useful purpose. Montreal has seven stations, Ottawa three, Toronto five—and so on. Windsor has but one station but can hear many. In general, where stations are scarce channels are available. The limitation is economic, not technical.

In the field of Frequency Modulation, a medium which has scarcely been touched in this country so far as radio broadcasting is concerned, the situation is even better. Here, literally scores of channels, capable of accommodating hundreds of stations, exist, awaiting only the interest, initiative, and, above all, permission for enterprise, public or private, to proceed.

In the field of Television, we have a position quite comparable to that of Frequency Modulation. Many scores of stations can be established in Canada on the presently assigned channels in the Very High Frequency band. National television planning, most unfortunately, is being geared to those points where television channels are temporarily scarce. In the city of Montreal, five channels are now available. Of these, we understand the CBC desires, quite properly, to reserve two for its own use, leaving three available for other broadcasters. So far, only two applicants have appeared, and even if both of these were granted licenses, as we believe they should be, there is still a fifth channel available for which there has been no application. But this is not the end in Montreal or elsewhere, for we already know that in the so-called Ultra-High Frequency band, a term which is not yet fully delimited, there exist scores of channels capable of accommodating a large number of stations.

Now let us turn to another of our list of fundamental misconceptions, namely, the fallacy that broadcasting must be some kind of monopoly, entirely in the hands of citizens elected or appointed to office.

It is impossible that any private enterprise broadcaster could ever gain a monopoly of any significant part of Canadian broadcasting—any really significant part. Ownership is diverse, and it is completely within the power of the Department of Transport to kill at birth any trend toward real monopoly that might develop. The power to issue, or to cancel, broadcasting licenses, is the perfect and logical control. The threat of monopoly does not arise from permitting a large and increasing number of private broadcasters to serve the public in their areas. It does, however, arise from the possibility that the private enterprise broadcaster may not be permitted to grow and to develop and to serve his community. If broadcasting in Canada is to be worthy of our national reputation for progressiveness, it must have

the benefit of all the power that can be brought to bear on the many challenges it presents.

The next fallacy to be considered is that which is the basis for prohibiting enterprise stations from initiating network operation. Somehow or other, the idea has grown up that the linking together of two or more private stations by a network controlled by those stations, set up by their initiative and maintained by their enterprise, is not in the public interest. Why is it not in the public interest? We have never had a reasonably good or definite or sufficient answer to that very simple question. It is also obvious that nobody is deprived of anything. There are plenty of landlines available and many stations, with no network or very limited network service available to their listeners, could greatly improve their standards were they able to make a private network arrangement. No loss to the "public domain," no loss to any individual, but only benefit would result if the proper operation of networks were permitted in this country.

Now we come to paternalism, a negative factor devastating in its effect upon radio and television in this country. There is far, far too much tendency in the field of radio and television to use the policy of "do nothing" as a possible solution.

Surely the time has come when we have grown to sufficient stature that we can allow ourselves to dream, and, having dreamed, to begin to try to execute the dream. We must free ourselves from the type of confusion that we describe here; the type of contradiction that has prevented television from getting started in this country, while every evidence shows clearly the many direct and indirect benefits to be derived. We believe that we have in the field of radio, at least some people of mature mental stature; people who are sufficiently well grounded, who are sufficiently stable and adult that they do not need to be protected against themselves by government.

We have been told that, although we know fairly well how to work with ordinary AM radio, when we venture in those rather fantastic regions where television is carried, somehow or other we are going to get our fingers burned. These same people, who would protect us from ourselves, never seem to realize that we are also dealing in another field, of which they have not heard much or perhaps of which they do not know, with matters of much greater technical complexity. Therefore we are left a little cold and somewhat astonished when we are told that we really do not know enough about this thing to handle it even on the technical side.

And now for the remedy.

In the light of all that we have said so far, and based upon our experience, we are convinced that our Canadian broadcasting structure should be based on three primary elements.



QUALITY COUNTS

Ask the Stovin Man to show you CJOR's "Proof of Quality" — as demonstrated in the hundreds of letters received from satisfied local advertisers. These are the merchants who SEE RESULTS day after day when they use CJOR. Their local story is important when choosing your national list of stations.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 21st YEAR
5000 Watts, 600 K.C.

CJOR
VANCOUVER B.C.
CBC-DOMINION NETWORK

One of the three elements is the enterprise broadcasting station. Enterprise broadcasters must be a strong element depending for their existence upon the goodwill of the whole body of the listeners, looking to no special interests for sustenance, motivated by the need to set a fast pace of progress and dedicated to the task of serving properly special communities of interest. This is the natural role of the so-called private station.

The next of our three major elements is the nationally-owned broadcasting system. We believe that there is a place and a need in Canada for such a system. We should like to make it quite clear that we, at no stage, suggest that the operating functions of the present system be eliminated. We do believe, however, that the national system should be dedicated primarily to the creating of a Canadian consciousness, to stimulating the minds of all Canadians and to bringing cultural opportunity to all who may be attracted to listen.

We cannot help but believe that the achievements of the Regina Symphony, the Winnipeg Ballet, the champion cattle breeder, and many others, are of much greater national importance than the affairs of the most deserving "soap opera" heroine in the whole of the United States.

We believe that if the prime function of the national system were recognized, and if the energies and resources of that system were concentrated on creating and broadcasting material of purely national significance, the public interest would then truly be served and no one would be deprived of his radio service.

We do not suggest, however, that it is necessary to take our national broadcasting body out of commercial activity entirely. We do stress that the natural function of the national body should become a first consideration and, if it did, we would have a vastly better performance and an elimination of the conflicting stresses that weaken the whole of the Canadian broadcasting structure.

Thus we come to the third element in the Canadian broadcasting structure.

As a start let us call this third element the "Custodian of the Public Interest" and let us consider what the responsibility of such a Custodian should be.

The custodian of the public interest would note that the tendency of the present announced interim policy of the Government is to concentrate television facilities and program resources in Montreal and Toronto. He would

immediately appreciate that in the true public interest, such concentration is neither desirable nor advisable. He would probably suggest that instead of this concentration, which in turn means duplication in the initial stages, an arrangement be made for licensing enterprise applicants in Toronto and Montreal, and for the national body, while creating program production centres there, to initiate activity elsewhere in Canada. Under such a plan television might be brought to four or five major population centres almost simultaneously, and at the same time the future can readily be provided for by preserving the necessary number of channels to be used later in Montreal and Toronto by the national body. While we believe it is wrong arbitrarily to restrict television service to two centres, we consider it even worse to deprive Canadian television of the contribution other parts of Canada could make to it.

