

Canadian
BROADCASTER & TELESCREEN

TWICE
 A
 MONTH

APRIL						
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

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

Vol. 13, No. 9 TORONTO May 5th, 1954

HERE ARE THE BEAVERS!



"Hey, Buster! You been hibernatin' too long."

In This Issue:

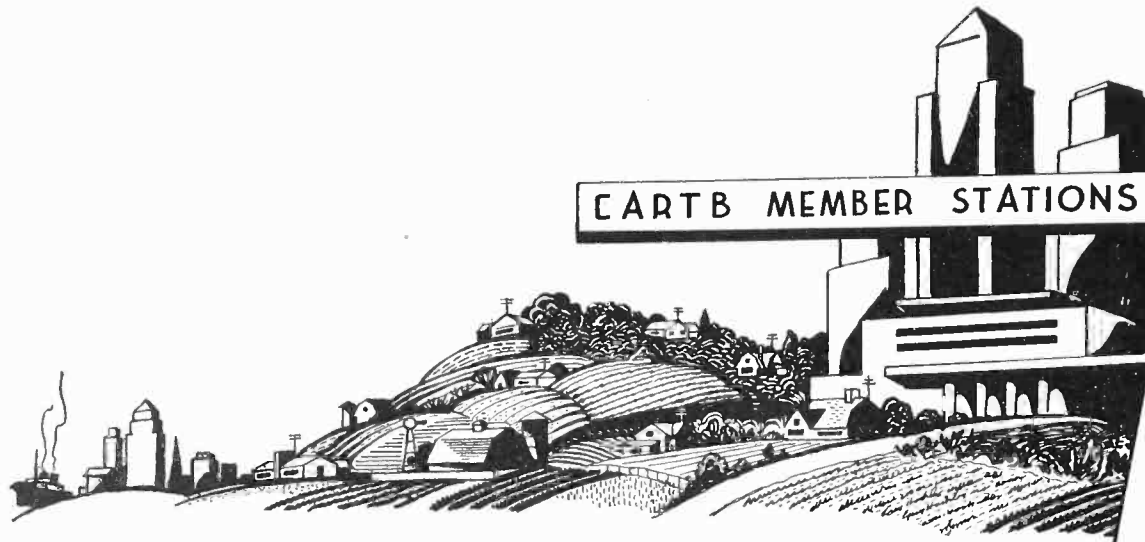
THE BEAVER AWARDS ARE OUT! You'll find them on page 5 of this issue.

THE STATION AND PERSONNEL REGISTER for radio and television stations has been expanded into a "Who's Who Of Everyone Who Matters". It starts on page 15.

AGENCIES, AND REPS, WITH NAMES AND ADDRESSES, as well as an Index of Network Stations rounds out the Data Section, pages 12 to 30.

All the regular features as well.





CAB Member Stations

- ATLANTIC (17)**
- CKBW
 - CKNB
 - CFCY
 - CFNB
 - CHNS
 - CJCH
 - CKEN
 - CKCW
 - CKMR
 - CKEC
 - CFBC
 - CHSJ
 - CJON
 - VOCM
 - CJRW
 - CKCL
 - CFAB
- Bridgewater
Campbellton
Charlottetown
Fredericton
Halifax
Halifax
Kentville
Moncton
Newcastle
New Glasgow
Saint John
Saint John
St. John's
St. John's
Summerside
Truro
Windsor

FRENCH LANGUAGE (27)

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

CENTRAL CANADA (40)

- CKBB
 - CJBQ
 - CFJB
 - CKPC
 - CFJR
 - CFCO
 - CKSF
 - CKFI
 - CKPR
 - CJOY
 - CKOC
 - CHML
 - CJRL
 - CKLC
 - CKWS
 - CJKL
 - CKCR
 - CFPL
 - CJAD
 - CFCF
 - CFCH
 - CFOR
 - CKLB
 - CFOS
 - CHOV
 - CHEX
 - CFPA
 - CKTB
 - CHLO
 - CJIC
 - CHOK
 - CJCS
 - CKSO
 - CKGB
 - CFRB
 - CHUM
 - CKFH
 - CKLW
 - CKNX
 - CKOX
- Barrie
Belleville
Brampton
Brantford
Brockville
Chatham
Cornwall
Fort Frances
Fort William
Guelph
Hamilton
Hamilton
Kenora
Kingston
Kingston
Kirkland Lake
Kitchener
London
London
Montreal
Montreal
North Bay
Orilla
Oshawa
Owen Sound
Pembroke
Peterborough
Port Arthur
St. Catharines
St. Catharines
St. Thomas
Sault Ste. Marie
Sarnia
Stratford
Sudbury
Timmins
Toronto
Toronto
Toronto
Windsor
Wingham
Woodstock

PRAIRIES (24)

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

PACIFIC (17)

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

What Price Broadcasting?

Wherever you go, there's radio. In bathrooms, dens, playrooms, automobiles, summer cottages, offices — everywhere.

That there will always be radio is not open to question.

That there will always be good radio, there must always be free radio — radio that earns its living by advertising, not subsidy — that is to say by providing more programs more people want to hear.

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 125 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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





With apologies for this act of trespass onto Tom Briggs' *Talent Trail*, I want to say something about April 23, the day which was shared this year by St. George and Mart Kenney. This was the day when Mart celebrated his twenty years of radio with an hour-long program on the network, in which he was feted (musically and otherwise) by stars who had their beginnings with the band, and others who are his friends and contemporaries. The program was a tribute — a just one if you will pardon the expression — to a successful leader whose success has grown out of the success of people who have succeeded under his baton. Mean people, now names in their own rights, like Art Hallman, Eleanor Bertell Georgia Dey, Judy Richards, Irma Locke (now Mrs. Mart), Bobby Gimby, Roy Roberts and Billy Koster, who appeared on the show. As Jack Radford told Horace Savin — they were two of the oldest who stepped to the mike to a portion of their share in Mart's beginnings — it isn't often we gather together to say nice things about people before they are dead. (Jack took a lot longer than that to say it, but you know Jack).

Highlighting the eulogies on the show, was a sketch by Wayne & Shuster, whose dialogue is reproduced here, just condensed enough to let us get a couple of ads on the page.

Johnny: This is Johnny Wayne and I like to say we're really thrilled to take part in this tribute to Mart Kenney whom Frank and I consider a really great musician. After all he's everything Samuel Hershoren is, and a shave besides. This boy is really fixed for blades. But seriously, the "Mart Kenney Story" is a great success story. You know it's difficult for anyone to become a star in Canada. In this country nobody ever

heard of you until you go to the States. Then everybody knows you. You're the rat who went to the States. Anyway . . .

Frank: Good evening, Mr. Wayne.
Johnny: Well . . . well . . . Mr. Shuster.

Frank: Yes, I'm the rat that stayed in Canada.

Johnny: Look, Frank. You know why we're here tonight? It's to pay a tribute to our old friend, Mart Kenney.

Frank: Yeah. I've been reading up on Mart's career and it's been a fabulous one, John. Do you know at the age of six Mart's mother bought him a piano and in three months he made five hundred dollars.

Johnny: No kidding! Playing concerts?

Frank: No. He sold the piano.
Johnny: I see.

Frank: And he really worked at music. He used to study Saxophone and Clarinet in the morning, Trumpet and Trombone in the afternoon. And he used to study Viola. That's how he got his nose broken.

Johnny: He got his nose broken studying Viola?

Frank: Yeah. One night Viola's husband came home early and caught him.

Johnny: Say, if I would have known you were going to use this stuff I would have brought my seltzer bottle. And my pig bladder.

Frank: Well, seriously, Mart deserves all the success he's had.

Johnny: Yes, he's been making music for Canadians for a long time and he hasn't changed a bit.

Frank: I wouldn't say that. He's a little fatter around the wallet.

Johnny: He's also a little fatter around the place he carries the wallet.

Frank: Well, John, what was Mart's first job actually?

Johnny: Well, it was before my time my grandmother told me about it. Actually Mart began as a first alto with the Leslie Bell Singers.

Frank: Wait a minute! Mart sang with the Leslie Bell Singers?

Johnny: That's right.
Frank: But they're all girls.

Johnny: Well, they never found out. You see he had a long gown and wore his moustache in bangs.

Frank: Now I'm sorry I didn't bring my pig bladder.

Johnny: Ah, but in times like this it's nice to hark back to those early days of radio.

Frank: Ah yes! The early days of radio.

(Continued on page 4)

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.



What's Cooking in Newfoundland?

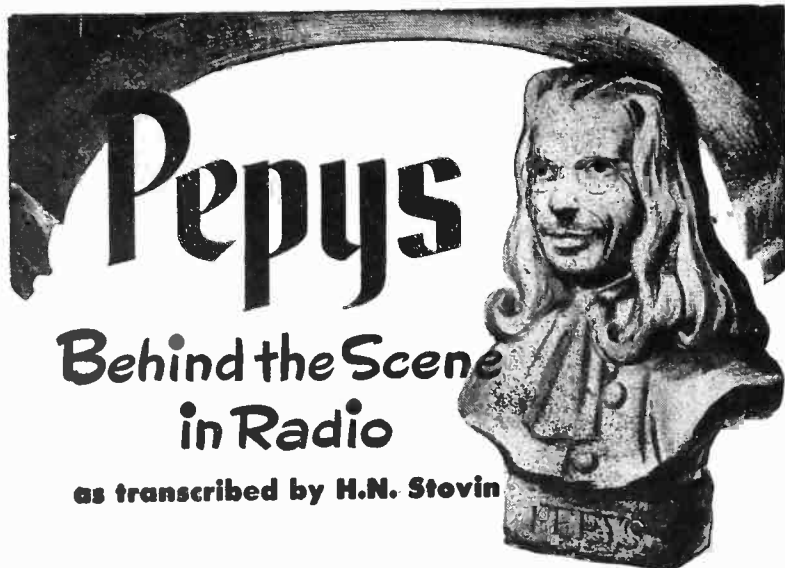
Do you know that the biggest Chev. dealer east of Montreal is A. E. Hickman Limited of St. John's, Nfld., who have a daily show on

CJON

HIGHEST RATINGS — MORNING - NOON AND NIGHT



5000 WATTS



Pepys does indeed extend greetings to the Association of Canadian Advertisers in its well-planned Convention, and suggest that you do make careful note to hear Joseph B. Ward on Tuesday afternoon, May 5th, on "How Effective is Radio Today?" ● ● ● One man who has lately had personal proof of the effectiveness of Radio is Jack Stewart, Production Manager at CKY Winnipeg. With only a few days to find a house, and other media unproductive, Jack did telephone Porky Charbonneau, CKY's early morning personality. Porky did make brief mention thereof on his "Breakfast at Eight" show, with the result of 8 telephone calls and a house for rent immediately. Porky could not help with Jack's moving, but — should you have a sales problem in Manitoba — will gladly help you move your merchandise ● ● ● PEPYS SALUTES Radio Station CHSJ Saint John, N.B. Established early in 1934, this station has served the Saint John area for over 20 years, offering the best in quality-programming. Locally-produced programs such as "Out and About with Jene", featuring Jene Wood, assure good listening to the audience and good results from their sales messages. Jene, an energetic and sparkling young woman with a breezy style, has won a place with many listeners who enjoy her interviews with visiting V.I.P.'s or just "Folks Around Town" ● ● ● Other well-liked CHSJ personalities include Earl McCarron, who has been with the station for a number of years and was recently appointed its manager; Foster Marr and Dave Archibald, both heard daily on "Kitchen Capers" — a lighthearted program of Household hints, recipes, music and humor, and Fred Blizzard, who appears frequently on CBC Sports Roundup, being also heard twice daily on CHSJ feature sportscast — all of whom are known for their ability to sell an advertiser's products. Our motto is "Pepys for Personalities, see a Stovin Salesman for Statistics" ● ● ● And, speaking of Salesmen, a right warm welcome to Eric G. "R'ck" Cruickshank, who has joined the Vancouver Office.

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

Over the Desk

(Continued from page 3)

Johnny: Do you remember . . ."
 Frank: Yes, I remember.
 Johnny: Well, you're much older than I.
 Both (sing to the tune of "Dearie Do You Remember When?")
 Frankie, do you remember radio In its infancy.
 Charlie McCarthy was still a tree.
 Eddie Cantor just had one daughter.
 And Bert Pearl was just eighty-five.
 Test your memory.
 Say, Johnny . . .
 Do you recall the time John's Other Wife was a bride-to-be
 And One Man had no Family?
 Frankie, I may be cranky,
 But I love those days gone by.
 Do you remember?
 Yes, I remember.
 Well, you're much older than I.

Johnny: Say Frank, Do you remember Mart's first year in radio here?

Frank: Yes, he arrived from out west with his orchestra. They were called the Western Gentlemen.

Johnny: Yeah. Everything about them was western. Even the music stands were bow-legged.

Frank: Yeah and how he thrilled the audience with his versatility!

Johnny: You're not kidding. He played the trumpet . . . the saxophone . . . the violin. And he also played the piano with one finger.

Frank: What's wrong with the other fingers?

Johnny: They belonged to AGVA.

Frank: (sings) Johnny, do you recall Mart Kenney Starting in radio?

That was twenty years ago.
 When he played "Strawberry Blonde"

Why everybody got hives.
 Test their allergies.

Say, Frankie, do you recall his theme?

He took the West, a Nest and You
 And got himself a nest-egg too.

Johnny, life was bonny
 In the good old days gone by.

Do you remember?
 Yes, I remember.

Well, you're much older than I.

● ● ●
 We are proud to add our humble tribute to those of the stars, to Mart and his disciples. Incidentally, perhaps I may be forgiven for mentioning that four Beaver Award holders appeared on this program. They were Mart himself; Elwood Glover who did the announcing job; Wayne & Shuster who copped two of them; and Foster Hewitt. I should also like to add a deep and personal thank

you to Wayne & Shuster for writing this column for me.

● ● ●
 If Al Hammond had asked me for a reference, I'd have to have told him how during the war, when Pte. (later Sgt.) Dick Misener was short of cash, he cut stencils for our addressing machine in return for a few beer bucks. I should have had to tell Al, had he asked me, that some of those stencils are now quite worn. However, I was not consulted, and am now happy to announce that Dick Misener started at CFCF, Montreal, May 1st as assistant manager of the Marconi (some say Canada's oldest) station.

Misener dates back in radio to 1936, when he started as an announcer at CKRC, Winnipeg. A few years later he took a job as program director at CKMO, Vancouver, and then transferred his affections to the Canadian Army (P.R. — Radio). After the war he went to CKWX, Vancouver as a salesman. He joined the James Lovick advertising agency next as an account executive, starting in the Vancouver office and transferring later to Toronto.

I wish him well in his new berth — in spite of those stencils.


● ● ●
 Lunches are a very good thing, especially when taken in a leisurely manner and sitting down. Eaten on the fly at a sandwich counter, or, perish the thought, cocktail bar, they are b-a-d.

That's why I try and make a point of making a date for lunch every day with someone I can contribute something to or who can contribute something to me. This way I give my lunch a purpose, and can justify devoting proper time to it.

There is a type of guy who goes along with the gag and co-operates, because he finds it benefits his constitution too. A full hour's relaxation in the middle of the day can't do anything but benefit anyone. But then there's another type — and he will know exactly who I mean — who says "sure! Let's have lunch tomorrow. Call me in the morning . . . just in case". I do, and "I'm sorry, sir, but he's talking on long distance". That's at ten. At half-past eleven, I phone him again, and he's "in a meeting." I don't know where he is at twelve or one, because I'm having a hamburger and coke at a lunch counter.

I just thought you might be interested.

● ● ●
 Now I have to go out to the lane that runs east of the building where I have the Beavers tied up and feed them some pencils, so buzz me if you hear anything, won't you?



JONQUIERE, QUE. — 590 kc — 1000 watts.
 Serving 211,000 people, 35,000 families in the rich Chicoutimi-Lake St. John area — definitely your advertising buy in this market.

BBM (1952) Day — 24,640 Night — 21,960

JOS. A. HARDY & CO. Ltd.
 RADIO STATION REPRESENTATIVES
 MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

Canadian BROADCASTER & TELESREEN

TWICE A MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

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Vol. 13, No. 9

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

May 5th, 1954

For Distinguished Service TO CANADIAN BROADCASTING IN 1953

RADIO STATION CFQC SASKATOON

... for the pioneering effort of its News Department, directed by Godfrey Hudson, in establishing the station's own editorial voice with the program *Opinion*, as reported November 18th, 1953 in *Dateline Saskatoon*."

RADIO STATION CHOK SARNIA

... for awareness and execution of its responsibilities to its community during and after the disastrous tornado which paralyzed Sarnia, May 21st, 1953., as reported June 17th in *All Wires Lead Through CHOK During Sarnia Disaster*."

RADIO STATION CJRW SUMMERSIDE

... for the creation and establishment of radio programs combining the elements of entertainment and information in the right proportion to prompt genuine listener enthusiasm, as reported January 21st, 1953, in *Entertainment Plus Education*."

RADIO STATION CKBB BARRIE

... for its efforts, through its manager Ralph Snelgrove, to secure for radio and newspaper reporters wider rights to publish, on the air and in print, the deliberations and decisions of the Barrie Council. This was reported June 3rd, 1953, in *Council Doors Open To Radio Reporters*."

RADIO STATIONS CJOC, LETHBRIDGE CKWX, VANCOUVER CJCA, EDMONTON

... for displaying active interest in their listeners by sending their Farm Directors—

respectively Omar Broughton, Norman Griffin and Don Clayton—to Toronto to cover the Royal Winter Fair, and send home recorded reports and interviews. This was reported December 2nd, 1953, in *Taking The Fair To The Farmers*."

'HONORABLE MENTION'

was accorded by the judges to two stations for programs of a commercial nature. The judges did not feel that they could make awards in these instances for lack of other projects of a similar commercial nature with which to make comparisons. The 'honorable mentions' were:

RADIO STATION CFCF, Montreal, for *Steinberg's Good Neighbor Club*, sponsored by Steinberg's Ltd. of Montreal for their chain of 33 Super Market Grocery Stores. The judges commended CFCF for devising and producing a live talent program which, in co-ordination with the sponsor's merchandising projects, has brought pleasure to a wide audience and has done a good selling job on the sponsor's products. It was reported November 18th as *Bilingual Daily Sells Groceries*."

RADIO STATION CKOC, Hamilton, for the *Eaton Good Deed Club*, which promotes good deeds among Hamilton's younger citizens and gives talented youngsters a chance to perform in front of an audience and develop their abilities. The "Club" boasts a grand total membership of between 200,000 and 300,000, and similar *Good Deed Clubs* have sprung up in Winnipeg, Calgary, Edmonton and Vancouver. It was reported April 1st, 1953, in *Second Generation Listens To Twenty Year Old Show*.

These lists were returned to the Broadcaster office, where they were assessed by tallying 100 points for each story which scored a first, 90 points for seconds, 80 for thirds and so on down to 10 for tenths. Below tenth, there was no score. These scores were tabulated with the results that are now being announced.

Then the committee met to determine how many awards should be given, their instructions having been to award from three to six.

In their report, the judges were loud in their commendation for the fine work in the public service carried out by the smaller stations. They regretted that more stories had not been made available to the paper, from which they might have chosen more winners. They expressed the hope that next year the selection would be from a considerably wider list, especially in the field of broadcast advertising, in which they felt that radio excels but is significantly retiring.

For our part, we should like to congratulate the winners, both for their fine work which has brought them our humble token of respectful recognition, our Beaver Awards, and also for their contributions to the industry of which they are a part, in terms of doing things, in the regular conduct of their businesses, which are worth while, and in making those things known, through our columns, for the good of broadcasting.

Beaver Awards for distinguished service to Canadian Radio and Television in 1954, will again be awarded to stations selected by a similar board of judges from articles which appear in this paper during this year. Winners will be announced in the 1955 ACA issue. Actual presentation of the awards will be made, as it is being made this year, before business organizations in the home towns of the winning stations, at mutually convenient times.

The way for stations to gain consideration is to keep us posted on their activities.

We proudly present the judges' findings in the first contest of the revived Beaver Awards. The centre of this page is devoted to the names of the five broadcasting stations selected, with the title and date of the article which appeared in this paper and upon which the selection was based. Immediately following these, there will be found the two runners up, which the judges recommended for honorable mention.

The judges, whose names and pictures appeared in the last issue of his paper, and who generously donated their services, were: Byrnie Iope Sanders, chairman of the committee, formerly editor of *CHATELAINE*, now co-director of the Gallup Poll of Canada; C. W. "Bill" Wright, a former national sales representative for radio now operating C. W. Wright & Associates as speech and sales consultants; Dr. J. Robey Kidd, director of the Canadian Association for Adult Education; Carson Buchanan, formerly a partner in and manager of station CHAB, Moose Jaw, Saskatchewan; and Mart Kenney, orchestra leader and talent manager.

Beaver Awards consist of copper engraved plaques. They become the property of winning stations. Conditions of their presentation, which is to be annual, are as follows.

No briefs or other presentations are considered. First, members of the staff of *CANADIAN BROADCASTER & TELESREEN* select, from the issues of the previous year, stories relating to stations by stations which have in any way brought honor to the broadcasting medium. There is no limit to the field in which these actions must be performed. In selecting the stories we concentrated on ones which pointed up the broadcast medium's power for good. This could mean the good of the community in terms of education, meeting of emergencies, public information, public health, citizenship and just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

Twenty-four such stories appeared in our issue of March 17th. These were handed to the judges, who were asked to place them in order of merit, each according to his or her opinion, without consulting with one another.

(Continued column 4)



Merchandising

EXPLODING THE MOUSE TRAP GAG

Ralph Waldo Emerson once said: "If you build a better mousetrap than your neighbor, the world will make a beaten path to your door." Alec Phare, Managing Director of R. C. Smith & Son Ltd., disagrees. To his way of thinking, Joe Citizen won't even consider buying your product unless he is persuaded by neon signs, singing commercials, free home demonstrations and window

displays, that your mousetrap is better than the one the chap along the street has to offer.

In a talk to the Greater Niagara Falls Advertising Club, which was also broadcast over station CHVC, Phare attributed North America's much-envied living standards to resourceful and ingenious selling methods. "People need a boost," he said, "in much the same way as a generator needs a booster or excitor." In other words, the mousetrap maker shouldn't sit on his front doorstep, waiting for people to come and buy his mousetrap; instead he should get out and prod the public into buying.

It's hard though to persuade people to accept fresh ideas. They shy away from anything new.

Guglielmo Marconi once had to flee from sunny Italy to avoid a stiff jail sentence, because people claimed that his experiments with radio were causing widespread sickness.

George Westinghouse was referred to as a fool and told to peddle his air brakes elsewhere — people just would not accept the notion that trains could be stopped by pushing air against the wheels. Pneumatic tires, airplanes and the electric light were other devices which at first were viewed with suspicion but are now accepted as necessities. Today we know the "resisters" of a hundred years ago were standing in the path of progress.

"And yet," continued Phare,



ALEC PHARE

"people are still receiving new ideas with the same scorn as they have done since Noah and his Ark."

Giving such examples of ingenuity in salesmanship as "Money Back If Not Satisfied" and "Your Credit Is Good — Nothing Down", he declared that the first step in marketing a new product was to persuade the public to accept a change in its habits.

In North America, mass salesmanship has replaced the older idea of personal selling and the results speak for themselves. During its short life this continent has produced more wealth than the whole world had been able to produce up to 1776.

And which ever way you look at it, that's mass production!

4 Times the power
(1000 watts - 850 kc.)

4 Times the potential
(80,000 homes in new coverage)

4 Times the popularity
(Proven mail pull)


**Now
More Than Ever
A BETTER BUY
IN A
BETTER MARKET!**

CKRD

RED DEER

850 kc. 1000 watts

SEE RADIO REPS.



THETFORD MINES, QUE. — 1230 kc. — 250 watts. Serves a trading area of 150,000 persons, including employees of the largest asbestos mines in the world. Estimated retail sales are over 35 million dollars annually. Reach this prosperous market—in French—through CKLD.
BBM (1952) Day — 27,110 Night — 15,940

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

No Television.
Fewer Theatres.
Fewer Sports Events.

The Result?

HIGHER
SETS - IN - USE !

MORE
PEOPLE
LISTEN
OFTENER
TO
THE
"NORTHERN"
STATIONS

CFCH
NORTH BAY

CJKL
KIRKLAND LAKE

CKGB
TIMMINS

Distant Pastures Are Green

When you buy CFNB the coverage you get of Fredericton and surrounding district is just part of the story. In addition you get your message into such widely separated points as Woodstock, Hartland, Florenceville, Plaster Rock, Sussex, St. Stephen, St. Andrews, McAdam, Boiestown, Minto and the areas in between. This represents a pretty good sized part of New Brunswick. We know we have this coverage by mail received and local sponsors in these centres.

We also have coverage in the State of Maine as this excerpt from a recent letter by a prospective sponsor indicates. "I quite often hear your afternoon program which is allotted to Calais merchants . . . We have previously used WLBZ in Bangor but feel your station gives better coverage in this area." Calais is approximately 90 miles from Fredericton. Get the whole story on CFNB's wide coverage from our reps.

New Brunswick's
Most Listened-to
Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N. B.

UNDER NORTHERN MANAGEMENT

Reps
NBS
in Canada
COOKE
in USA.

International

CBC TOPS OHIO STATION AWARDS

Columbus, Ohio—Two first awards went to Canadian private stations and seven were captured by CBC productions in the 18th Annual American Exhibition of Educational Radio and Television Programs held here by Ohio State University earlier this month. Four honorable mentions went to Canadian programs, one produced by CFAC, Calgary and three by the CBC.

Out of a total of 12 television and 28 radio awards, CBC entries won the highest number of awards for a single organization, followed by NBC which got four of the five top awards given for network television programs and one first award in the network radio division. There were no awards for Canadian TV programs, but of a total of ten radio network classifications, the CBC entries dominated five, one was topped by NBC and another by UNESCO Radio, and three went unacknowledged for lack of programs.

First award honors went to CKWX Vancouver and CHUM, Toronto, for a series of programs considered outstanding by the exhibition's jury. The CKWX winner was *Why Do They Do It*, entered under regional stations of over 5 kilowatts. The citation said this is "a superior presentation of a traffic safety campaign through adroit use of radio . . ."

In the same group and classification, CFAC won an honorable mention for its series, *This Week*, which was cited "for helping to bring the news into focus in a manner conducive to more intelligent listening and more permanent appreciation."

Another first award winner in this class was KGW, Portland, Ore., for the series, *Opinion Unlimited*.

The award for CHUM, Toronto, came in the local station (under 5 kw.) group and went to *Peter Potter Rings The Bell*. This was among the few one-time broadcasts honored at the exhibition; all others were program series. It was a "well-written, well-produced and highly authentic" anti-communist documentary.

The CBC Trans-Canada network feature *Trans-Canada Matinee*, originated by CBL, Toronto, received a first award in class one of group one (directed to special interest groups) for "providing women at home with a program of adult, seri-

ous radio fare . . ." NBC took an honorable mention in this class.

In the cultural drama class, CBC *Wednesday Night* took first award and was cited for "powerful and significant drama superbly presented". An honorable mention went to NBC here also for *NBC Lecture Hall*.

Class three, dealt with personal and social problems. NBC captured a first award for *The Challenge of Our Prisons*. The CBC won an honorable mention for a CJBC origination fed to the Dominion Network, *The Way of Children*.

Treatment of public affairs, class 4, in the program, *Press Conference*, originated in Ottawa on CBO and fed to the Dominion Network, won the CBC another first award. An honorable mention went also to CBC for *Travel Documentaries*, fed to Trans-Canada Network from CBL.

Top Award in class 5, broadcasts dealing with basic freedoms, went to United Nations Radio, which, in co-operation with UNESCO, produced *Letter From Father*. The CBC took an honorable mention here for *Broadcasts From The Couchiching Conference*, aired over Trans-Canada Network and recorded at last summer's Lake Couchiching Conference on world affairs, partly sponsored by the CBC.

Among the awards going to special one time broadcasts, a first award went to CBC for a CBM, Montreal origination, *The Vigil* which was aired over Trans-Canada Network. A second "first" went to United Nations Radio for *Peace On Earth*, while MBS took an honorable mention for *Prayers For The President*.

Two CBC productions captured the awards in class 7 (out-of-school programs for children). First awards went to *Runabout*, a CBU Vancouver origination aired on Trans-Canada network, and *Cuckoo Clock House*, fed from CJBC to Dominion Network.

The CBC shared a first award in class 10 of the regional broadcast group with the Departments of Education in the four Western provinces, for a school series, *Dis-*

coveries In Words, produced by CBW, Winnipeg and aired over the Western Regional Network. Another first award and a special award in this class went to two American universities, University of Wisconsin and University of Michigan.

Runners-up in classifications topped by CKWX and CHUM were: (in addition to CFAC) United Lutheran Church in America with an honorable mention for its *Church World News*; KOMO and the World Affairs Council of Seattle, with a special award for *World Affairs Forum*; University of Kentucky and its Dept. of Radio Arts for *Daniel Boone's Reunion With Kentucky*.

This is the third successive Ohio State Radio-TV Exhibition where CBC entries have been accorded greater recognition than those of any other organization; NBC has stood second.

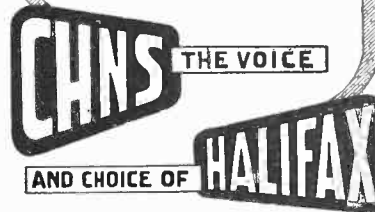
DID YOU KNOW THAT HALIFAX

although the largest Canadian city east of Montreal, is just a harbor-width away from a fast-growing township that is prophesied to become even bigger than Halifax? The town is Dartmouth, where unlimited room for expansion and the near-completion of the Halifax-Dartmouth Bridge are attracting the attention of businessmen and home-hunters alike.

AND DID YOU KNOW THAT CHNS...

covers Dartmouth 100% as effectively as it does Halifax, taking good programming and aggressive promotions into new homes and getting the ear of young folks who are highly receptive to your selling messages? The unchallenged morning, noon and night leadership of CHNS in Halifax, in Dartmouth gives you maximum effect for minimum cost.

Contact the All-Canada Man In Canada and Weed & Co., In the U.S.A.



Answers your phone whenever you are away from your office or residence.

Phone for Booklet in Toronto Montreal WA. 4-4471 UN. 6-6921

120,000 Happy Listeners In This Area Stay Tuned To 680

for the best in radio entertainment

CHLO

LONDON and ST. THOMAS

See Stephens and Towndrow In Toronto and Montreal Adam J. Young in U.S.A.



★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

Have You Received Our NEW Audition Disk?



DON WRIGHT Productions

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

An Independent Producing Company

Tell Us Another

The "Drug Store Cowboys" have a favorite "corral" here in Orillia. It's Price's Drug Store. We take some of the credit for making it a popular place.

Actually our dealings with Price date way back to our early days on the air when he bought the first of many spot announcements. But when you deal with the corner druggist, it isn't an executive with an appropriation you have to convince; it's a neighbor who has to dig into his drawers (both kinds) for the dough to pay for advertising.

Frankly, we'd much rather our sponsors were from Missouri; when they're from Orillia they really have to be shown. It took time — his own time — to show Price what CFOR could do. It is now 20 months since we made him a "regular" with a three-a-week morning newscast. In that time he has renewed once and we expect him to do it again.

So call Stovin and his boys, and find out what we can do for other "drugs on the market".

CFOR

ORILLIA, ONT.

1000 Watts—Dominion Supp.

Talent Trail

by Tom Briggs



There's a modern man with "a King Midas Touch" who isn't going hungry. He's Mart Kenney.

So many of the people he's come in "touch" with, through his twenty years on radio, have turned to stars, that they were able to get together and give the maestro a glittering anniversary show for an hour over the Trans-Canada network April 23rd. Thanks to a good script by George Salverson (an old hand at these grab-bag reviews) this galaxy

was anything but the Milky Way.

The way it was told, Kenney started out as one of a five-man dance band in Vancouver early in 1931, but by the time his radio days started — network radio on the old CRBC — in 1934 out of the Banff Springs Hotel, it was a group of seven that became the original Western Gentlemen. A newcomer at that time was Art Hallman, who's been around ever since.

And so it went, by duos and trios and sections; always only an instrument was added but, later, a top name went away. Apparently it was in 1940 that a surprising group of four bowmen made up Kenney's innovation, a dance band with a string section. They included Samuel Hersenhoren and Paul Scherman, only two of the many Kenney men now waving their own batons, the

former with various CBC groups and Scherman as assistant conductor of the Toronto Symphony; and two other notables, Albert Pratz, a concert soloist, and Hyman Goodman, TSO's concert master. Another addition of the time was Eleanor Bartell (the common denominator seemed to be long hair in one way or the other), a songstress who helped put the band over as the war began.