Another prime responsibility of the custodian of public interest would be to act as a court of appeal, so that division of opinion between broadcasters, or between broadcasters and other groups or interests, could be properly assessed. We have shown that the medium with which we are dealing is fast changing. Thus the rules, even minimum rules, which may be laid down must be readily adaptable if they are to keep pace with the progress the "Custodian" would ensure. He would, for example, find that the use of networks as such, requires but little special regulation. He would probably find that as television and FM develop, the form and utilization of networks would tend to change, and therefore he would be on the alert and ever in the lead seeking ways and means to make better and over-all operation broadcasting and television. He would shun any proposal to make regulations which were merely restrictive.

We think that you will agree that the custodian of the public interest cannot well be a single individual—rather, the custodian of the public interest should be a small group of individuals. They might be nominated from such sources as the Department of Transport, the CBC, the enterprise broadcasters. There might be nominated or appointed a chairman drawn from the ranks of the judiciary or from some similarly detached and learned source, which would have provided him with the experience, the detachment, but, above all, the ability to assess, to lend and to guide. It would be understood, of course, that all persons nominated and forming part of such a body, would immediately upon appointment, detach themselves from all other interests or appointments so that their operation, thinking and procedure might be truly objective and unbiased.

Regulations must encourage and stimulate if art and science are to progress. If it merely restricts, then we produce nothing but a cult of mediocrity. Surely that is far from the Canadian tradition. Surely it is not the path of progress for Canadian radio.

NO Cocktail Bars!

NO Ski Excursions!

NO Broadway!

SO...

**'There's Nowhere To Go
in Medicine Hat**

**Except To Stay At Home
and Listen To CHAT!**

**WE TRAVEL FOR THEM... ENTERTAIN
THEM... REPORT FOR THEM..**

SELL THEM!

CHAT

MEDICINE HAT

AN ALL-CANADA STATION

ONE THOUSAND PERSUASIVE WATTS

**A
THRILLING ARRAY
OF WINTER PROGRAMS!**

Sports . . . Drama . . .
Music . . . Mystery . . . top-
notch network and local
shows that appeal to every
member of the family in
over 90% of the radio homes
in Kenora - Keewatin! Be
sure to reach this well-to-
do "one-station" audience.
CJRL stands ready to co-
operate with service and
promotion via radio and
press.

Arrange for this prac-
tically exclusive cover-
age by consulting your
nearest National Repre-
sentative:

HORACE N. STOVIN & CO.,
Toronto and Montreal
INLAND BROADCASTING &
RECORDING SERVICE,
Winnipeg
DONALD COOKE, U.S.A.

**KENORA-KEEWATIN
96%
DAY
NIGHT
92%
B.B.M.**

CJRL
KENORA ONT.
DOMINION NETWORK

**ANNOUNCER
WANTED**

**Have opening for experi-
enced all-round announcer.**

Please apply:

**Station CKRD
Red Deer, Alberta**

CKWS... the STRONG LINK between TORONTO and MONTREAL

CKWS Kingston offers strength in the weak spot between Toronto-Montreal radio coverage.

CKWS covers the rich, well-balanced Eastern Ontario market — including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smiths Falls.

LISTENING AUDIENCE REACHES NEW HIGH

Daytime Average 85.6%*

Evening Average 89.9%*

Avoid a weak spot between Toronto-Montreal by using

CKWS • KINGSTON

5000 WATTS

960 KCS.

CKWS-FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. — AD. 8895

MONTREAL: 106 Medical Arts Bldg. — FI. 2439

*Elliott-Haynes — Daytime June 1949. — Evening March 1949.

NEW YORK'S RADIO ROW

by

Richard Young

New York, N.Y.—As the round of Christmas parties reach their peak and the spirits flow, most thoughts along Radio Row turn to good cheer instead of newsworthy items for Canadian columnists.

However, there are two distinguished gentlemen who are always good for a controversial yarn or two. Their names are, of course, C. E. Hooper and A. C. Nielsen, the two top-ranking commercial research chiefs.

For many weeks now, both lads have been taking pot-shots at the claims and counter-claims delivered to the press (free of charge) by their ever-so-efficient press departments. It has now reached the point where Mr. Hooper is sending out a regular series of continued-next-week letters to the trade to answer the assorted attacks by his opponent.

Many broadcasters take the it'll-always-be-with-us battle between the two researchers pretty lightly (until the time comes to pay up on their subscriptions). However, this idea seems to be based on the idea that the good old free enterprise system (never thought we'd turn out to be a propagandist!) and the resultant competition will bring about new and improved methods of radio research.

And by golly, they're probably right. Some time ago, for instance, Mr. Hooper wined and dined the press to announce his newest service, Sales Impact Ratings. He says that the new ratings report the effectiveness of radio and television programs in developing use of the sponsor's product. To date Mr. H's organization has tested—via diary studies of listeners and non-listeners—more than 80 sponsored network radio programs.

Each report includes a qualitative analysis of a sample of the surveyed program's entire national listening audience. This means relative audience indexes comparing the program's listening audience within (a) three income groups; (b) three community-size groups, and (c) four geographical areas.

Mr. Hooper maintains that his

new ratings will give the radio advertiser proof of the continuing achievement of his network program and appraisals of the competitive inroads by the network shows of competitive brands.

Incidentally, 'tis being bandied about that Mr. Hooper will shortly unveil a new electronic device for measuring the listening audience. More on that after the New Year debuts.

Well, Mr. Nielsen, now it's your turn.

■ ■ ■

Another favorite holiday topic is the splitting of the atom by the National Broadcasting Co. And before you send that statement out over the wireless, we hasten to point out that we mean the new table of organization being put into effect gradually by the network.

Everyone has been talking of late about the complete separation of the NBC's radio and television facilities. Now we understand—it hasn't been announced as yet—that the next split-up will see the owned-and-operated stations' operation cut loose from the other two groups. Our "authoritative" source expects that Charles Denny, executive vice-president, will continue in the No. 2 spot with emphasis on radio. The O. & O. operation is expected to be still under the guidance of its present director, genial Jim Gaines.

It was also reported that the network's promotion department has been sliced in half, with vice-president Charles Hammond heading up the radio side and Jim Nelson switching to the sight-and-sound medium.

Well, the National Association of Broadcasters has decided to keep the Broadcast Advertising Bureau within the association and from all indications, it's a very smart move.

You see, in the few short months since its birth, the BAB has been doing an outstanding job in supplying broadcasters with selling ammunition and in convincing certain national advertisers that radio is their dish. Now this means the BAB is serving the broadcasters right where it will do the most good—in the pocketbook. The incoming pouch, that is.

Now, as much as the broadcasters appreciate having a group in Washington (the NAB) to look out for their legislative and

1950 A New
Happy New Year---
New Problems



Vanquishing sales problems is an old story with CFCN. Get aboard our listener-wise schedule, and make yours a HAPPY NEW YEAR.



"The Powerful Voice of the Prairies"

ASK
RADIO
REPS.

Toronto
and
Montreal



— a greeting

— to all the men and women in Canadian radio and allied services whose friendship and association have been valued during the past twelve months, CKDO directs sincere greetings at Christmas time and good wishes for a happy and prosperous New Year.

CKDO
OSHAWA

OPINION

Programming From Ivory Towers

Vancouver.—In a slashing attack on both private and government radio, Dick Diespecker, radio columnist on the Daily Province, advised the industry to "give the listener a break."

"Radio on this continent needs a shaking up," he said, "a good deal more of a shaking up than it will ever get from the FCC in the States or from the Royal Commission on Arts and Sciences."

The U.S. networks, he said, don't care what happens to the listener. "All they want to do is break their competitor."

"And the CBC in Canada is into the trough with both front feet just as firmly as the U.S.

FCC-ish matters, they are still most concerned with how to earn their bread and butter. If the BAB was cut loose and there was ever a question of which association should be a must for membership —then it's fairly obvious who would get the nod.

So the BAB will operate as a part of the NAB.

Amen.

On the Cuff Notes . . . The "Lights Out" mystery series, formerly a radio program and now viewed on television, is expected to resume on radio over NBC . . . CBS network officials tell us they have no intention of giving up production and development of house-owned packages, despite the rumors. In the works are two five-minute quiz shows, a full-hour variety program starring comic Robert Q. Lewis, a half-hour mystery, "Up for Parole," and a five-a-week soap opera "Halfway to Heaven" . . . "America's Town Meeting" program over ABC will be cut from one hour to 30 minutes beginning January 3 . . . Helbros Watch Co. may be the new sponsor of Dick Powell as Richard Diamond over the NBC network . . . And that's the news till next year.

networks or Canadian or American private stations.

"If private stations and commercial networks would worry less about their 'ratings' and the amount of income tax they will have to pay on their profits; and the CBC would drag some of their high-priced help out of that ivory tower, and all of them would give a little more consideration to the listening public, a large proportion of some 160,000,000 people on this continent would be much happier. Try it some time, boys."

Diespecker complained that U.S. nets had ignored for three years the U.N. programs which were offered them free by the U.N. Radio Section at Lake Success. Suddenly, he said, sponsors found people wanted a series of U.N. documentaries, so "the networks are now fighting each other tooth and nail to cover themselves with glory and incidentally increase their bank accounts by carrying previously ignored U.N. broadcasts."

Turning to Canada, he said, "we have the spectacle of the CBC giving a free hand to a little group of intellectuals, led by Andrew Allan and Lister Sinclair, who from their ivory tower at 354 Jarvis Street, Toronto, plan, write and produce some outstanding radio dramas.

"The very fact that they can and do give the listening public many really fine dramas (like the recent productions of 'Kidnapped' and 'Catriona') is all the more cause for them to be controlled so that they cannot force such abominations as Sinclair's version of 'The Birds' or Harry Boyle's elaborate soap opera called 'The Widow and the Waitress' on the long-suffering public.

"What all this boils down to is that neither the government-owned CBC in Canada, nor the Canadian private stations, nor the U.S. networks, really care what the listening public wants. They are concerned only with their own fancy intellectual experiments or the ring of the cash register."

THESE RATINGS would be

Sensational

if taken in a single town or city...

but-

DATE OCTOBER 1949 PAGE 22

| SETS IN USE | PROGRAM RATING | % OF LISTENERS |
|-------------|----------------|----------------|
| 29.3 | 22.9 | |
| 28.3 | 22.9 | 78.2 |
| 31.3 | 22.9 | 80.9 |
| 32.5 | 27.2 | 86.9 |
| 37.7 | 26.4 | 81.4 |
| 35.2 | 33.1 | 87.8 |
| 40.4 | 27.9 | 79.3 |
| 41.4 | 34.6 | 85.6 |
| 45.8 | 36.7 | 88.6 |
| 47.6 | 40.0 | 87.4 |
| 49.8 | 42.4 | 89.2 |
| 46.8 | 45.3 | 91.1 |
| 42.4 | 42.3 | 90.4 |
| 40.7 | 37.0 | 87.3 |
| 38.4 | 36.3 | 89.2 |
| 36.4 | 32.3 | 84.2 |
| 35.8 | 31.8 | 87.3 |
| 30.2 | 30.8 | 86.2 |
| 34.1 | 24.6 | 81.4 |
| 32.4 | 29.3 | 85.9 |
| 30.7 | 27.3 | 84.4 |
| 28.5 | 24.1 | 78.6 |
| 31.1 | 22.6 | 79.3 |
| 34.6 | 25.0 | 80.3 |
| 32.3 | 28.6 | 82.6 |
| 35.2 | 25.7 | 79.6 |
| 33.1 | 29.6 | 84.1 |
| 34.1 | 28.2 | 85.1 |
| 31.1 | 27.0 | 77.4 |
| 30.8 | 27.7 | 86.8 |
| 32.1 | 24.4 | 79.2 |
| 33.2 | 27.1 | 84.4 |
| 35.8 | 27.2 | 81.9 |
| | 28.6 | 79.8 |

(and we quote from the Elliott-Haynes report, daytime, October, 1949)

THIS SURVEY WAS CONDUCTED SIMULTANEOUSLY IN THE FOLLOWING CITIES AND TOWNS IN THE FREDERICTON AREA. THE CALLS WERE THEN TOTTLED FOR INCLUSION IN THIS REPORT.