Eleanor Bartell was at the anniversary broadcast, like a lot of other originals, but unlike most of them she was called upon to prove that old troupers never seem to lose the touch, and she did (prove it I mean). One guy who really had an excuse for rustiness — Sales Rep Horace Stovin — got through his dialogue realistically and the irrepressible Jack Radford sounded amazingly like Jack Radford. Stovin, with the CRBC in 1934, put the first Kenney network show on the air, and Radford was the announcer.

A great performer of today, was a big part of this show — Bernie Braden. He was with CJOR twenty-four years ago and worked with Kenney at the Vancouver Alexandra Ballroom. He's still the same vibrant-voiced Braden who five years ago was featured in more CBC network programs than anybody before or since — the same Braden, despite a few years in English radio, television, stage and films.

They didn't have to go far to find another of the "names" associated with Mart Kenney — trumpeter Bobby Gimby. He's another of the Kenney alumni who leads his own band. Then they brought in the voice of songstress Georgia Dey from

CKCR

AM 1490 kc.

KITCHENER-WATERLOO

FM 96.7 mc.

CELEBRATING ITS

25th BIRTHDAY

IN RADIO BROADCASTING

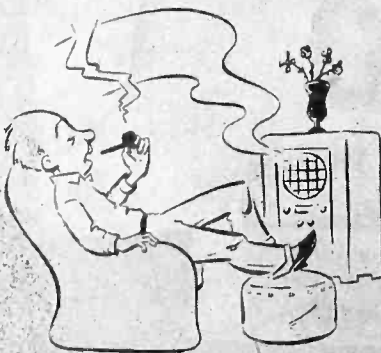
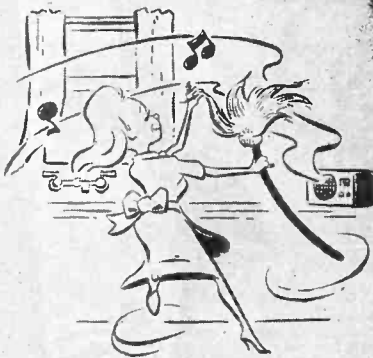
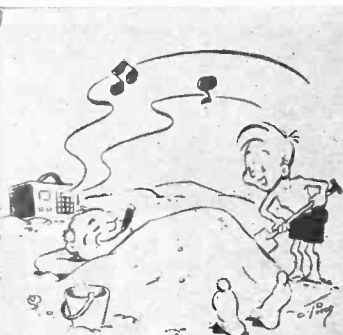
SERVING ONTARIO'S RICHEST COUNTIES

WATERLOO

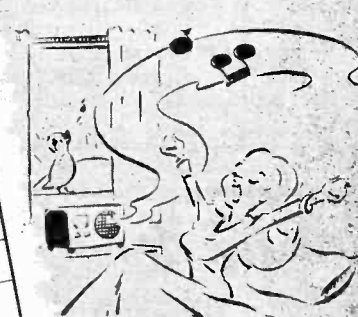
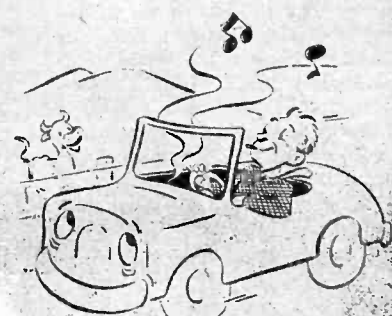
WELLINGTON

PERTH

See Our Reps For Facts



A Time and Motion Study
Whether by logic or by figures the proof is there — no other advertising medium turns up in so many different places — and at so many different times. Whatever they do, wherever they go, Canadians listen to radio —



And in Western Ontario they listen to **CFPL Radio, dial 980**
LONDON - ONTARIO
Contact All-Canada Radio

Detroit, femme vocalist number two with the Kenney band. Number three was Judy Richards who also took part in the show, and who is in semi-retirement due to the occupational hazard — marriage.

Cy Mack fought all over again the battle of the Kenney one-night service-camp stands that ran the band ragged all over the country during the war. But they proved worth the effort. They did a lot to distract a lot of guys bewildered by frantic training for war. (And it was for this that Kenney and his band received a Broadcaster "Beaver Award".)

Most familiar of the Mart Kenney vocalists is Norma Locke; she's not quite as well known as Mrs. Mart Kenney. She's another of the stars.


So are bass-baritone Roy Roberts and Wally Koster, both going their separate ways now.

And so the songs were sung and the pleasant things said, but even though you knew it had been written and rehearsed, re-written and re-rehearsed, there was a gay spontaneity and genuineness about Mart Kenney's memorable 20th Anniversary that was certainly novel in this type of show. Most of the period in review — if not all of it — must have been really "good old days" for these people. And though they mightn't want to go back, they don't mind looking back, and a "do" for Mart Kenney seemed as good a time as any — better even.

Salverson put it this way (and Edwood Glover said it): "Those 20 years represent a partnership between Canadian radio and Canadian

talent. They represent a long period of time in which radio alone provided a steady link between the artist and the public. This partnership made it possible for Canadians of talent to develop professional skills, to make entertainment their chosen profession, to form a show business community of hard-working professionals."

Quite true. Also, those twenty years sounded like a lot of work and a lot of fun. And you wonder who'll be feted twenty years from now.



CAMPBELLTON, N.B. — 950 kc — 1000 watts — Income from rich lumbering and fishing industries, added to bonus dollars from a year-round tourist business, puts CKNB's listeners in prime position to buy — you can sell them through CKNB — only English language station in Northern New Brunswick.
BBM (1952) Day — 23,010 Night — 15,730

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

CAMPBELLTON SELLS THE NORTHERN MARITIMES


A Growing Market

★
\$40,000.00

Coca-Cola Plant just started in Prince George to supply Central B.C. Area.

★
Reach this market over

CKPG
PRINCE GEORGE, B.C.
250 Watts on 550 Kcs.
Serving Central B.C.
ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.



CKLB
DIAL 1540 OSHAWA, ONT.

YOUR MESSAGE NOW REACHES MORE BUYERS THAN EVER BEFORE WHEN YOU USE CKLB, THE ACCEPTED STATION IN ONTARIO'S 8th MARKET*

*45,000 people in Oshawa alone. See: Jim Alexander Joe McGillvra

IN CANADA'S LARGEST CITY



Canadian Marconi built and operated the First broadcasting station in Canada in 1919 . . . Thirty-Five Years of radio "know-how" backing up each and every "on-the-air" presentation over CFCF.

See our Reps:
In Canada: All-Canada
In the U.S.: Weed & Co.

Montreal is the largest city in Canada with a population of 1½ million. It is the greatest inland port in the world, and terminus of 11 of the world's greatest lines. Retail Sales in 1952 were \$1,334,282,000.

--- IT'S CANADA'S FIRST STATION

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

★ NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT
An All-Canada-Weed Station

PROVED

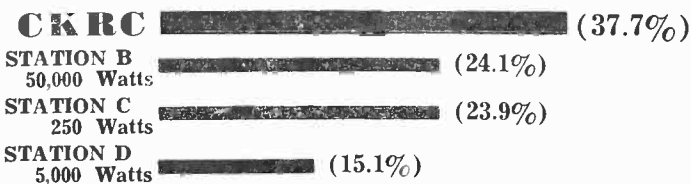
more sponsors are happier
on **CKRC**

- | | |
|----------------------------|----------|
| J. H. ASHDOWN HARDWARE CO. | 20-years |
| VICKS CHEMICAL COMPANY | 11-years |
| MOORE'S TAXI COMPANY | 12-years |
| ELECTRIC SHAVERS LTD. | 13-years |
| WINNIPEG SUPPLY & FUEL | 12-years |
| MANITOBA BEARING WORKS | 13-years |
| MARLBOROUGH HOTEL | 13-years |
| TRANS-CANADA CREDIT | 11-years |
| WILSON'S FURNITURE | 12-years |
| McKINNEY JEWELLERS | 13-years |
| SALLY'S FLOWERS | 14-years |
| PERTH'S DYE WORKS | 14-years |
| HAGBORG FUEL | 8-years |
| PEOPLE'S CREDIT | 8-years |
| WINNIPEG LAUNDRY | 10-years |
| STABER'S BEAUTICIANS | 14-years |
| BRYCE'S BAKERY LTD. | 12-years |
| GEORGE WESTON LTD. | 12-years |
| CANADA BREAD | 11-years |
| WINTROP-WHYTE CLOTHIERS | 11-years |
| A & M HURTIG FURRIERS | 13-years |
| WINNIPEG ELECTRIC CO. | 10-years |
| ST. REGIS HOTEL | 13-years |
| MITCHELL-COPP JEWELLERS | 14-years |
| SAFEWAY STORES | 12-years |
| WESTERN CANADA GREYHOUND | 12-years |

By their repeated contract renewals, these and numerous other National and Regional accounts prove their confidence in CKRC's ability to build a loyal audience of people who BUY!

AND!
more people listen to
CKRC

than to any other
Manitoba Station



Percentages based on a Combination of City & Area audience trends compiled by Elliott-Haynes Feb. '54.

Representatives:
All-Canada Radio Facilities CKRC - Winnipeg, Manitoba
In U.S.A.: Weed & Co. 630 Kcs. 5000 Watts

Television

COLOR IS COMING—BUT WHEN

Color television is coming to the United States. There is no question about that, according to top brass from both the National Broadcasting Company and Columbia Broadcasting System. But the presidents of these two U.S. networks don't seem to be quite in accord as to just when. NBC says this Fall; CBS won't commit itself.

This was the gist of addresses delivered to the AAAA at White Sulphur Springs, W.Va., last month by Sylvester Weaver and Frank Stanton, presidents respectively of NBC and CBS.

"You don't invent by clock or calendar," Stanton told the assembled U.S. agency men. The

NBC's voice boomed: "Color television is here this year."

Stanton also noted that color TV will reach the ultimate in advertising value, but added: "Perfection cannot be expected in one fell swoop." He went on: "The history of invention reveals that for those developments which have had broad social importance, two stages can be recognized. The first, or laboratory stage, includes that group of inventions which enable the machine to function. The second, or commercial stage, involves that which transforms the machine from primitive, rudimentary form into an efficient high-performance and universally employed device."

The agency men heard Weaver emphasize color television's importance to firms who base their success on the spirit of their selling, dealer and distributor organizations. Also the NBC President advised that, for clients of this type, color television "can make new leaders before the year is out." He added that many companies would need color TV because they were expected to lead, and may lose prestige if they didn't lead the way into color. Others, he said, might see in color a way to give them a chance at leadership that may have slipped out of their hands.

Stanton likened present day video-viewers to dogs, who see the world in black and white. "I don't think this should happen, even to a dog," he said.

Neither of these Video VIPs seemed to have any doubts about how the viewing public would take to the new marvel. Stanton noted: "The public has been pre-sold on color through the movies, photography and the four-color content of magazines, which all reflects the world of color in which we live."

CKFI

FORT FRANCES

1000 WATTS 800 KCS.

*announces
the
appointment
of*

**RADIO
REPRESENTATIVES
LIMITED**

in
TORONTO
and
MONTREAL

*as National sales
representatives
effective May 1st*

JUNIOR MATRIC

Age 21, just completed 2 years Ryerson, anxious for first job announcing. Can furnish tape and character references.

Don Pilcher, 8 Burrows Ave.
Downsview P.O., Ontario.

DID YOU KNOW

Ad lib spots on CKCL's early morning personality show, *Coffee With Cab*, gave "the biggest week in our history" says one of Truro's leading dry cleaners.

P.S.—This firm is now a daily participating sponsor on this show. There are still some availabilities.

Write — Phone — Wire

CKCL — TRURO

CONTACT
OMER RENAUD & CO.
MONTREAL or TORONTO



Short-Waves

WON'T DUPLICATE TV STATIONS

Ottawa — Private television stations are not going to get a look in where CBC TV stations exist according to present plans. By the same token, CBC will not establish stations where private stations have been or are about to be licensed. This information came out of Ottawa in a CP story dated April 20.

HIGH COST OF SOMETHING

CBC spends \$370,000 a year on publicity, but couldn't bring itself to hire a cameraman for Mart Kenney's 20th anniversary program.

FUNNY TCK! TCK!

We have to blame CKEY's Mickey Lester for: "If Whistler's mother got up and walked around, people'd say she was off her rocker."

PRESCRIPTION PARADOX

When a doctor says "appendix", we say "go ahead and operate"; when a lawyer says we have a case, we say: "sue the so-and-so". But when a program rating sags, we throw out the ratings and call in BBM.

PROOF OF THE EATING

Then there's the ACA member who got his agency to write copy first, and then set out to make the product.

FREEDOM A LA CBC

Get people on CBC *Forums* to blast CBC. Then pay them a fee and say — "See-ee-ee!"

THE PEOPLE'S CHOICE

Alternative programs on CBC Television? Why sure! Can't you turn it off?

WATCH OUR RATINGS

Now Ron Turner, our new production man, is trying to defray the cost of the PA system he has just installed in the office, by selling spots.

TIP TO SALESMEN

You can lead a sponsor to water, but he'll be awfully disappointed.

SEE WHAT I MEAN?

Close your eyes a moment. Then imagine there is no penetrating the darkness — ever. Now send your cheque to the CNIB.

ANNOUNCER DIES

Toronto — When Mike Cashin, of CKEY, failed to appear Tuesday morning, his wife discovered him in bed, dead. He had been taking sleeping pills which are said to have been the cause.

Aged 27, Mike ran the CKEY program, *Show Business*, and was co-emcee on the same station's *Pot of Gold*. He started in radio at CJFX, Antigonish, after attending St. Francis Xavier University. Later he was the all-night disc jockey at CKVL, Verdun. He leaves his wife, Hazel, and two children.

MOVIES UNTOUCHED BY TV

Toronto — Notwithstanding some people's belief that TV is cutting into the motion picture business, over-all gross revenues for Famous Players Canadian Corp. Ltd. are higher this year than they were for the same period in 1953, according to their president and general manager, J. J. Fitzgibbons. Profits, he said, were down slightly, owing to increased costs and larger depreciation charges.

DRY RUN SKED FOR CHCH-TV

Hamilton, Ont. — CHCH-TV commenced a dry-run schedule last week. This simulates the regular schedule of 11½ hours of programming a day which will be adopted when the station goes on the air.

BBC VISITOR

Ottawa — S. J. de Lotbinière, head of outside broadcasts (TV) for the BBC, is on a six weeks visit to Canada at the invitation of the CBC. From 1943 to 1945 "Lobby" was BBC representative here.

CAN THEY STAND PROSPERITY?

Des Moines, Iowa — Broadcasters are in a period in which they are trying to find out whether they can stand prosperity, according to Harold E. Fellows, president of the NARTB. Speaking to the Iowa Broadcasters Association, Fellows said that census figures indicate and statistics show that broadcasters can expect audiences to increase at the rate of nearly 3,000,000 a year for the next ten years. That same audience will live better and longer and have more time to spend being listened to and viewers, he said.

BEAVERS ON VIEW

Toronto — Copper engraved plaques, the new-style Beaver Awards, will be ready in time for the ACA Convention. They will be on view at the Convention for those interested in seeing them.

CHANGE BCAB MEET

The summer meeting of the British Columbia Association of Radio & Television Broadcasters at Harrison Hot Springs Hotel has been changed from June 14 and 15 to September 13 and 14.

How Is YOUR Mind Functioning?

Ever wonder if you could improve your thinking power? Waking up the mind is today's most popular craze! Tell your listeners you can show them how to be smarter, happier, and wealthier. Then write for our script, **BOOKS OF ALL YEARS**, which caters to the self-improvement craze. (YOU'LL FIND YOURSELF READING THE DARN THING WITH INTEREST!)

WALTER A. DALES — RADIOSCRIPTS

907 KEEFER BUILDING

MONTREAL, P.Q.

Telephone UN. 6-7105

Something like selling Quebec market without

CKEY
1000 WATTS 1280 K.C.

Representatives
TORONTO MONTREAL
OMER RENAUD & Co
IN U.S.A. WEED & CO.

modern business uses PW Teletype



Instant, 2-way communication between branches and departments . . . multiple copies of orders, business forms, etc. . . . Your Canadian National—Canadian Pacific Private Wire Teletype Service can raise efficiency, lower costs. Whether your business is large or small, PW can easily be installed to meet your needs — to save you money.