- FREDERICTON
- SUSSEX
- WOODSTOCK
- ST. STEPHEN
- MILLTOWN
- NEWCASTLE
- CHATHAM

CFNB

FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

Sell! Sell! Sell!

MANITOBA

WITH

CKRC

WINNIPEG

5000 WATTS

DOMINION NETWORK

REPRESENTATIVES

ALL CANADA RADIO FACILITIES

IN U.S.A. - WEED and CO.

Time Buyers!

Ask your clients' reps in Alberta and B.C. about CJDC's outstanding programming.*

- News on the Hour
- Public Service
- Selective Broadcasting

CJDC

DAWSON CREEK

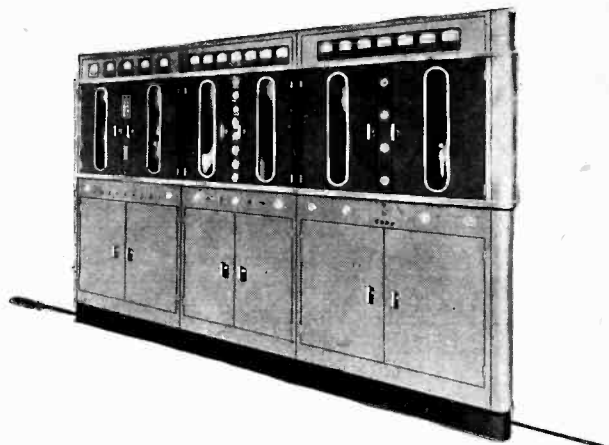
"The Inter-provincial Station"

EXTRAORDINARY SALES AND SERVICE

Ask Radio Reps.

*Patterned after WNEW.

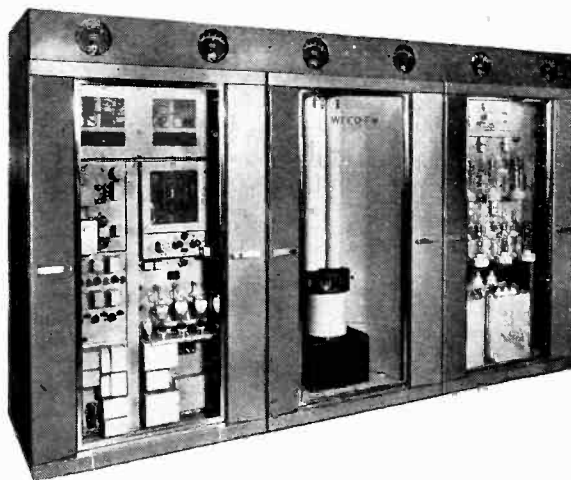
your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

YOUR BEST BUY IN AM! All Northern Electric AM transmitters offer stabilized feedback, maximum accessibility through central chassis design, attractive appearance and unusually low power consumption. These features, plus the Doherty *High Efficiency* Amplifier Circuit used in the higher powered units, have given hundreds of broadcasters years of dependable, economical operation.

your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

YOUR BEST BUY IN FM! Only Northern Electric transmitters give you the striking appearance and full visibility of TRANS-VIEW design, plus the protection of the Frequency Watchman to keep your station on frequency, the Arc-Back Indicator to utilize full life of rectifier tubes, the new RF Wattmeter that gives constant direct reading of output power—and a new high in performance characteristics.

Northern Electric

C O M P A N Y L I M I T E D



13 Backward Glances at 1949 which prompt our wishing you A Very Happy 1950.

(We can hardly wait.)

1. The Liberals carried the country and are now formulating the policy they romped home to victory without.

■ ■ ■

2. The CAB threw over its former slogan: "United we fall apart together."

■ ■ ■

3. TV came to Canada when this paper added to its mast-head the words "and Telescreen."

■ ■ ■

4. The CBC appointed a co-ordinator of Television with a flotilla of directors to enquire into the development of the new medium.

■ ■ ■

5. The Royal Commission on National Development in the Arts, Letters and Sciences decided that radio has come to stay.

■ ■ ■

6. The CBC, founded to prevent monopoly ownership in broadcasting, wanted TV aspirants to form monopolistic merger.

■ ■ ■

7. Private stations sought the right to form private radio networks without obligation to form them.

■ ■ ■

8. ACA pursued its set policy of presenting Awards without showing cause.

■ ■ ■

9. Private radio reiterated its demands for an independent regulatory body. (See this space 1948—7 & 6.)

■ ■ ■

10. Prominent jeweller offered to give away a producer absolutely free with every stop-watch.

■ ■ ■

11. Our office building installed gigantic heating plant to decelerate freezing.

■ ■ ■

12. Labor struck for more pay while wives clamored for more price controls.

■ ■ ■

13. Peace, Perfect Peace!

STATIONS

Santa Came To Belleville

The outlook wasn't brilliant for the Belleville kids that day, Old Santa wasn't coming—the merchants wouldn't pay.

—Anon.

... and that's how things stood when November rolled in and Bellevillians started thinking about Christmas. Obviously everyone thought that Saint Nick should put in at least one appearance before the festive season but when it came to raising subscriptions for the event—well, there just weren't enough.

In the midst of all this, CJBQ laid on plans for a "Letters to Santa" show. Ten-pound turkeys—lots of them—were to be given away, one turkey for the best letter to Santa each day. This giveaway would start on November 21 and run until Christmas.

Then it happened. The kids were expecting the harbinger of good things—the grownups had a hankering, too. Why not? CJBQ would bring Santa Claus to Belleville.

He arrived on Saturday, November 19. The good news hit the public ear via flashes and personality show mentions. It only took a few and the word-of-mouth campaign was on. It grew and grew and grew. Workmen were called in to construct a platform and throne for the old fellow in front of CJBQ on one of Belleville's busiest streets. The city police department promised complete co-operation and the city fire department pitched in too.

Santa arrived at 1 p.m. Saturday afternoon, but the crowd had beat him to it by more than an hour. Traffic was stopped. Children and parents came from miles around. CJBQ was on the air with a running commentary—the crowd was ready, but where was Santa?

Santa was there all right—he had arrived on the top of a three-story building next door. One "Merry Christmas everybody," one wave of the red-sleeved arm and everyone knew where he was then, but how would he get down?

That's when the Belleville Fire Department went to work—sirens screaming, two trucks arrived, one equipped with a hydraulic aerial ladder. Up went the ladder and on climbed Saint Nick. That's when the sirens stopped screaming and the crowd started.

Santa wasn't coming down though. He was going up, and up, and up. In fact, he went almost to the limit of the aerial ladder. Then he swung out over 1,500 upturned, slightly pale faces—waving and throwing kisses. They had never seen anything like it.

Finally, the old fellow arrived at street level and the kids really went wild. In the ensuing near-panic candies, alleles, favors of all kinds were passed out to the children and adults alike. It took the whole station staff and three extra policemen to keep things under control.

Santa's throne collapsed, but that didn't bother anyone. No-



body was hurt—in fact, everybody got a big kick out of it, including Santa. Two hours later the crowd started to break up—but two days later folks were still coming

in to CJBQ demanding to see Saint Nick again. "Letters to Santa" is now going strong and everybody in Belleville believes in Santa Claus.

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL



That in 1950, national advertisers using station CKCW, Moncton, will reap the benefits of Lionelizing, to insure more and more listeners for their sales messages, to an even greater degree than in the past.

Lionel

PS. AND A HAPPY NEW YEAR

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

CANADIAN TELESCREEN

Vol. 8, No. 24.

TV and Screen Supplement

December 21st, 1949

U.S. AND CANADA MUST SWAP TV SHOWS

Montreal.—Urging a two-way exchange of television programs between Canada and the U.S., Avco vice-president and Crosley Division general manager, John W. Craig, recently predicted here that TV will become a factor of great importance in Canada's economy, as it is in the U.S.

In referring to the government's interim TV policy, Craig, speaking to a luncheon meeting of The Canadian Club, here, said that he had heard "Canadian television for Canadians" statements deploring the use of non-Canadian visual material in this country. "Basically," he said, "it is very true that any nation's communications media should be devoted to native arts, science and progress. But isolationism here, as elsewhere, could easily be carried too far. We will miss an historic opportunity if we fail to encourage an exchange between our countries.

And, by exchange, I most certainly mean both ways."

Craig discussed the recent FCC color hearings in the U.S. and said the bulk of the industry is urging that no color standards be set until they can be made fully compatible with existing standards. Fully compatible, he explained, means that existing sets must be able to receive in black and white, at no extra cost, all programs transmitted, whether they are sent out in monochrome or color. "We must make sure," he said, "that color, as given to the public, will not result in obsolescence of the millions of sets already in use."

The Avco v.p. predicted that 200,000 receivers would be produced in 1950 and that total sets in use by 1953 would number more than 20 million, with a total audience of 75 million viewers tuning in about 700 stations.

TEE VEE ACTION

New York, N.Y.—Inch by inch the television broadcasters throughout the country are moving into daytime programming.

To date it's been mostly an in and out operation with some telecasters adding daytime shows one week and cancelling them the next. About a year ago Du Mont's station WABD splashed into the daytime field starting its telecast day at 7 a.m. Subsequent cutbacks were initiated until now the station is airing about 3½ hours around noon-time. Other stations have been expanding slowly but surely.

Lately Du Mont splashed again with the announcement that it will feed two hours of live programs to its network affiliates every afternoon. About ten spots will be open each hour for the sale of local time by each station. Non-interconnected outlets will get the show via film recordings.

Mortimer W. Loewi, Du Mont network director, said the show will be designed so that it is 60% audio and the housewife will not be forced to sit by the receiver for the entire two hours. Mr. Loewi said he is convinced that the housewife has more time on her hands than most people suppose.

"Those who think that homemakers are weighed down by an unrelenting schedule of household chores have a very wrong picture of American homelife today. That old bromide that 'women's work is never done' just isn't true any more. Launderettes, pressure cookers, frozen foods, vacuum cleaners . . . have provided today's housewives with a great deal of leisure time, and Pulse and Hooper ratings leave no doubt that many are willing to spend portions of it before their TV sets," Mr. Loewi declared. "It saves her shopping time by permitting her to see and hear about — right in her own living room — new merchandise she couldn't begin to see in a whole day's movement around town."

New York, N.Y.—There is an increasing possibility that — of all things — standards for color television may not come out of the current hearings on color being conducted in Washington before the Federal Communications Commission.

Trade observers expressed keen disappointment this week on the showings of two of the proposed systems, those of CBS and RCA. However, it must be pointed out that in the quality of the picture, CBS seemed to have the edge. On the other hand, RCA came out in good shape in its demonstration of the compatibility of its system with present-day black-and-white receivers. Many observers were of the opinion that not one of the systems on display to date is ready for commercial operation.