Call your nearest Telegraph Office.

Our communications specialists will be glad to demonstrate how PW can work for you. There is no obligation.

PRIVATE WIRE Teletype SERVICE

CANADIAN NATIONAL CANADIAN PACIFIC

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

SHOPWINDOW OF THE RICHEST MARKET IN CANADA



Reaching more than a quarter of a million TV homes, CHCH-TV represents your most effective means of selling the billion-dollar central Ontario market.

Another link in the chain of television coverage offered by All-Canada TV, representing:

- | | |
|----------------------|-------------------------|
| * CKSO TV
Sudbury | * CFPL TV
London |
| CHCH TV
Hamilton | * CHSJ TV
Saint John |
| CKCK TV
Regina | CJCB TV
Sydney |
| CHCT TV
Calgary | CKWS TV
Kingston |
| CKEX TV
Peterboro | CKLW TV
Windsor |

★ Now in operation.

Full details on scheduling, programming & availabilities are at your immediate disposal, through your All-Canada TV Man.

ALL-CANADA



TELEVISION

NETWORK STATIONS

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
 KKCW 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
 CFCH Chatham
 CFPA Port Arthur

- Mid-Eastern Region (Supplementary)**
 CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 KKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 KCSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury
 CKLW Windsor
 CKLC Kingston

- Prairie Region (Basic)**
 CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCH 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 Gravelbourg
 CHFA Edmonton

Subsidiary Networks

- French Radio Associates (Basic)**
 CKVL Verdun
 CKCV Quebec
 CHLN Trois Rivières
 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

**These four stations sold as a group.

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 Winnipeg: 706 Electric Rlwy. Chambers Bld. M. V. Chesnut
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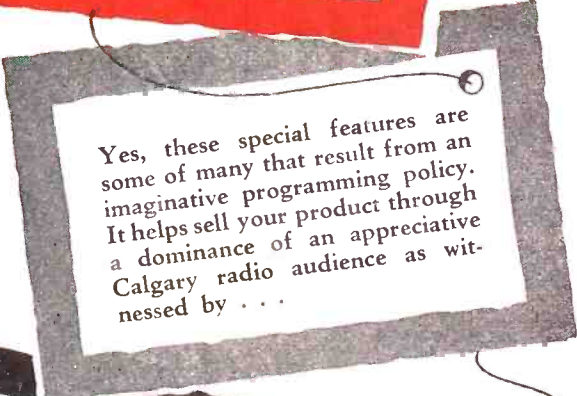
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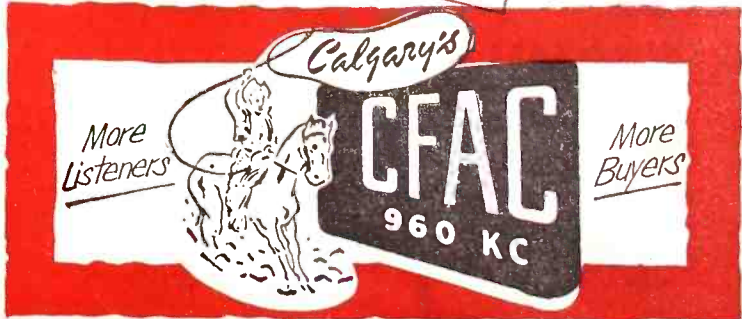
ALWAYS MORE

Audience in Calgary



Elliott-Haynes Evening Radio Ratings Report - March '54

CFAC	Ratings	% Listeners
Station No. 2	18.4	42.5%
Station No. 3	9.6	22.2%
	12.3	27.8%



1,322,370*

CANADIANS

on a

\$1,269,475,200

SPREE

They have never had so much money to spend, these Canadians from coast to coast. And you will find them spending it in the coverage areas of the six Paul Mulvihill represented stations.

Sure, it's a spree, too! But not a splurge. These buyers from Pencticton to Halifax — many of them in between in Southern Ontario — want to spend their unprecedented incomes. But that hard-to-define virtue known as value is what they are after now.

These 1,322,370* Canadians need a good talking to if they are to be convinced that your product is for them. Better make sure that this talking comes to them via the friendly voice of their local radio stations.

And by "local" we mean

CKTB
ST. CATHARINES

CKOK
PENTICTON

CJCH
HALIFAX

CHOK
SARNIA

CJFX
ANTIGONISH

* Total potential audience of these 6 stations.

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PAUL MULVIHILL
EM. 8-6554

Montreal
1434 St. Catherine St. W.
MURRAY MACIVOR
UN. 6-8105

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Erwin Wasey of Canada Ltd.	Royal Bank Bldg., Toronto	Gil Nunns
Erwin Wasey of Canada Ltd.	90-92 King St. W., Toronto	K. McKeown
Erwin Wasey of Canada Ltd.	4 Albert St., Toronto	H. B. Williams
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STATION and PERSONNEL REGISTER (Radio)

KEY

- | | | |
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| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reprs. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reprs. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reprs. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reprs. |
| 6. Program Director | 13. Librarian | 20. U.S. Reprs. |
| 7. Music Director | 14. Chief Engineer | |

British Columbia

CHWK, CHILLIWACK: 1,000 watts on 1,270 kcs. Dom. Basic. (1) Jack Pilling & Casey Wells — (2) Jack Pilling — (4) Bill Teetzel — (5) Murdo MacLachlan — (8) Gordon Rose — (9) Alex Moir — (10) Mrs. Marg Cormack — (12) Mrs. Marg Cormack — (14) Jack Pilling — (16 to 19) All-Canada — (20) Weed & Co.

CJDC, DAWSON CREEK: 1,000 watts on 1,350 kcs. T-Can. Supp. (1) W. B. Michaud — (2) Lewis R. Roskin — (5) Michael Laverne — (8) Roy Darling — (9) Chuck Mudrak — (10) Betty Craig — (11) Mrs. Hazel Velandier — (12) Mrs. Ethyl Emes — (13) Leroy Tansem — (14) Don Everton — (16 to 19) Radio Reprs. — (20) Don Cooke Inc.

CFJC, KAMLOOPS: 1,000 watts on 910 kcs. T-Can Basic (1) Kamloops Sentinel Ltd. — (2) Ian G. Clark — (3) Walter Harwood — (4) Bob Innes — (5) Walter Harwood — (6) Walter Harwood — (7) Jean Ross — (8) Ralph Field — (9) Ralph Field — (10) Pat Marini — (11) Walter Harwood — (12) Bob Innes — (13) Gordon Rye — (14) Fred Webber — (15) Gordon Rye — (16 to 19) All-Canada — (20) Weed & Co.

CKOV, KELOWNA: 1,000 watts on 630 kcs. T-Can Basic. (1) Okanagan Broadcasters Ltd. — (2) Jim Browne Jr. — (3) Dennis Reid — (6) Mrs. Freda Woodhouse — (8) Robert J. Hall — (9) James H. Panton — (10) Mrs. G. Harvey — (11) Hugh Caley — (12) Mrs. Freda Woodhouse — (13) J. Patrick Moss — (14) J. Fred Weber — (15) Arthur Vipond — (16 to 19) All-Canada — (20) Weed & Co.

CHUB, NANAIMO: 1,000 watts on 1,570 kcs. (1) Vancouver Sun — (2) C. J. "Chuck" Rudd — (3) Mrs. Sheila Hassell — (4) Mrs. Sheila Hassell — (5) Tom Koch — (6) C. J. "Chuck" Rudd — (7) Al Erskine — (8) Larry Thomas — (9) Larry Thomas — (10) Mrs. Sheila Hassell — (12) Mrs. Sheila Hassell — (13) Frances Allen — (14) Ross MacIntyre — (16 & 17) Stephens & Towndrow — (19) John N. Hunt & Assoc. — (20) Don Cooke Inc.

CKLN, NELSON: 250 watts on 1,240 kcs. T-Can Sub. (1) News Publishing Co. — (2) Alan Ramsden — (8) Alan Ramsden — (9) Earl Segal — (10) Mrs. Claire Bacon — (12) Alan Ramsden — (13) Nancy Timms — (14) Alan Ramsden — (15) Bob Kopecki — (16 to 19) H. N. Stovin — (20) Adam Young.

CKNW, NEW WESTMINSTER: 1,000 watts on 1,320 kcs. (1) William Rea — (2) Patt McDonald — (4) Bill Hughes — (5) Hal Davis — (8) Jim Cox — (9) Jim Cox — (12) Stan Buchanan — (13) Jim Morris — (14) Clare Purvis — (16 to 19) National Broadcast Sales — (20) Forjoe & Co. Inc.

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CJAV, PORT ALBERNI: 250 watts on 1,240 kcs. (1) CJAV Ltd. — (2) Ken Hutcheson — (4) Geoffrey Holmes — (5) Tom Rannie — (8) Lyall Feltham — (14) Ross McIntyre — (16 & 17) Stephens & Towndrow — (19) John N. Hunt — (20) Don Cooke Inc.

CKPG, PRINCE GEORGE: 250 watts on 550 kcs. T-Can Supp. (1) CKPG Ltd. — (2) Cecil Elphicke — (4) Jack Carbutt — (5) Charles Cawdell — (6) Charles Cawdell — (9) Charles Cawdell — (10) Mrs. Marion McDonnell — (12) Jeff Bridges — (13) Don Eccleston — (14) George Parkin — (16 to 19) All-Canada — (20) Weed & Co.

CFPR, PRINCE RUPERT: 250 watts on 1,240 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by H. N. Stovin.

CJAT, TRAIL: 1,000 watts on 610 kcs. T-Can Basic. (1) Kootenay Broadcasting Co. — (2) John W. Loader — (4) Lorne V. McLeod — (5) Joseph P. Kobluk — (12) Mrs. Vivvian Swanson — (13) Shari S. Johnson — (14) John D. Hepburn — (16 to 19) All-Canada — (20) Weed & Co.

CBU, VANCOUVER: 10,000 watts on 690 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJOR, VANCOUVER: 5,000 watts on 600 kcs. Dom. Basic. (1) G. C. Chandler — (2) Bill Wellwood — (3) Bus Ryan — (4) Don Laws — (5) Vic Waters — (6) Bill Wellwood — (7) Vic Waters — (8) Jack Webster — (9) Jack Webster — (10) Laddie Watkins — (11) Dorwin Baird — (12) Wally Knox — (13) Ruth Fortune — (14) Art Chandler — (15) Vic Waters — (16 to 19) Horace Stovin — (20) Adam Young.

CKMO, VANCOUVER: 1,000 watts on 1410 kcs. (1) B.C. Broadcasting System Ltd. — (2) Mrs. K. M. Willis — (3) John D Kemp — (4) John D. Kemp — (8) Robert Colling — (9) Bruno Cimolai — (13) Mrs. M. Urquhart — (14) David Rogers — (15) William Pike — (16 & 17) Omer Renaud — (18) A. J. Messner — (20) Donald Cooke.

CKWX, VANCOUVER: 5,000 watts on 980 kcs. Mutual — Don Lee. (1) Western Broadcasting Co. Ltd. — (2) F. H. "Tiny" Elphicke — (3) Sam G. Ross — (4) John L. Sayers — (5) Laurie Irving — (6) John E. Ansell — (7) Fred Bass — (8) Bert Cannings — (9) Hill Stephenson — (10) Mrs. N. na Anthony — (11) Norman Griffin — (12) Ken Hughes — (13) Frederick Bass — (14) Charles Smith — (15) Bun Keegan — (16 to 19) All-Canada — (20) Weed & Co.

CJIB, VERNON: 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) A. G. "Gil" Seabrook — (5) Don Mc-

Gibbon — (6) Don McGibbon — (8) David Lilwall — (9) Don Warner — (10) Mrs. Nyra Groves — (12) David Lilwall — (13) Margaret Manville — (14) Loren Merriman — (15) Walter Rudeloff — (16 to 19) Radio Reprs. — (20) Don Cooke Inc.

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CKDA, VICTORIA: 250 watts on 1340 kcs. (1) David M. Armstrong — (2) David M. Armstrong — (3 & 4) Gordon M. Reid — (5) David G. Hill — (6) C. Edward Farey — (7) Ernie Pearce — (8) Andy Stephen — (9) Keith MacKenzie — (10) Kaye Knights — (12) Don MacDonald — (13) Ernie Pearce — (14) Norman E. Bergquist — (16 & 17) Radio Reprs. — (18) A. J. Messner — (20) Forjoe & Co. Inc.

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EQUIPMENT FOR SALE?
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CANADIAN BROADCASTER!

VILLE-MARIE, QUE. — 710 kc — 1000 watts.
Serving a population of 193,800 people in Temiskaming, Quebec and Ontario — a station you must buy to cover this trading area.
BBM (1952) Day — 23,830 Night — 17,200

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY

CFBC's BAROMETER RISING!

AND ON

CFBC'S FIE\$TA CA\$INO Clients are always big winners! Last year the program drew 599,474 box tops — So far in 1954 well over 285,825* box tops!

There are availabilities NOW! — see our representatives:—

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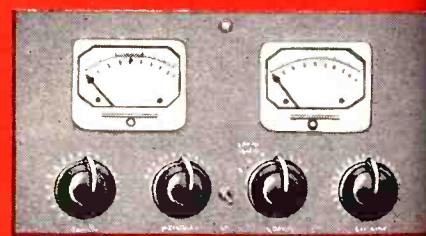
CFBC — SAINT JOHN — New Brunswick

* (as of April 17, 1954)

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broadcast equipment problem**

Ask **The CANADIAN GENERAL ELECTRIC Co**

Look ahead with Canadian General Electric! Dimensions, styling and appearance of all G-E units are harmonious; and circuits are designed for serviceability and efficiency. All General Electric equipment *is engineered for economy and performance.*



TRANSMITTERS — Unmatched performance from 250 watts to 50-KW.

TRANSMITTER ACCESSORIES — Instant accessibility, complete flexibility to meet the most exacting demands.



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Phone: MArine 5115

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G. A. Bartley
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Hugh J. Dollard
945 St. James St.
Phone: 7-43581

TORONTO

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Broadcast Equipment

Alberta

CFAC, CALGARY: 5,000 watts on 960 kcs. T-Can Supp. (1) Calgary Broadcasting Co. — (2) Bert Cairns — (4) Don Hartford — (5) George Brown — (8) Larry Heywood — (9) Joe Marks — (10) Brenda Cordwell — (11) Don

McLean — (12) Dick Tregillus — (13) A. Johnson — (14) Earle Connor — (15) Stan Gilbert — (16 to 19) All-Canada — (20) Weed & Co.

CFCN, CALGARY: 10,000 watts on 1060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2) H. G. Love — (3) Jas. A. Love — (4) E. H. McGuire — (5) G. L. Carter — (6) G. L. Carter — (7) Robert Kerr — (8) Lorne Stout — (9) Hy Viney — (10) Dora Dibney — (11) Ross Henry — (12) Jas. A. Love — (14) R. W. Lamb — (15) Frank Irving — (16 to 19) Radio Reps. (20) Adam Young.

CKXL, CALGARY: 1,000 watts on 1140 kcs (1) CKXL Ltd. — (2) Fred Shaw — (4) Bruce Alloway — (5) Peter Edwards — (8) Peter Edwards — (9) Joe Carbury — (12) Mrs. Pearl Borgal — (13) Mrs. Moneta Newberry — (14) Ross Craig — (15) John Newbury — (16 to 19) H. N. Stovin — (20) Don Cooke Inc.

CBX, EDMONTON: 50,000 watts on 1010 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

CFRN, EDMONTON: 5,000 watts on 1260 kcs. Dom. Basic. (1) G. R. A. "Dick" Rice — (2) G.R.A. "Dick"

KEY		
1. Owner	8. News Director	15. Chief Operator
2. Manager	9. Sports Director	16. Toronto Reps.
3. Assistant Manager	10. Womens' Director	17. Montreal Reps.
4. Commercial Manager	11. Farm Director	18. Winnipeg Reps.
5. Production Director	12. Promotion Director	19. Vancouver Reps.
6. Program Director	13. Librarian	20. U.S. Reps.
7. Music Director	14. Chief Engineer	

Rice — (3) A. J. "Red" Hopps — (4) A. J. "Red" Hopps — (5) George A. Duffield — (6) Jim Findlay — (7) Eric Candy — (8) Laurie Graham — (9) Al Shaver — (10) Eve Henderson — (12)

CHED, EDMONTON: 1,000 watts on 1080 kcs. (1) CHED Ltd. — (2) Don McKay — (4) Don MacLean — (5) Jerry Forbes — (6) Jerry Forbes — (8) Allan Slaight — (9) J. Bart Gibb — (12) Mrs. C. Noonan — (13) Keith Vettergreen — (14) Clinton A. Nichol — (16 to 19) H. N. Stovin — (20) Forjoe & Co. Inc.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltd. — (2) Leo Remillard — (4) J. Coutron — (6) L. Remillard — (7) G. Paradis — (8) Thorcis Forestier — (9) Gerald Lahance — (10) Madeline Puriseau — (11) Jacques Mayoe — (12) Jacques Thibault — (13) G. Paradis — (14) Bob Cry — (15) Laurier Leclair — (16 to 19) Omer Renaud & Co.