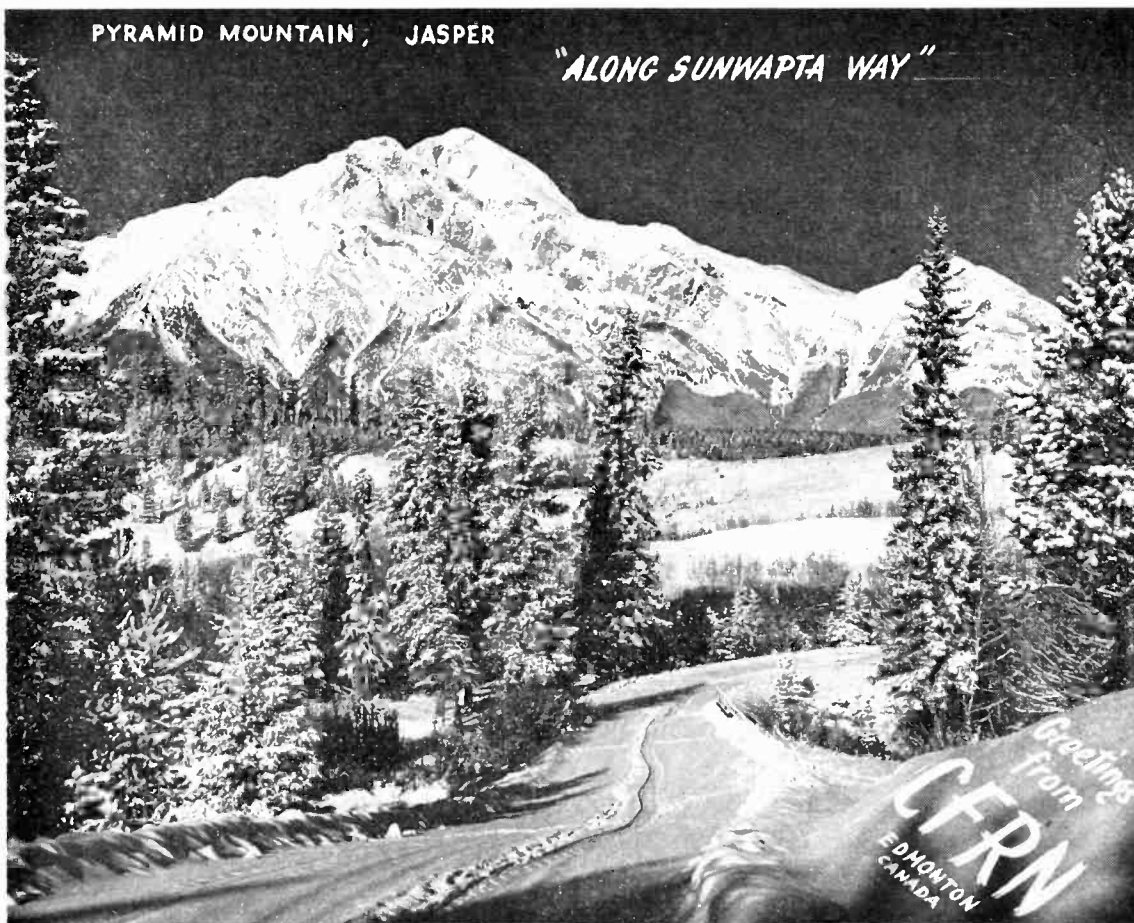
There are now 96 television stations in the U.S. with the recent addition of WTTV, Bloomington, Ill.; WKTV, Utica, N.Y.; WNBK-TV, Binghamton; KRLD-TV, Dallas, and KPHO-TV, Phoenix.

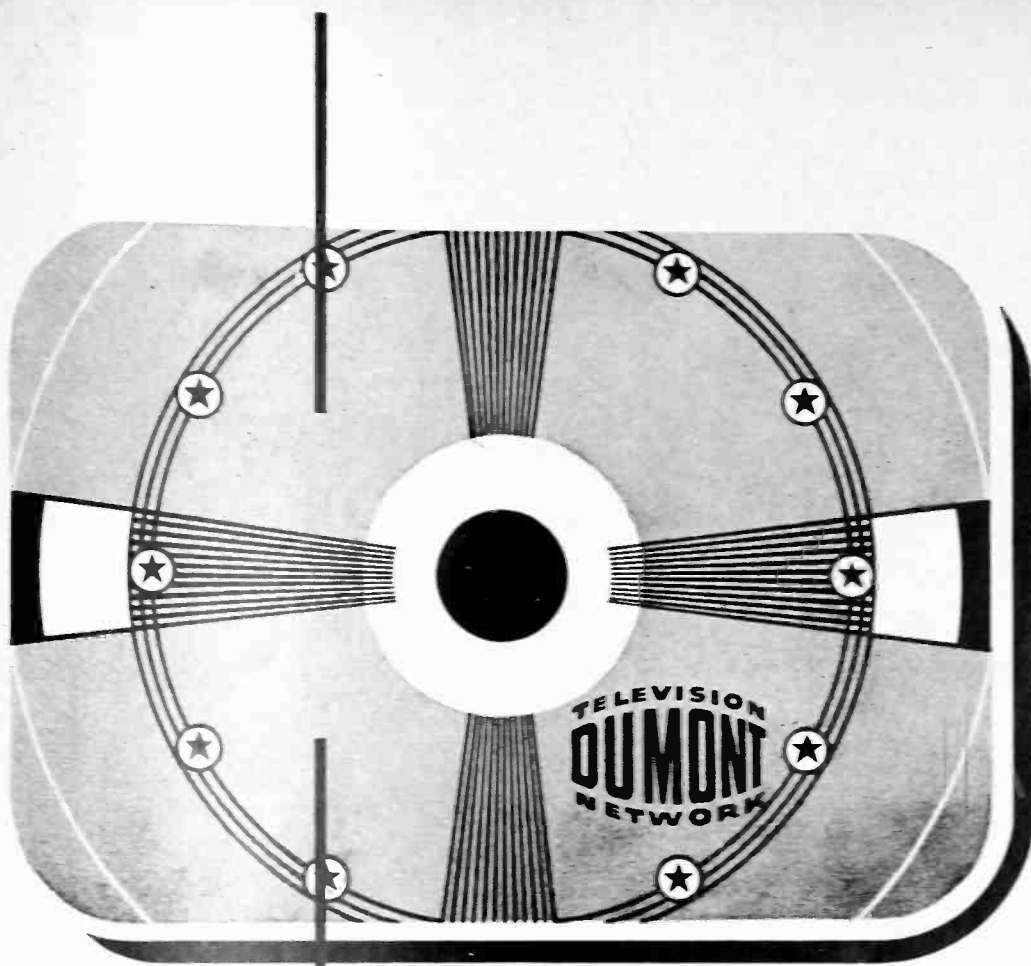
The FCC's color video hearings have recessed until February 8 when the Commission will again view comparative demonstrations of the CBS, RCA and Color Television, Inc., systems. Meantime, all groups are conducting further experiments and field tests.

Speidel Watch Company has cancelled CBS-TV's Ed Wynn show but Camel cigarettes is one of the likely candidates to take over. Speidel wanted the show expanded to one hour every other week with two sponsors. Client also wanted broader use of Hollywood guest stars. CBS nixed deal and will keep the program on weekly.