Isobel McDonald — (13) Olive Finland — (14) Frank Makepeace — (15) Dick Bannard — (16 to 19) Radio Reps. — (20) Adam Young.

CJCA, EDMONTON: 5,000 watts on 930 kcs. T-Can Supp. (1) Edmonton Broadcasting Co. — (2) Gerry Gaetz — (3) Rolfe Barnes — (4) Joe McKenzie — (5) Dalt Elton — (7) Harry Boon — (8) Russ Sheppard — (9) Maurice Carter — (10) Shirley Higginson — (11) Don Clayton — (12) Win Sutton — (14) Frank Hollingworth — (16 to 19) All-Canada — (20) Weed & Co.

CFGP, GRANDE PRAIRIE: 1,000 watts on 1050 kcs. T-Can Supp. (1) Northern Broadcasting Corp. Ltd. — (2) Art Balfour — (4) Jack Soars — (5) Johnnie Wilson — (6) Ken Dunstan — (7) T. Elgar Roberts — (8) Mrs. Gertrude Charters — (9) John Wilson — (10) Mrs. Rita Murray — (11) Ken Dunstan — (12) Mrs. Margaret Brown — (13) Cecil Morton — (14) Jim de Roaldes — (15) Fran Tanner — (16 to 19) All-Canada — (20) Weed & Co.

CJOC, LETHBRIDGE: 5,000 watts on 1220 kcs. T-Can Basic. (1) H R. Carson Ltd. — (2) Norman Botterill — (4) Joe Budd — (5) Robert Reah — (8) Bill Skelton — (9) Frank Bird — (10) Mrs. Mary Conville — (11) Omar Broughton — (12) Mrs. Fran Hushagen — (13) Ron Watmough — (14) Doug Card — (16 to 19) All-Canada (20) Weed & Co.

CHAT, MEDICINE HAT: 1,000 watts on 1270 kcs. Dom. Supp. (1) Monarch Broadcasting Ltd. — (2) R. J. Buss — (4) Orv Kope — (5) Ken Lapp — (8) Lorne Thompson — (9) Lloyd Colthorpe — (10) Eleanor McDougall — (12) Mrs. Eva Weiler — (13) Mrs. Eva Weiler — (14) Ian Carson — (15) Hugh Pender — (16 to 19) All-Canada — (20) Weed & Co.

CKRD, RED DEER: 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting — (2) Gordon S. Henry — (4) Ned B. Corrigan — (5) John D. Barton — (8) Jim Younie — (9) Ron Henry — (10) Mrs. Ruby Kandall — (12) Jim Younie — (14) Kenneth Martin — (16 to 19) Radio Reps. — (20) Adam Young.

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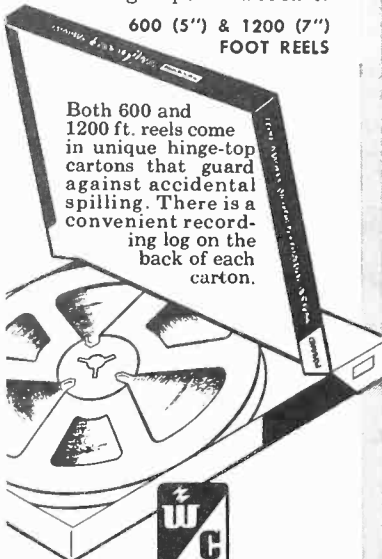
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Saskatchewan

CFRG, GRAVELBOURG: 250 watts on 1230 kcs. French Net. Supp. (1) Radio Gravelbourg Ltd. — (2) Dumont Lepage — (4) Dumont Lepage — (5) Dumont Lepage — (6) Dumont Lepage — (8) Guy Pariseau — (9) Guy Pariseau — (10) Madeleine Grenier — (11) Guy Pariseau — (12) Dumont Lepage — (13) Madeleine Grenier — (14) Marc Riou — (15) Ernest Pellerin — (16 to 19) Omer Renaud.

CHAB, MOOSE JAW: 5,000 watts on 800 kcs. Dom. Basic. (1) CHAB Ltd. — (2) J. S. "Sid" Boyling — (3) N. S. "Nev" Skingle — (4) N. S. "Nev" Skingle — (6) R. D. "Bob" Giles — (8) Earl Barnholden — (9) P. L. "Paul" Hack — (10) Mrs. Stella Sharples — (12) Mrs. Martha Fidler — (13) David Green — (14) Merv Pickford — (15) Leo Haddamack — (16 to 19) H. N. Stovin — (20) Weed & Co.

CJNB, NORTH BATTLEFORD: 1,000 watts on 1460 kcs. (1) Northwest Broadcasting Co. Ltd. — (2) Harry Dekker — (3) Wes Western — (4) Rube Hamm — (5) Jim Caster — (6) Art Smith — (7) Mary Sirch — (8) Mac McCalder — (9) Eldon Elliott — (10) Mrs. Chris Dekker — (11) Mac McCalder — (12) Mrs. Chris Dekker — (13) Mary Sirch — (14) Al Ruddell — (15) Arvid Elves — (16 to 19) H. N. Stovin.

CKBI, PRINCE ALBERT: 5,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. Ltd. — (2) Edward A. Rawlinson — (3) Frank F Rawlinson — (4) Gerald Prest — (5) Jack J. Cennon — (8) Francis Church — (9) Nick Roche — (10) Mrs. Marion Sherman — (11) Murdock MacKay — (12) Jerry Johnson — (14) Tom van Nes — (16 to 19) All-Can. Radio Facilities — (20) Weed & Co.

CKCK, REGINA: 5,000 watts on 620 kcs. T-Can. Supp. (1) Trans Can. Communications Ltd. — (2) H. A. Crittenden — (3) Don R. Dawson — (4) Roy Malone — (5) Jim Gristhenwaite — (8) Jim McLeod — (9) Lloyd Saunders — (10) Miss Rita Spicer — (12) Al Edwardson — (14) E. A. Strong — (15) A. White — (16 to 19) All-Canada — (20) Weed & Co.

CKRM, REGINA: 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Donald J. Oaks — (4) Harry C. Dane — (5) B. Robert Hill — (8) Art Kennard — (9) Johnny Esaw — (10) Mrs. Jackie Thompson — (11) Art Kennard — (12) Bill Smith — (13) Mrs. Lenore Peters — (14) Bill McDonald — (15) Len Cozine — (16 to 19) Radio Reps. — (20) Adam Young.

CFNS, SASKATOON: 1,000 watts on 1,170 kcs. French Net. Supp. (1) Radio Prairies-Nord Ltd. — (2) Theodore Prefontaine — (4) Theodore Prefontaine — (5) Fernand Ippersiel — (6) Fernand Ippersiel — (7) Fernand Ippersiel — (8) Fernand Ippersiel — (9) Clement Gaudet — (10) Therese Masson — (12) Euclide Bourassa — (13) Therese Masson — (14) Ernest Drouin — (15) Ernest Drouin — (16 to 19) Omer Renaud & Co.

CFQC, SASKATOON: 5,000 watts on 600 kcs. Dom. Basic. (1) A. A. Murphy & Sons Ltd. — (2) Vern

Dallin — (4) Blair Nelson — (5) Roy Currie — (6) Roy Currie — (8) Godfrey Hudson — (9) Ed Whalen — (12) Marg Morrison — (13) Helen Hase — (14) Lyn Hoskins — (15) Carl O'Brian — (16 to 19) Radio Reps — (20) Adam Young

CKOM, SASKATOON: 5,000 watts on 1,420 kcs. (1) R. A. "Bob" Hosie — (2) R. A. "Bob" Hosie — (3) Don Tunnicliffe — (4) Don Tunnicliffe — (5) A. E. Stilling — (6) Gordon Walburn — (7) Gordon Walburn — (8) Dave Bradley — (9) A. Henderson — (10) Joan Reycraft — (12) Helen Logan — (13) Betty Will — (14) W. D. Forst — (16 to 19) H. N. Stovin — (20) Weed & Co.

CBK, WATROUS: 50,000 watts on 540 kcs. Trans-Canada Network of the Canadian Broadcasting Corporation.

CJGX, YORKTON: 1,000 watts on 940 kcs. Dom. Basic. (1) Dawson Richardson — (2) Jack M. Shortreed — (4) George G. Gallagher — (5) Jack C. Goodman — (8) Mervin G. Phillips — (10) Miss Jean Arnett — (13) John Willms — (14) Harry McCrae — (16 to 19) H. N. Stovin & Co. — (20) Adam J. Young Jr.

Manitoba

CKX, BRANDON: 1,000 watts on 1150 kcs. Dom. Basic (1) John B. Craig — (2) John B. Craig — (4) Ernie Holland — (5) Eric Davies — (9) Ken Milton — (12) Archie Olson — (13) Vyvian Williams — (14) Humphrey Davies — (15) H. A. Donogh — (16 to 19) Radio Reps. — (20) Adam J. Young Jr.

CKDM, DAUPHIN: 250 watts on 1230 kcs. (1) Dauphin Broadcasting Co. — (2) Mrs. M. G. Peebles — (3) John Mc Henderson — (4) Bob Faulds — (5) Lee Sage — (9) Lee Sage — (10) Miss Mary McGregor — (11) Bob Dale — (12) Miss Mary McGregor — (13) Bill Drosdowech — (14) Dick Hughes — (16 to 19) Radio Reps. — (20) Adam J. Young Jr.

CFAR, FLIN FLON: 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corp. — (2) C. H. Witney — (6) E Smallwood — (9) Jim Wardle — (10) Miss Dianne Simpson — (16 to 19) Horace N. Stovin — (20) Adam J. Young Jr.

CKSB, ST. BONIFACE: 1,000 watts on 1250 kcs. French Network Supp. (1) Radio St. Boniface Ltd. — (2) Roland Couture — (16 to 19) Omer Renaud — (20) J. H. McGillvra.

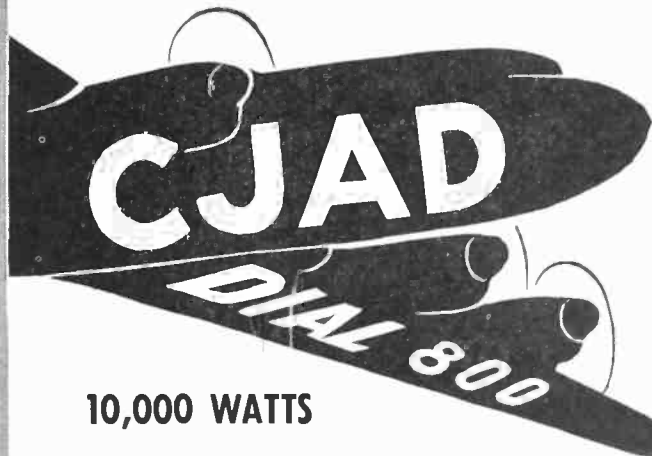
CBW, WINNIPEG: 50,000 watts on 990 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

CJOB, WINNIPEG: 250 watts on 1340 kcs. (1) Blick Broadcasting Ltd. — (2) John Oliver Blick — (3) Miss Peggy Sprague — (4) Anthony Messner — (5) George C. Davies — (8) Alan Bready — (9) George McCloy — (12) Harry James Gibson — (13) Jean McKenzie — (14) R. V. Durie — (15) Bud Marce — (16 to 19) Radio Reps. — (20) Adam J. Young Jr.

CKRC, WINNIPEG: 5,000 watts on 630 kcs. Dom. Basic. (1) Trans-canada Communications Ltd. — (2) Bill Speers — (4) Bruce Pirie — (5) Jack Hill — (7) Herb Brittain — (8) Ev. Dutton — (9) Ev. Dutton

(Continued on page 22)

RIDING HIGH IN MONTREAL



10,000 WATTS

way up there on top
leading the parade

DAY-TIME

*CJAD OUTRATES ALL COMPETITORS
IN 30 PERIODS OUT OF 38

NIGHT-TIME

*CJAD LEADS AT NIGHT WITH
11 TOP RATINGS OUT OF 15

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TOPS in Ratings.	FIRST with the News.
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DON'T LET 'EM OFF THE HOOK!

THE BETTER THE BAIT . . . THE LARGER THE HAUL!

Maybe true of fishing you say . . . but what about dollar sales? If you're using the medium of radio as your lure, you can be *sure* of increased sales. For no other medium turns up in so many shapes and sizes . . . to reach out to so many customers. And *in summertime especially* no other medium is on such intimate terms that it goes wherever your customer goes . . . *from home to car, to summer resort, picnicing and tripping.* And your best buy in radio is CFRB.

CFRB . . . Canada's most powerful independent radio station gives you complete coverage of 44 counties spending \$66,283,699.00 every week . . . complete coverage of over 1/2 million radio homes every week. CFRB is your key to Canada's richest dollar market where five million people live . . . where 40% of Canada's total retail sales are made. CFRB brings you over 27 years of skill, experience and success in radio showmanship and salesmanship.

More radio sales!

In the first nine months of 1953 412,330 radio receivers were sold as compared to 338,541 radio receivers sold in the same period in 1952.* And the percentage of these receivers tuned to CFRB will be higher than that for any other station. For CFRB is Canada's most powerful independent station.

**Based on report by Radio Television Manufacturer Assn. of Canada*

Summer Retail Sales are higher than any other time of the year except the pre-Christmas rush. In 1953 total retail sales for June, July and August reached \$1,106,437,000.00.* CFRB is located in the heart of this—Canada's richest dollar market.

**Dominion Bureau of Statistics*

More car radios than ever!

Did you know that one quarter of Ontario's total households operate car radios*. That means when you use radio you don't lose this big audience when they take to the road.

**Based on Dominion Bureau of Statistics Survey*



More portable radios than ever!
 25% of all urban households in Ontario have portable radios.* And CFRB gives you complete coverage of over 1/2 million radio homes every week.

**Based on Canadian Daily Newspaper Survey*

More tourist dollars than ever!
 \$230,000,000.00 was the total estimated expenditure of tourists in Ontario during 1953. This figure is based on an average of three persons per car . . . an average stay of five days . . . and an estimated expenditure of \$10 per day per person.* Add this tremendous tourist sales figure to the regular weekly expenditure in CFRB's market—and you've got another reason for buying time in summertime on CFRB.

**Source: Ontario Government Services*

More tourists than ever!
 Over a million and a half tourists entered Ontario in 1953 for stays of 48 hours or more. This was an increase of 12.6% over the quoto for 1952.* But aside from this tremendous influx of tourists—Canada's big dollar market—the CFRB market—already swells with over five million permanent residents.

**Based on Dominion Bureau of Statistics Survey*

Radio goes wherever you go

CFRB

T O R O N T O

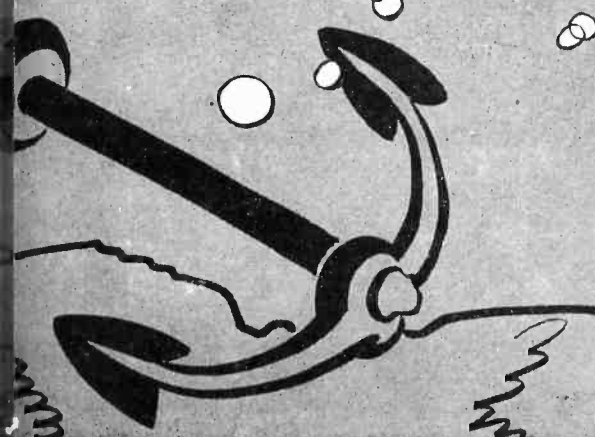
50,000 watts

1010 K.C.

REPRESENTATIVES

UNITED STATES: Adam J. Young Jr., Incorporated

CANADA: All-Canada Radio Facilities, Limited

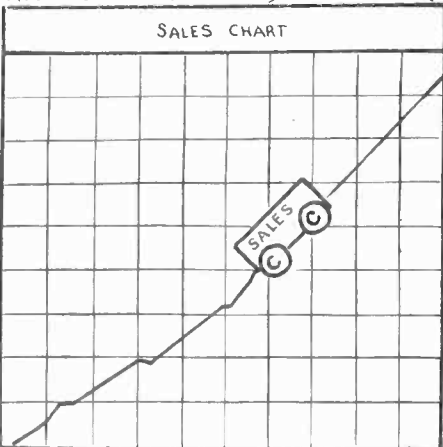


KEY

- | | | |
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| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

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CKRM holds an eminent place in the galaxy of major radio stations. To sell south-central Saskatchewan use CKRM's dominant listener coverage, because by its selective choice of ear-attentive programs, the versatility of presentation, the sales charts of many national and local advertisers have climbed with meteoric speed. Hitch your sales wagon to this star and be on the "milky way" to new prominence in the prairie market.