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MART KENNEY
FOR THE FINEST IN ORCHESTRAS,
ACTS, AND ENTERTAINMENT . . .
125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147





Marconi the greatest name in radio

in association with

DUMONT

first with the finest in television

brings to Canadian broadcasters
the world's best fixed
and mobile television equipment

ALLEN B. DUMONT LABORATORIES, INC.
Passaic, New Jersey, U.S.A.

Represented in Canada by

CANADIAN MARCONI COMPANY

Established 1903

VANCOUVER · WINNIPEG · TORONTO · MONTREAL · HALIFAX · ST. JOHN'S

*The combined skills and experience
of our seventy people add up to a
lot of advertising "know-how".
Some of our clients have been served
by that "know-how" for 25 years —
others for shorter periods.*

*But the oldest and
the newest of our clients get the
same conscientious day-in day-out
service of a group of people who really
enjoy their business. They like
advertising — so they work hard at it.*

*We'd be happy to tackle a
sales problem for you. Perhaps you
might telephone or write to us —
no obligation of course.*



**RONALDS ADVERTISING AGENCY
LIMITED**

MONTREAL
Keefer Building
Phone
PLateau 4803

TORONTO
137 Wellington St. W.
Phone
Adelaide 0237

LONDON, ENGLAND
Dacre House
Arundel St.,
Strond, W.C.2.

UK Agencies Make Pitch For TV

London.—It has been reported here that there is a great possibility that in the coming years some commercial content may creep into the BBC's hitherto "pure" television program schedules since a number of potential advertisers and advertising agencies have been given the opportunity to present their case for commercially-sponsored programs to the Beveridge committee. With the BBC Charter coming up for consideration at the end of 1951, the Beveridge committee has been formed to analyze the present radio and television situation and to make recommendations to the government for the future of the two media.

The pros and cons of the whole commercial question will be argued to great length by those concerned before the committee, it is said, with members of the advertising fraternity pointing out that revenues from sponsors will not only ease the strain on the public purse but improve the service being offered the whole country. Theatre interests are expected to come up with several points of view. One would be for a service allowing television programs to be screened in the theatres and allowing the industry a degree of control, while others believe that under such a system they could tie-in with sponsored shows.



The BBC has so far been silent on its opinion of any degree of commercial sponsorship but un-

official views expressed by some of the government radio spokesmen seem to indicate that "some degree of indirect advertising might be permitted." Apparently this "indirect advertising" would take the form of branded articles in stage props or, in the case of outdoor scenes, allowing posters and billboards to come clearly onto the viewscreens.

In the meantime the "arf-and-arf" system, whereby short periods during each day could be sold to advertisers, is being considered, the prime consideration at the moment being revenue. The period open for group sponsorship would be called an "advertisers' section" and commercials, transmitted either direct or from film, would be shown during the five-minute sections at regular times throughout the day.

Commenting on the various ideas advanced so far, "Television and the Viewer," English television monthly, in an article headed "Do We Want Soap Operas?" says: "Whatever the outcome of the various suggestions it seems fairly certain that we shall not see commercial programs as they are known in America. If we are to have any form of advertising it will be to a new formula. In the meantime the BBC will continue in its present independent policy until the end of 1951—after then, who can guess!"



**Selling 80% to 90% of
all sets turned on during
daytime hours, with 385,
167 French people in
coverage area.**

Canadian Representative
● Omer Renaud & Cie,
1411 Stanley Street,
Montreal.

Toronto Office, 53 Yonge St.

American Representative
● Adam J. Young, Jr., Inc.,
22 East 40th Street,
New York 16.

**PROGRAMMING ESPECIALLY FOR THE
FRENCH LISTENERS IN THE OTTAWA VALLEY**

This is the BCAB



J. Pilling, CHWK, Chilliwack



C. Elphicke, CKPG, Prince George



G. Chandler, CJOR, Vancouver



J. Browne, CKOV, Kelowna



I. Clarke, CFJC, Kamloops



C. Rudd, CJAV, Port Alberni



L. Roskin, CJDC, Dawson Creek



J. Orr, CHUB, Nanaimo



M. Chesnut, CJVI, Victoria



J. Loader, CJAT, Trail



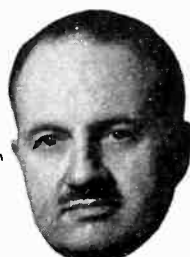
K. Willis, CKMO, Vancouver



W. Rea, CKNW, New Westminster



S. Lancaster, CJIB, Vernon



F. Elphicke, CKWX, Vancouver



K. Haryett, CKLN, Nelson



H. Watts, CKOK, Penticton

★ GOOD MANAGEMENT
MEANS GOOD RADIO



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK—CHILLIWACK
CJDC—DAWSON CREEK
CFJC—KAMLOOPS
CKOV—KELOWNA
CHUB—NANAIMO

CKLN—NELSON
CKOK—PENTICTON
CJAV—PORT ALBERNI
CKPG—PRINCE GEORGE
CJAT—TRAIL
CJOR—VANCOUVER

CKMO—VANCOUVER
CKWX—VANCOUVER
CJIB—VERNON
CJVI—VICTORIA
CKNW—NEW WESTMINSTER

Judge us by the company we keep!

ADVERTISERS WE SERVE!

- | | | | |
|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|-----------------------------------------|
| Adam Hats | Colgate Palmolive Peet | Lambert Pharmacal Co. | Puddicombe Motors Ltd. |
| Adams Brands Sales Ltd. | Colquhoun's Scottish Fur House | Langleys Limited | Quaker Oats Co. of Canada Ltd. |
| American Razor Safety Co. (Canada Ltd.) | Curtis Circulation Co., Ltd. | Lantigen Laboratories Ltd. | Charles E. Rea Ltd. |
| Associated Laboratories Inc. | Danforth Radio Co., Ltd. | G. J. Leibich (Canada) Ltd. | Readers Digest |
| Associated Salmon Cannery of B.C. | Department of Finance | Lever Bros. | Reliance Chemicals Ltd. |
| Audiphone Co. of Toronto | Department of Fisheries | Lewis-Howe Co., Ltd. | Reliance Shoe Co. |
| Austin (Ontario) Motors | Department of Labour | Liberal Association | Ridpath Ltd. |
| Dr. Ballard's Animal Foods Ltd. | Department of National Defense | London Specialties | Harold F. Ritchie & Co. |
| Bell Telephone Co. of Canada Ltd. | Department of National Health & Welfare | Longines-Wittnauer Watch Co. | Royal Winter Fair |
| Benjamin Moore & Co. Ltd. | Department of Veterans' Affairs | Lorie Limited | St. Lawrence Starch Co., Ltd. |
| Best Foods Ltd. | Detroit Times | Lyons Engineering Co., Ltd. | Salada Tea Co. of Canada Ltd. |
| Birdseye Food Ltd. | D. L. & W. Coal Co. | Maple Leaf Milling Co., Ltd. | Saturday Evening Post |
| Eddie Black Limited | Dodd's Medicine Co., Ltd. | Maple Leaf Gardens | Savarin Hotel |
| Blue Cross Hospital Plan | Dolcin Limited | Merck & Co., Ltd. | J. M. Schneider Ltd. |
| Borden Co. Ltd. | Dominion of Canada Post Office | M.G.M. (Loew's Inc.) | Scott & Bowne (Canada) Ltd. |
| Brand and Millen | Dominion Stores Ltd. | Metropolitan Life Insurance Co. | Shell Oil Co. of Canada Ltd. |
| B. & A. Motors | Dominion Textiles Co. | Miles Laboratories, Inc. | Shirriff's Limited |
| British American Oil | Dovercourt Road Presbyterian Church | Modern Planned Kitchens Ltd. | Robert Simpson Co. |
| British Ceramics and Crystal (Canada) Ltd. | Eagle-Lion Films | Moffat's Ltd. | Smith Bros. Inc. |
| B.C. Tree Fruits Ltd. | T. Eaton Co., Ltd. | Monarch Overall Manufacturing Co. | Socony Vacuum Oil Co. of Canada Ltd. |
| British-Israel World Federation | Edgeworth Tobacco | Montreal Standard | Stafford-Miller of Canada Ltd. |
| British Leather Goods | Electric Auto-Lite Co. | The Musterole Company | Standard Brands Limited |
| Bromo-Seltzer Ltd. | Elias Rogers Co. Ltd. | Mutual Benefit Health & Accident Assoc. | Sterling Drug Co. |
| Browning Chocolates Ltd. | Emerson Drug Co. | MacLean-Hunter Publishing Co., Ltd. | Stetson Hats |
| W. K. Buckley | J. C. Eno (Canada Ltd.) | H. R. MacMillan Sales Ltd. | Stokely-Van Camp of Canada Ltd. |
| Bulova Watch Co. | Ex-Lax Limited | McCormick's Limited | Suchard (Canada) Ltd. |
| Campbell Soup Company | Fairfield & Sons | National Cellulose Co. | Supertest Petroleum Co., Ltd. |
| Bank of Canada | Ford Motor Car Co. of Canada | National Drug & Chemical Co. | Swift Canadian Co., Ltd. |
| Canada Bread | G. T. Fulford Co., Ltd. | New Dawn Productions Ltd. | G. Tamblyn Ltd. |
| Canada Packers Ltd. | General Foods | John Northway & Sons | Taplin Shoe Store |
| Canada Pulp & Paper Association | General Motors | Odeon Theatres | Tea Bureau |
| Canada Starch Co., Ltd. | Gillette Safety Razor Co. | Ogilvie Flour Mills | Templeton's |
| Canadian European Forwarders Ltd. | Gold Seal Co. | Oneida Community Ltd. | Toronto Book Publishers |
| Canadian Industries Ltd. | Gooderham & Worts Ltd. | Ontario Department of Agriculture | Toronto Fuels Ltd. |
| Canadian Mink Breeders Assoc. | Goodyear Tire & Rubber Co. | Ontario Department of Lands and Forests | Toronto Globe & Mail |
| Canadian National Exhibition | Grove Laboratories Inc. | Ontario Fruit and Vegetable Growers Assoc. | Toronto Milk Distributors Assoc. |
| Carnation Company | Hartz Mountain Products | Orange Crush Co. | Toronto Motor Car Ltd. |
| Carter Products | E. Herman Co., Ltd. | Palmers Ltd. | Toronto Star |
| Carter Products Inc. | Hillcrest Motors | Panther Rubber Co., Ltd. | Toronto Telegram |
| Central Mortgage & Housing Inc. | Holt Renfrew Ltd. | Pascoe's Ltd. | Toronto Watch Hospital |
| Dr. A. W. Chase Medicine Co., Ltd. | Household Finance Corporation | People's Credit Jewelers | Trans-Canada Airlines |
| Christian Reformed Church | Hydro-Electric Power Commission of Ontario | Pinex Company | Trull Funeral Home |
| Christie's Bread Co., Ltd. | Imperial Oil Limited | Pinegrove Amusement Co., Ltd. | Tuckett Limited |
| Church of England | Imperial Tobacco Co. of Canada Ltd. | Potter Drug & Chemical Corp'n. | Henry K. Wampole & Co., Ltd. |
| Cities Service Oil Co., Ltd. | Dr. Jackson's Foods Ltd. | Proctor & Gamble Co., Ltd. | A. Wander Ltd. |
| Coca-Cola Ltd. | J. W. Johnson Ltd. | Progressive Conservative Assoc. | Wentworth Canning Co. |
| | Kellogg's Corn Flakes | Promenade Music Centre | West York Motors |
| | Kraft Foods Ltd. | Prudential Insurance Co. | M. Wintrob & Sons Ltd. |
| | | Pryal and Nye | Wood-Fingard Eaton Co. Ltd. |
| | | | Wm. Wrigley Jr. Co., Ltd. |
| | | | York Knitting Mills |

● Success story—that's the common bond that unites these companies under the CFRB banner. Their success is no coincidence—nor is the fact that with one accord they have chosen CFRB as the medium for their radio advertising. The above list of names represents industrial giants of today and tomorrow. Part of their success they owe to wise investment. And when it comes to advertising, they invest their dollars where they'll get the biggest returns. **THEY KNOW THAT CFRB OFFERS THEM MORE LISTENERS PER DOLLAR THAN ANY OTHER STATION IN ONTARIO.**

CFRB—four letters that spell Canada's Foremost Radio Buy.

CFRB

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

YOUR No. 1 BUY IN CANADA'S No. 1 MARKET