Ask About This E-x-p-a-n-d-i-n-g Market NOW!

See or write "RADIO REPRESENTATIVES",
Montreal - Toronto - Winnipeg - Vancouver



**NOTHING LIKE IT IN YEARS!!
CKBI-Land On The March!!**

\$7,500,000 BUILDING BOOM SLATED FOR P.A.

Prince Albert, March 10—An unprecedented \$7,500,000 construction program is in store for Prince Albert this year, according to tentative estimates made today by utilities superintendent Maurice Pardoe.

Of this expenditure some \$5,500,000 is expected to be taken out in building permits and the balance spent on major equipment with \$500,000 going to the hard-surfaced airport runway.

It will mean that this year's total construction will be worth more than double last year's record-breaking building boom.

Mr. Pardoe termed Prince Albert's expansion as a city "unparalleled" in its history, but he did not believe this construction boom bears any resemblance to the recorded "boom and bust" expansion which took place here in 1912.

"Prince Albert Herald"

START THOSE 1954 CAMPAIGNS IN THIS EXPANDING MARKET. GET THE DETAILS FROM YOUR "ALL-CANADA" MAN

CKBI
PRINCE ALBERT, SASK.
5,000 Watts

— (12) Mauri Desourdy — (13) Mrs. Wilma Teplitzki — (14) Bert Hooper — (15) Ken Gray — (16 to 19) All-Canada — (20) Weed & Co.

CKY, WINNIPEG: 5,000 watts on 580 kcs. (1) Lloyd E. Moffat — (2) A. R. "Al" MacKenzie — (4) W. E. "Wilf" Collier and C. F. "Clay" Hawkins — (5) Jack R. Stewart — (9) Jack Wells — (10) Miss Wendy Warren — (12) Harry O. Watts — (13) Miss Josephine Sharman — (14) Andy Malowanchuk — (16 to 19) Horace N. Stovin — (20) Donald Cooke Inc.

CFJR, BROCKVILLE: 250 watts on 1450 kcs. Dom. Basic. (1) Jack R. Radford — (2) Jack R. Radford — (3) Tom Statham — (4) Jack R. Radford — (5) Jim Chapman — (6) Jim Chapman — (7) Ross Dobson — (8) Keith Pelton — (9) Tom Statham — (10) Floyd Patterson — (11) Edgar Clow — (12) Jack R. Radford — (13) Jim Chapman — (14) Sid Penstone — (15) Sid Penstone — (16 to 19) H. N. Stovin — (20) Adam Young.

CFCO, CHATHAM: 1,000 watts on 630 kcs. Dom. Basic. (1) John Beardall — (2) John Beardall — (4) Peter A. Kirkey — (5) Peter A. Kirkey — (6) Don Hickling — (7) Don Hickling — (8) Eunice Gardiner — (10) Eunice Gardiner (12) Peter A. Kirkey — (13) Don Hickling — (14) Gordon Brooks.

Ontario

CKBB, BARRIE: 250 watts on 1230 kcs. (1) Barrie Broadcasting Co. Ltd. — (2) Ralph Snegrove — (3) H. J. "Bert" Snegrove — (4) Bob Hunter — (5) Dave Wright — (6) Dave Wright — (8) H. J. "Bert" Snegrove — (9) Dave Wright — (10) Mrs. Barbara Wheeler — (11) Bob McLean — (12) Fil Fraser — (13) Mary Ellen Young — (14) Jim McKinnon — (15) Gerry Hancock — (16 to 19) Paul Mulvihill — (20) Adam Young.

CKSF, CORNWALL: 250 watts on 1230 kcs. (1) Standard-Freeholder — (2) Fred H. Pemberton — (5) Carl Fisher — (9) Carl Fisher — (12) Alma Larocque — (13) Marilyn Morin — (14) Mahlon Clark — (15) Lylal Nixon — (16 to 19) H. N. Stovin — (20) J. H. McGillvra.

CKFI, FORT FRANCES: 1,000 watts on 800 kcs. Dom. Supp. (1) CKFI Ltd. — (2) John G. McLaren — (3) Gordon McBride — (4) Wm. H. McLellan — (5) Gordon McBride (6) Gordon McBride — (7) Prof. Karl Wolff — (8) Dennis Soar — (9) Gordon McBride — (10) Charles Renaud — (11) George Lockhart — (12) Charles Renaud — (13) Mrs. Jack McLaren — (14) Richard Endseth — (15) Gordon McBride — (16 to 19) Radio Reps. — (20) Don Cooke Inc.

CJBQ, BELLEVILLE: 250 watts on 1230 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) Bill Stovin — (3) Frank Murray — (4) Hamie MacDonald — (6) Phil Flagler — (8) Patricia Bennett — (9) Jack Devine — (10) Janet Robertson — (11) Phil Flagler — (12) Mrs. Muriel Wannamaker — (13) Sylvia Motley — (14) Jack Buchanan — (16 to 19) H. N. Stovin — (20) Adam Young.

CKPR, FORT WILLIAM: 1,000 watts on 580 kcs. T-Can Basic. (1) H. F. Dougall — (4) G. D. Jeffrey (5) John P. Friesen — (8) John P. Friesen — (9) Chuck McManus — (10) Pauline Chorniuk — (11) Jack Masters — (12) Jack Masters — (13) Mrs. B. Perry — (14) W. T. Ross — (15) S. Fernie — (16 & 17) Radio Reps. — (18) H. N. Stovin — (20) Adam Young.

CFJB, BRAMPTON: 250 watts on 1090 kcs. (1) CFJB Ltd. — (2) Fenwick Job — (4) Deryk Upton — (6) Stan Larke — (7) Walter Gurd — (8) Tom Willis — (9) Tom Willis — (12) D. Upton — (13) Walter Gurd — (14) E. F. Job — (16 to 19) Radio & TV Sales — (20) Don Cooke Inc.

CKPC, BRANTFORD: 1,000 watts on 1380 kcs. Dom. Supp. (1) Mrs. F. M. Buchanan — (2) Richard Buchanan — (3) Howard Grey — (4) Howard Grey — (7) Frank Holten — (8) Al Chandler — (9) Arnold Anderson — (10) Mrs. Marian George — (11) Mike Warren — (12) Jack Wilkinson — (13) Faith Thorpe — (14) Don Williamson — (15) Leo Schrader — (16 to 19) James Alexander.

CJOY, GUELPH: 250 watts on 1450 kcs. (1) CJOY Ltd. — (2) Wally Slatter — (3) Sybil Rothwell — (4) Fred Metcalf — (6) Don LeBlanc — (8) Allan Hodge — (9) Hugh Bowman — (10) Dorie Mack — (11) Lee Sheltus — (12) Lee Sheltus — (13) Mrs. Anne Wilson — (14) Jack Milligan — (15) Sandy Cameron — (16 to 19) Radio Reps. — (20) Don Cooke Inc.

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

Total Daytime Audience: 76,950 homes

¼ hr. program class "B" lowest discount. 12c per M. radio homes

Total Nighttime Audience: 43,530 homes

¼ hr. program class "A" lowest discount. 31c per M. radio homes

BBM STUDY NO. 5

CFCO—630 Kcs—Chatham

CHML, HAMILTON: 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting Co. Ltd. (2) Tom Darling—(4) W. D. Whitaker — (5) "Andy" Anderson — (6) Daryl Wells — (7) Michael Thompson — (8) Burnett G. Gillespie — (9) Norman Marshall — (10) Jane Gray — (12) Stafford Habberfield — (13) Eddie Preston — (14) Hugh Potter — (15) Fred Allen — (16) Stephens & Town-drow — (17) National Broadcast Sales — (20) Adam Young.

CKOC, HAMILTON: 5,000 watts on 1150 kcs. T-Can Supp. (1) Wentworth Radio Broadcasting Co. Ltd. — (2) W. T. "Bill" Cranston — (3) J. Lyman Potts—(4) Lloyd A. Westmoreland — (5) Frank Fogwell — (6) Harold Gibson — (8) Graham Emslie — (9) Perc Allen — (10) Joan Pritchard — (12) Mary Alice Hill — (13) Marilyn McCready — (14) Les Horton — (15) Art Todd — (16 to 19) All-Canada — (20) Weed & Co.

CJRL, KENORA: 1,000 watts on 1220 kcs. Dom. Supp. (1) Carl W. Johnson — (2) Jim Thom — (4) Bill Young — (8) George Balcaen — (14) Bill Jones — (16 to 19) H. N. Stovin — (20) Don Cooke Inc.

CKLC, KINGSTON: 1,000 watts on 1380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. Ltd. (2) Terry D. French—(4) John F. French — (5) C. John Bermingham — (6) C. John Bermingham — (9) Johnny Kelly — (10) Kate Haas — (12) Terry D. French — (13) Carol Cain — (14) Barry Ogden — (15) Chuck Snowden — (16 to 19) H. N. Stovin — (20) to be appointed.

CKWS, KINGSTON: 5,000 watts on 960 kcs. T-Can Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Roy Hofstetter—(3) Doug Scanlan — (4) El. Jones — (6) Bill Luxton — (8) Torben Witttrup — (9) Jim Chorley — (12) Torben Witttrup — (13) Lois Scrutton — (14) Bert Cobb — (15) Dave Travers — (16 to 19) National Broadcast Sales — (20) Don Cooke Inc.

CJKL, KIRKLAND LAKE: 5,000 watts on 560 kcs. T-Can Basic. (1) Kirkland Lake Broadcasting Ltd. — (2) Gord Burnett — (3) Jack Weatherwax — (4) Jack Weatherwax — (5) Jesse French (6) Jesse French — (7) "Mose" Yokum — (8) Dave Binney — (9) Dave Binney — (10) Mary Rachich — (11) Jesse French — (12) Bill Binney — (13) "Mose" Yokum — (14) Cy Spence — (15) Frank Oberson — (16 to 19) National Broadcast Sales — (20) Don Cooke Inc.

CKCR, KITCHENER: 250 watts on 1490 kcs. Dom. Supp. (1) K-W Broadcasting Co. Ltd. — (2) James C. Mitchell — (4) Jack Liddle — (5) Gordon Shaw — (6) Reg. Seliner — (8) Neil MacDonald — (9) Ross McCaw — (10) Joanne Lobsinger — (12)

James C. Mitchell — (13) Joanne Lobsinger — (14) Ion Hartman — (16 to 19) Omer Renaud — (20) Adam Young.

CFPL, LONDON: 5,000 watts on 980 kcs. Dom. Basic. (1) Walter J. Blackburn — (2) Murray T. Brown — (3) Cliff Wingrove — (4) Douglas C. Trowell — (5) John N. Illman — (8) Hugh Bremner & John Trethewey — (9) Ken Ellis—(10) Mary Ashwell — (11) Roy Jewell — (12) John Hartry — (13) Peter Somerville — (14) Glenn Robitaille — (15) James Stanley — (16 to 19) All-Canada — (20) Weed & Co.

CHVC, NIAGARA FALLS: 5,000 watts on 1,600 kcs. (1) CHVC Ltd. (2) B. Howard Bedford Pres. — (4) R. H. Hamilton — (5) A. W. Blakely — (8) George McLean — (9) Lance Brown — (10) Ruth Chantrey — (12) Jack A. Haney — (13) Frances Robazzo — (14) L. H. Rooke — (15) Dan Osborne — (16 to 19) James Alexander — (20) Don Cooke Inc.

CFOR, ORILLIA: 1,000 watts on 1570 kcs. Dom. Supp. (1) Gordon E. Smith—(2) Gordon E. Smith—(3) Edwin Richardson — (4) Alex Gilmour — (5) Russ Waters — (6) Pete McGarvey — (7) Russ Waters — (8) Robert Douglas & John Lawson—(9) Grant Forsythe — (10) Barbara Chase — (11) Pete McGarvey — (12) Stuart Brandy — (14) Geo. S. Slinn — (15) Peter Rowe — (16 to 19) H. N. Stovin — (20) To be appointed.

CFCH, NORTH BAY: 1,000 watts on 600 kcs. T-Can Basic. (1) Northern Broadcasting Ltd.—(2) Keith Packer — (4) Bill King — (5) Gordon Shale — (6) Gordon Shale — (8) Don O'Neill — (11) John Size — (12) Clarence Houston — (13) Len Brennan — (14) Jack W. Barnaby — (15) Erna Higgins — (16) National Broadcast Sales — (20) Don Cooke Inc.

CKLB, OSHAWA: 250 watts on 1,240 kcs. (1) Al. Collins—(2) Gordon G. Garrison — (4) Gordon G. Garrison — (6) Ken Phillips — (7) Fred Russell — (8) Burt McCollum — (9) Bill Smith — (10) Margo Tilden — (11) Mrs. J. Hamer—(13) Mrs. Kim Armitage — (14) William Marchand — (15) Dave Martin — (16 to 19) James Alexander—(20) J. H. McGillvra.

CBO, OTTAWA: 1,000 watts on 910 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

CKOY, OTTAWA: 5,000 watts on 1310 kcs. (1) CKOY Ltd. — (2) Dan V. Carr—(4) Jack Thompson — (5) Keith Sterling — (6) Keith Sterling — (7) Keith Sterling — (9) Jack Daly — (10) Patricia Kenny — (12) Alan Chrysler — (13) Jean Trepanier — (14) Ken Puttock — (15) Murray Beech — (16 to 19) National Broadcast Sales — (20) Don Cooke Inc.

May we help you, sir?

You want to sell — naturally !

And C F Q C can help you !

We have **TOP** audience . . .
We have programming . . .
And production . . .

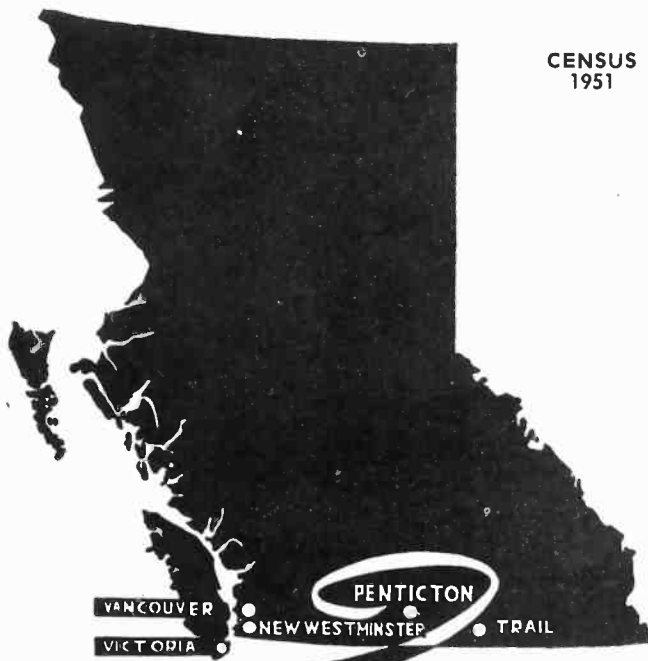
Why not utilize them?

See our reps!

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



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

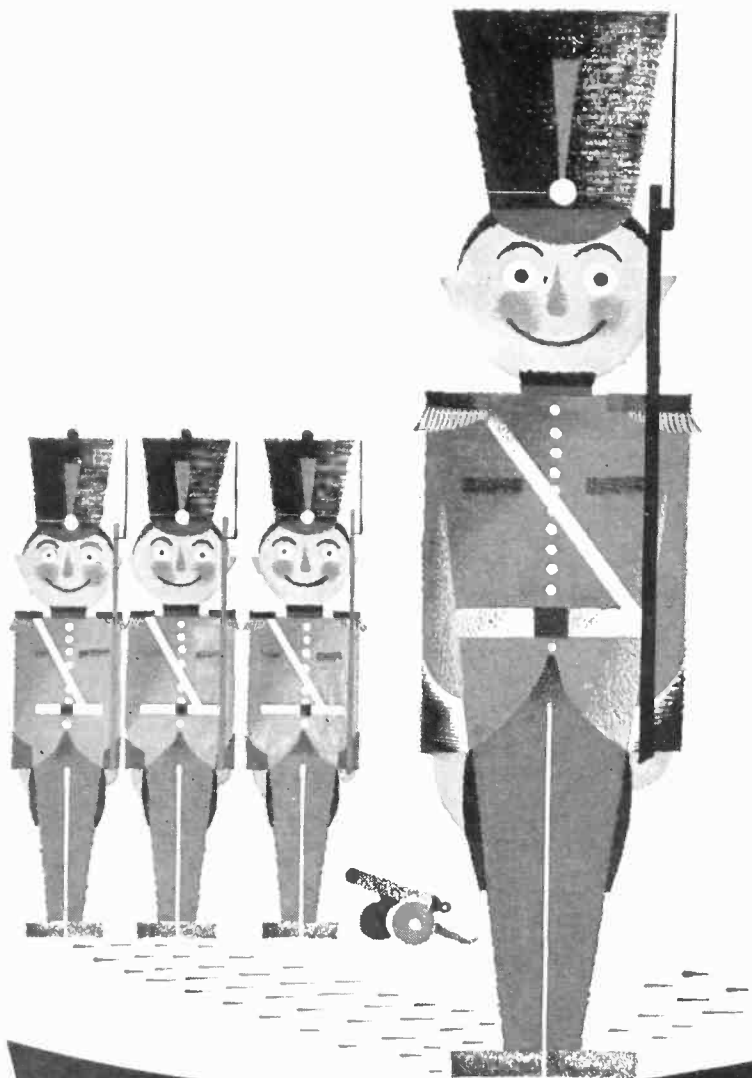
CHNC

NEW CARLISLE, QUE.— 610 kc—5000 watts. At the tip of the Gaspé Peninsula, the only French station serving a potential audience of over 350,000 people in Quebec and the Maritimes. CHNC will help you get your share of consumer dollars in this market.

BBM (1952) Day — 65,040 Night — 58,190

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 MILLION FRENCH CANADIANS DAILY



A.C.A. Delegates... it's Good Strategy

Many a sales battle can be won by spearheading your advertising attack during the summer months with selective radio. This way, you can blitz the market you want when the enemy is lax. You can concentrate your fire market-by-market—calling your shots through more economical programs and a better selection of times and adjacencies. Remember, the successful war is waged both winter and summer. Plan your summer radio advertising now. See your All-Canada man today.

- CHWK—Chilliwack
- CFJC—Kamloops
- CKOV—Kelowna
- CKPG—Prince George
- CJAT—Trail
- CKWX—Vancouver
- CJVI—Victoria
- CFAC—Calgary
- CJCA—Edmonton
- CFGP—Grande Prairie
- CJOC—Lethbridge
- CHAT—Medicine Hat
- CKBI—Prince Albert
- CKCK—Regina
- CKRC—Winnipeg
- CJSH-F.M.—Hamilton
- CKOC—Hamilton
- CJCS—Stratford
- CKSO—Sudbury
- CFRB—Toronto
- CFPL—London
- CKLW—Windsor
- CFCF—Montreal
- CFCY—Charlottetown
- CFNB—Fredericton
- CHNS—Halifax
- CJLS—Yarmouth
- CJCB—Sydney
- CJON—St. John's

ALL-CANADA RADIO
FACILITIES LIMITED

VANCOUVER
CALGARY
WINNIPEG
TORONTO
MONTREAL

KEY

- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

CBF, MONTREAL: 50,000 watts on 690 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CBM, MONTREAL: 50,000 on 940 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CFCF, MONTREAL: 5,000 watts on 600 kcs. ABC Net. (1) Canadian Marconi Co. — (2) J. A. Hammond — (4) Thomas J. Quigley — (5) Eric Gee — (6) Michael Wood — (8) Harry Etheridge — (9) Keith Dancy — (10) Jean McKinnon — (11) William Petty — (12) Arthur Weinthal — (13) Shirley Van Haarlem — (14) Creighton Douglas — (15) Jack Hemming — (16 to 19) All Canada — (20) Weed & Co.

CHLP, MONTREAL: 1,000 watts on 1,410 kcs. (1) "La Patrie" Publishing Co. Ltd. — (2) Flavius M. Daniel — (3) Fernand E. Bergevin — (4 to 6) Flavius M. Daniel — (8) Armand Goulet — (9) Roland Giguere — (10) Mrs. Suzanne Piuze — (12) Flavius M. Daniel — (13) Jeannette Daigle — (14) Alphonse Cloutier — (15) Georges Boutin — (16 to 19) J. L. Alexander — (20) J. H. McGillvra.

CJAD, MONTREAL: 10,000 watts on 800 kcs. CBS Net. (1) J. Arthur Dupont — (2) James A Tapp — (4) Bob Laurion — (6) Mac Macurdy — (8) Hamilton Grant — (9) Danny Gallivan — (10) Grace Bartholomew — (12) Jack Curran — (13) Anna Watt — (14) Maurice Rousseau — (15) Don Wall — (16 to 19) Radio Time Sales — (20) Adam Young.

CKAC, MONTREAL: 10,000 watts on 730 kcs. T-Quebec & CBS (1) Publication de la Presse Co. Ltd. — (2) Phil Lalonde — (3) Roy Malouin — (4) Georges Bourassa — (5) Errol Malouin — (6) Ferdinand Biondi — (7) Jacques Catudal — (8) Paul Boudreau — (9) Yvon Blais — (10) Jeannette Brouillet — (11) Robert Jouglet — (12) Paul Gelinis — (13) Guy Lepage — (14) Leonard Spencer — (15) Roger Lepage — (16 to 19) Omer Renaud — (20) Adam Young.

CHNC, NEW CARLISLE: 5,000 watts on 610 kcs. French Net. Basic. (1) Gaspesia Radio Broadcasting Co. — (2) Dr. Charles H. Houde — (3) Viateur Bernard — (4) Viateur Bernard — (9) Raoul St. Julien — (14) G. C. Coleman — (15) T. Babin — (16 to 19) J. H. Hardy — (20) Adam Young.

CBV, QUEBEC: 1,000 watts on 980 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CHRC, QUEBEC: 5,000 watts on 800 kcs. T-Quebec (1) CHRC Ltd. — (2) Henri Lepage — (3) Aurele Pelletier — (4) Aurele Pelletier — (6) Magella Alain — (8) Guy Rondeau — (9) Maurice Descarreaux — (10) Mrs. Aline Fortier — (11) M. Sevigny — (12) T. Gareau — (13) F. St.-Georges — (14) A. Nadeau — (15) Marcel Huard — (16 to 19) T. J. Hardy — (20) Adam Young.

CJQC, QUEBEC: 250 watts on 1,340 kcs. T-Can. Supp. (1) The Goodwill Broadcasters of Quebec Inc. — (2) George M. Macdonald — (4) Ben Nadeau — (5 to 8) Ray Orchard — (9) Bob McDevitt — (10) Mrs. U. Delaney — (12) Mrs. Pauly Williams — (13) Mrs. Bep Sequin — (14) Mark Mullins — (15) Michel Turcotte — (16 to 19) Radio & TV Sales — (20) Adam Young.

CKCV, QUEBEC: 1,000 watts on 1,280 kcs. French Rad. Assoc. (1) CKCV Ltd. — (2) Paul Lepage — (3) Marie-Paule Vachon — (4) Paul Lepage — (5) Marcel Leboeuf — (6) Marcel Leboeuf — (7) Gregoire Valin — (8) Roger Bruneau — (9) Rene Collard — (10) Marie-Paule Vachon — (11) Roger Bruneau — (12) Jean Guy Bernier — (13) Jean Leroye — (14) Lucien Goveil — (15) Andre Duchesneau — (16 to 19) Omer Renaud — (20) Weed & Co.

CJBR, RIMOUSKI: 5,000 watts on 900 kcs. French Net. Supp. (1) Jacques Brillant — (2) Andre Lecomte — (3) Rosario Levesque — (4) Rosario Levesque — (5) Francois Raymond — (6) Francois Raymond — (8) Bernard Langlois — (9) Bernard Langlois — (11) Arthur Rioux — (12) Guy Ross & Ivan Leclerc — (13) Lorenzo Michaud — (14) Marcel Vallee — (15) Gilles Fournier — (16 to 19) H. N. Stovin — (20) Adam Young.

CJFP, RIVIERE - D U - LOUP: 250 watts on 1,400 kcs. French Net. Supp. & French Radio Assoc. — (1) Radio-Temisovata Ltd. — (2) Armand Belle — (3) Henri Bourdeau — (4) Yves Marchand — (5) Luc Simard — (6) Raoul Savard — (7) Odette Dionne — (8) Raoul Savard — (9) Raoul Savard — (11) Adrien Martin — (12) Raoul Savard — (13) Odette Dionne — (14) Raymond Lavoie — (15) Rene Viel — (16 to 19) Omer Renaud — (20) Adam Young.

CHRL, ROBERVAL: 1,000 watts on 910 kcs. French Radio Assoc. (1) Radio Roberval Inc. — (2) J. Wilfrid Mondoux — (3) J. C. Bordeleau — (4) Roland Gauthier — (5) Norman Gagnon — (6) Norman Gagnon — (7) Jean Neron — (8) Gaston Larue — (9) Harvey Paradis — (10) Mrs. H. Bolduc — (11) Edgar Tremblay — (12) Andre Page — (13) Maurice Herard — (14) Ray Lacombe — (16 to 19) Radio & TV Sales.

CKRN, ROUYN: 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Nord. Inc. — (2) David A. Gourd — (4) David A. Gourd — (5 to 7) Maurice Dubois — (8) Andy Stuparick — (9) Guy Lauzon — (10) Maurice Dubois — (11) Maurice Dubois — (12) David A. Gourd — (13) Jean Senecal — (14) Jean Senecal — (16 to 19) Omer Renaud — (20) Weed & Co.

CHGB, STE. ANNE DE LA POCA-TIERE: 1,000 watts on 1,350 kcs. — French Net. Supp. (1) G. T. Desjardins — (2) G. T. Desjardins — (4) P. E. Hudon — (5) R. Chevrier — (6) R. Plante — (7) C. Landry — (8) R. Plante

— (9) L. Chamard — (11) Ls. de G. Fortin — (12) P. E. Hudon — (13) C. Landry — (14) G. T. Desjardins — (15) A. Dube — (16 to 19) Omer Renaud — (20) J. H. McGillvra.

CKSM, SHAWINIGAN FALLS: 1,000 watts on 1220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) Allan Rogerson — (4) Allan Rogerson — (5) Claude Blain — (6) Gaston Tessier — (7) Jeanne de Cayen — (8) A. Lacoste — (9) Gilles Trudel — (10) Jeanne de Cayen — (11) Roger Dupuis — (12) Allan Rogerson — (13) Jeanne de Cayen — (14) Ernest Brunelle — (15) H. Arcand — (16 to 19) J. A. Hardy.

CHLT, SHERBROOKE: 1,000 watts on 900 kcs. French Net. Supp. & French Radio Assoc. (1) La Tribune Ltd. — (2) Alphee Gauthier — (3) Jean Louis Gauthier — (4) Jeanne Tremblay — (5) Yves Dumoulin — (6) Rene Caron — (7) Paul Marcel Robidoux — (8) Jean Beaudry — (9) Jean-Paul Lassonde — (10) Yolande Champoux — (12) Marcel Sylvain — (13) Mrs. L. Bergeron — (14) Romeo Paquette — (15) Marcel Girard — (16 to 19) J. A. Hardy (20) Adam Young.

CKTS, SHERBROOKE: 250 watts on 1,240 kcs. Dom. Basic (1) Sherbrooke Telegram Printing & Publishing Co. Ltd. — (2) Alphee Gauthier — (3) Jean Louis Gauthier — (4) Jeanne Tremblay — (5) Yves Dumoulin — (6) Rene Caron — (7) Paul Marcel Robidoux — (8) Jean Beaudry — (9) Jean Paul Lassonde — (10) Yolande Champoux — (12) Marcel Sylvain — (13) Mrs. L. Bergeron — (14) Romeo Paquette — (15) Marcel Girard — (16 to 19) Radio Time Sales — (20) Adam Young.

CJSO, SOREL: 1,000 watts on 1,320 kcs. French Radio Assoc. (1) Radio-Richelieu Ltd. — (2) Maurice Boulianne — (4) Maurice Berube — (5) Lorenzo Brouillard — (6) Claude Rochon — (7) Georges Codling — (9) Gaston Auclair — (10) Suzanne Beaudet — (12) Maurice Boulianne — (13) Lucie St.-Martin — (14) J. Cardin — (15) Lionel St.-Germain — (16 to 19) Radio & TV Sales — (20) Don Cooke Inc.

CKRB, ST. GEORGES DE BEAUCE: 250 watts on 1,400 kcs. (1) Radio Beauce Inc. — (2) George Roberge — (6) G. Plante — (8) Guy Morin — (9) Gilbert Foucault — (10) Henriette Poulin — (11) G. Plante — (12) George Cliche — (13) H. Poulin — (14) T. Desjardins — (15) A. Catellier — (16 to 19) Omer Renaud.

CKLD, THETFORD MINES: 250 watts on 1,230 kcs. French Net. Supp. (1) Radio Thetford Ltd. — (2) Henri Lagueux — (3) Will Dugre — (4) Guy Vachon — (5) Emile Rousseau — (6) Raymond Buri — (7) Elizabeth Bolduc — (8) Emile Rousseau — (9) Emile Rousseau — (10) Elizabeth Bolduc — (13) Elizabeth Bolduc — (14)

Gaston Bilocq — (15) Richard Vaillancourt — (16 to 19) J. A. Hardy — (20) Adam Young.

CHLN, TROIS-RIVIERES: 1,000 watts on 550 kcs. (1) Radio Trois-Rivieres Inc. — (2) Leon Trepanier — (3) Maurice Dansereau — (4) Maurice Dansereau — (5) Leo Benoit — (6) Andre Cartier — (7) Andre Dupuis — (8) Antoine Desroches — (9) Lefty Boisvert — (10) Jacqueline Morin — (11) Jacques Morency — (12) Antoine Desroches — (13) Jacqueline Morin — (14) Oric Lefebvre — (15) Yvon Rocheleau — (16 to 19) Omer Renaud — (20) Adam Young.

CKTR, TROIS-RIVIERES: 1,000 watts on 1,350 kcs. French Radio Assoc. (1) J. Fernand Rufiange — (2) Lucien St.-Amand — (4) Charles Couture — (5) Jules Heroux — (6) Louis Dufresne — (7) Jules Heroux — (8) Roger Bellefeuille — (9) Jean-Paul Pepin — (10) Lise Paquin — (11) Marcel Ladouceur — (12) Lucien St.-Amand — (13) Jules Heroux — (14) Herve Lapointe — (15) Rosaire Blanchette — (16 to 19) Radio & TV Sales — (20) Radio & TV Sales.

CKVD, VAL D'OR: 250 watts on 1,230 kcs. French Net. Supp. (1) Radio Nord. Inc. — (2) David A. Gourd — (4) David A. Gourd — (6 to 11) George Chartrand — (12) David A. Gourd — (13) Jean Senecal — (14) Jean Senecal — (16 to 19) Omer Renaud — (20) Weed & Co.

CKVL, VERDUN: 1,000 watts on 980 kcs. French Radio Assoc. (1) CKVL Ltd., Jack Tietolman, Pres. — (2) Corey Thomson — (3) Maurice Thisdel — (4) Judah Tietolman — (5) Omer Duranceau — (6) Marcel Provost — (7) Billy Munroe — (8) Marcel Beauregard — (9) Jean Baulu — (10) Pierrette Champoux — (11) Gaston Voyer — (12) M. R. Carabine — (13) Francois Cardin — (14) J. C. Charlebois — (15) John Murphy — (16 to 19) Radio & TV Sales — (20) Don Cooke Inc.

CFDA, VICTORIAVILLE: 1,000 watts on 1,380 kcs. French Radio Assoc. (1) Radio Victoriaville Ltd. Dr. Charles-Antoine Gilbert Pres. — (2) Roger Gilbert — (6) Marcel Rheault — (7) Marcel Rheault — (8) Raymond Perreault — (9) J. M. Bilodeau — (10) Lise Descheneaux — (11) Raymond Perreault — (12) Roger Gilbert — (13) Marcel Rheault & Berthe Fournier — (14) Pierre Brisson — (16 to 19) Radio & TV Sales.

CKVM, VILLE-MARIE: 1,000 watts on 710 kcs. T-Quebec & French Net. Supp. — (1) Radio-Temis-camingue Inc. — (2) Louis Bilodeau — (3) Guy Burelle — (4) Louis Bilodeau — (5) Louis Bilodeau & Guy Burelle — (8) Louis Bilodeau — (9) Guy Burelle — (10) Mrs. Alice D. Ethier — (12) Guy Burelle — (13) Michelle Desjardins — (14) Gaston Tasset — (16 to 19) J. A. Hardy — (20) Adam Young.

What's Broadcasting?

It all depends on your point of view. From where we sit, broadcasting means establishing an effective line of communication between the man with something to sell and the people he wants to sell it to.

That gives us 3 responsibilities:

- (1) to plan and devise, after thorough study of the sponsor's needs and objectives, (2) to fashion and create, with a view to total saturation of his product's promotional potentialities, (3) to produce, in a manner which tempers imagination with experience and channels originality along paths dictated by the economics of profitable marketing.

As this broadcasting business grows in Canada, we're busy growing with it — busy in a way which means your questions get answered and your job gets done, whether you're an old client or a new friend, in radio or television.

LAYDLAW PRODUCTIONS LIMITED
 200 BAY ST. • TORONTO EM. 4-8538
 SERVING BROADCAST ADVERTISERS AND THEIR AGENCIES

Station: **CKRM—Regina**

Statement: Increased business means increased staff.
 Increased staff means less space.

Problem: How can CKRM accommodate its ever-expanding list of national and local clients, yet still maintain the CKRM standard of efficiency?

Solution: You grow with the business. And that's just what CKRM has done.
 They've built new studios and offices — lots of space to expand.

Conclusion: It's wonderful! We invite you to join CKRM's list of satisfied clients. You will be happy, too!

The Voice of the Eastern Townships

CHLT
 (FRENCH) 900 Kc. 1000 Watts

CKTS
 (ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

Sherbrooke is the hub of the Eastern Townships attracting retail buyers from the counties of Wolfe, Frontenac, Compton, Stanstead, Richmond, Drummond and Athabaska — a population of 249,039. It is a district with above average purchasing power, due to prosperous agriculture and thriving industry. Include both CHLT (French) and CKTS (English) on your radio schedules — and watch the results!

Representatives:
CANADA
 Jos. A. Hardy & Co. Ltd. . . . CHLT
 Radio Time Sales Ltd. . . . CKTS

U.S.A.
 Adam J. Young, Jr., Inc. CHLT & CKTS

SALES REPRESENTATIVES FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

Radio Representatives Limited

MONTREAL • TORONTO • WINNIPEG • VANCOUVER

HEY! our team WON!

Haven't You Heard, Mr. Advertiser?

St. Catharines' TeePees copped the Junior OHA championship last month. It's the first time they've done it.

Like the rest of the folk for miles around, we think of the TeePees as "our" team. And why not? CKTB and Thompson Products Ltd. and the inimitable Rex Stimers have been shouting and crying, raving and ranting over the TeePees wins and losses for the past 11 years. That's how long Thompson Products have sponsored the team (T P=TeePees, get it?), which is four years less than they have been sponsoring Rex Stimers' quarter-hour daily newscast over CKTB.

And this doesn't include Stimers' regular play-by-play description of Teepee games underwritten by a long list of local sponsors, Thompson Products as well.

Stay tuned while you're near, like the rest of the folk for miles around, 'cause the TeePees haven't won the Memorial Cup — yet !!

So, Mr. Advertiser, we won't say what CKTB's loyal, sports-minded following means to you in listeners, sales-impressions and SALES. It's obvious, isn't it?

SPORTS

CKTB

ST. CATHARINES

"THE BIGGEST BORE IN THE MARITIMES," Says Lionel....

"... is the tidal bore in the Petitcodiac, which roars through Moncton at a sensational height.

Most powerful private station in the Maritimes is CKCW, blanketing the complete Moncton trading area with its 156,000 people. For your money, the Petitcodiac may be just a bore; but for a sponsor's money, CKCW is a buy.

A public service record unexcelled in Canada explains CKCW's large and loyal listenership. It's the key to sales results in the Hub of the Maritimes!"

CKCW
MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

KEY

- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

Nova Scotia

CJFX, ANTIGONISH: 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd. — (2) Clyde Nunn — (4) Ralph Ricketts — (6) Chas. O'Brian — (7) Armand Souci — (8) William MacKinnon — (9) Al Graham — (10) Eileen Landry — (12) Bruce Rafuse — (13) Mary Chisholm — (14) Gordon MacDougal — (16 to 19) Paul Mulvihill — (20) Adam Young.

CKBW, BRIDGEWATER: 1,000 watts on 1,000 kcs. T-Can Supp. (1) Acadia Broadcasting Co. Ltd. — (2) John Hirtle — (3) James A. MacLeod — (4) Lester Rogers & James Newell — (5) James MacLeod — (6) Max Ramey — (7) Max Ramey — (8) James MacLeod — (9) Donald Nicolle — (12) Donald Nicolle — (13) Michael MacNeil — (14) Douglas Hirtle — (16 to 19) Radio Reps — (20) Donald Cooke Inc.

CBH, HALIFAX: 100 watts on 1330 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CHNS, HALIFAX: 5,000 watts on 960 kcs. Dom. Basic (1) Maritime Broadcasting Co. — (2) Gerald Redmond — (4) Douglas Grant — (5) Gerald Redmond — (6) John Funston — (7) Richard Fry — (8) John Funston — (9) Keith Barry — (10) Mrs. Jessie Coade — (12) Donald LeBlanc — (13) Paul Syberg — (14) A. W. Greig — (15) C. Westhaver — (16 to 19) All-Canada — (20) Weed & Co.

CJCH, HALIFAX: 5,000 watts on 920 kcs. (1) Chronicle Co. Ltd. — (2) Finlay MacDonald — (3) Clair L. Chambers — (4) S. C. Pilkington — (5) William Fulton — (6) B. "Baz" Russell — (7) B. "Baz" Russell — (8) R. J. McCleave — (9) Pat Connolly — (10) Mrs. Abbie Lane — (12) Lloyd Chester — (13) Cy Lynch — (14) Reginald MacWilliams — (15) Allan Campbell — (16 & 17) Paul Mulvihill — (20) Adam Young.

CKEN, KENTVILLE: 250 watts on 1490 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) J. A. C. Lewis — (4) Mrs. Eleanor MacMillan — (5) Willard Bishop — (6) Willard Bishop — (7) Willard Bishop — (8) Graham Galloway — (9) Bob Huggins — (10) Diana Bishop — (12) Gordon Mount — (13) Barbara MacNeil — (14) Avar M. Bishop — (15) Harold Sproule — (16 to 19) J. L. Alexander.

CKEC, NEW GLASGOW: 250 watts on 1230 kcs. (1) Hector Broadcasting Co. Ltd. — (2) James M.

Cameron — (3) Howard MacLean — (4) Howard MacLean — (5) Howard MacLean — (6) Howard MacLean — (8) Robert Hale — (9) John MacDonald — (12) Ross Ingram — (13) Kenneth Betts — (14) Charles Gogen — (16 to 19) Radio Time Sales.

CBI, SYDNEY: 1,000 watts on 1570 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJCB, SYDNEY: 5,000 watts on 1270 kcs. Dom. Basic. (1) Cape Breton Broadcasters Ltd. — (2) J. M. Nathanson — (4) R. M. Burchell — (6) M. C. MacQuarrie — (8) T. C. Robertson — (9) D. MacIsaac — (10) Ann Terry — (13) E. Smyth — (14) A. Vernon — (16 to 19) All-Canada — (20) Weed & Co.

CKCL, TRURO: 250 watts on 1400 kcs. (1) Colchester Broadcasting Co. — (2) J. Arthur Manning — (4) George B. Moore — (5) Lloyd Cavanagh — (6) Lloyd Cavanagh — (11) Lloyd Cavanagh — (12) George Moore — (13) Mrs. Shirley Connolley — (14) Sidney Bernasconi — (15) Robert Bartlett — (16 to 19) Omer Renaud.

CFAB, WINDSOR: 250 watts on 1450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) J. A. C. Lewis — (4) Mrs. Eleanor MacMillan — (5) Willard Bishop — (6) Willard Bishop — (7) Willard Bishop — (8) Graham Galloway — (9) Bob Huggins — (10) Diana Bishop — (12) Gordon Mount — (13) Barbara MacNeil — (14) Avar M. Bishop — (15) Harold Sproule — (16 to 19) J. L. Alexander.

CJLS, YARMOUTH: 250 watts on 1340. Dom. Basic. (1) Gateway Broadcasting Co. Ltd. — (2) Donald L. Smith — (4) Donald L. Smith — (5) Donald L. Smith — (8) Denny Comeau — (9) Denny Comeau — (10) Gene Alton — (11) Gene Alton — (12) William Singer — (14) Donald L. Smith — (16 to 19) All-Canada (20) Weed & Co.

New Brunswick

CKNB, CAMPBELLTON: 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. Ltd. — (2) Stan Chapman — (5) Bill Harper — (6) Bob Richards — (10) Margaret Taylor — (14) L. P. Paquet — (16 to 19) J. A. Hardy — (20) Weed & Co.

CJEM, EDMUNDSTON: 1,000 watts on 570 kcs. French Net Supp. (1)

In Victoria

CKDA

Most Listened to (Elliott-Haynes)

Jules Brilliant — (2) Maurice Lacasse — (4) Georges Guerrette — (6) Paul-Emile Carrier — (8) Paul-Emile Carrier — (12) Maurice Lacasse — (13) Andrea Beaulieu — (14) Adrien Garceau — (15) Walter Martin — (16 to 19) Horace Stovin — (20) Adam Young.

CFNB, FREDERICTON: 5,000 watts 550 kcs. T-Can Basic. (1) Jas. Neill & Sons Ltd. — (2) Malcolm Neill — (5) Jack Fenety — (6) Jack Fenety — (12) Hymie McFee — (13) Allen Fisher — (14) Glenn Love — (15) Don Weeks — (16 to 19) All-Canada — (20) Weed & Co.

CBAF, MONCTON: 5,000 watts on 1300 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CKCW, MONCTON: 10,000 watts on 1220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. Fred A Lynds President — (2) Thomas H. Tonner — (6) Bob Tabor — (7) Jack Reid — (8) William Hutton — (9) Earl Ross — (10) Joan Nelson — (11) Jim Coulter — (12) Robert Reid — (13) Reg. Stockall — (14) Arnold Brewster — (16 to 19) Horace Stovin — (20) Adam Young.

CKMR, NEWCASTLE: 250 watts on 1340 kcs. T-Can Supp. (1) Miramichi Broadcasting Corp. — (2) Bob Wallace — (4) Bob Wallace — (5) Bob Wallace — (6) Bob Wallace — (7) Dan Leeman — (8) Paul Hansen — (9) Fred Haining — (10) Mrs. Norma Weldon — (14) Bob Wallace — (15) B. T. Trevors — (16 to 19) Omer Renaud.

CHSJ, SAINT JOHN: 5,000 watts on 1150 kcs. T-Can Basic. (1) New Brunswick Broadcasting Co. — (2) George Cromwell — (3) Earl McCarron — (5) Earl McCarron — (6) Cleve Stilwell — (9) Fred Blizzard — (10) Jene Wood —

(11) L. C. Rudolph — (12) Frank Doody — (13) Margaret Brown — (14) John Bishop — (15) Reid Dowling — (16 to 19) Horace Stovin — (20) Adam Young.

CFBC, SAINT JOHN: 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. Ltd. — (2) Bob Bowman — (4) "Cyke" Bedford — (5) Don Armstrong — (6) Bill Tonner — (8) Wm. Stewart — (9) Gord Smith — (10) Marg Williams — (12) Dick Gallagher — (13) Mrs. Marita McNulty — (14) Harold Stout — (15) Grace Craft — (16 to 19) National Broadcast Sales — (20) Weed & Co.

CBA, SACKVILLE: 50,000 watts on 1070 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

Prince Edward Island

CFCY, CHARLOTTETOWN: 5,000 watts on 630 kcs. Dom Basic. (1) Mrs. K. S. Rogers — (2) Bob Large — (4) Bob Large — (5) John MacEwen — (7) Bill Rogers — (8) Stuart Dickson — (9) Loman McAulay — (10) Jane Weldon — (11) Ches Cooper — (12) Mrs. M. E. Large — (13) Gerald Birt — (14) Lorne Finlay — (15) Paul Williams — (16 to 19) All-Canada — (20) Weed & Co.

CJRW, SUMMERSIDE: 250 watts on 1240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2) Robert Schurman — (3) Albert Nicholson — (5) Roy Turner — (6) Roy Turner — (7) Lowell Huestis — (9) Bob Schurman — (10) Roy Turner — (11) Bob Schurman — (12) Lowell Huestis — (13) Wayne Maclure — (14) Joseph Huestis — (15) Robert Johnston — (16 to 19) Radio Repts.

Newfoundland

CBY, CORNERBROOK: 1,000 watts on 790 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

CBG, GANDER: 250 watts on 1450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CBT, GRAND FALLS: 1,000 watts on 1350 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CBN, ST. JOHN'S: 10,000 watts on 640 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJON, ST. JOHN'S: 5,000 watts on 930 kcs. (1) Geoffrey Stirling — (2) Geoffrey Stirling — (3) Donald Jamieson — (4) Emilie Davis — (5) Bob Lewis — (6) Art Harnett — (7) Greg Bonner — (8) Bren Walsh — (9) John Nolan — (10) Mrs. Murial McKay — (11) Jack White — (12) Cathie Yuill — (13) Mary Clark — (14) Oscar Hierlihy — (15) Len Walsh — (16 to 19) All-Canada — (20) Weed & Co.

VOCM, ST. JOHN'S: 1,000 watts on 590 kcs. (1) Colonial Broadcasting System Ltd. — (2) J. L. Butler — (4) Mengie Shulman — (5) Dennis Ferry — (6) Jim Murdoch — (7) Jim Murdoch — (8) John Holmes — (9) Jim Browne — (10) Ann Cook — (11) Anthony Ayre — (12) Bob Neal — (13) Barbara Brookes — (14) Walter Williams — (15) Victor Dupree — (16 to 19) Horace Stovin — (20) Adam Young.



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A Torontonion can now get from Union Station to Eglinton in 18 minutes. He knows he will reach his destination quickly and with no lost time. In selling your products or services you want to reach your markets as quickly and as directly as possible — WITH NO LOST COVERAGE. Almost half of the \$3 billion-a-year buying power of Quebec's French Canadian population is in the greater Montreal area — a rich, dollar-spending area IMPOSSIBLE TO COVER COMPLETELY WITHOUT USING CHLP. Regardless of what you are selling, your story TOLD over CHLP is a story SOLD to 206,640 radio homes in daytime and 190,580 radio homes in the evening — AND AT SURPRISINGLY LOW COST. Take the direct route and get your message across — on CHLP. It's a fast way to get your share of the \$1,300,000,000 spent on retail sales in Greater Montreal every year.

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CHLP—Montreal

1000 Watts

1410 Kcs.

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Widely experienced working with many agencies on live and 'cut-in' commercials. Give us the time-consuming jobs such as doctoring the products for tv cameras, rounding up 'props,' completing artwork, lettering. Everything under one roof at Canada's most strategic tv location.

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STATION and PERSONNEL REGISTER (Television)

KEY

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|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

British Columbia

CBUT, VANCOUVER: E.R.P. 100 kw. on channel 2. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

Manitoba

***CBWT, WINNIPEG:** E.R.P. 52.7 kw. on channel 4. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

Ontario

***CHCH-TV, HAMILTON:** E.R.P. 42.9 kw. on channel 11. CBC basic. (1) Niagara Television Ltd — (2) Kenneth D. Soble — (4) Ray Peters — (5) Thomas J. Sutton — (8) Dave Rogers — (14) William Jeynes — (16 to 19) All-Canada TV — (20) Adam Young.

CKCO-TV, KITCHENER: E.R.P. 16 kw. on channel 13. CBC basic. (1) Central Ontario Television Ltd. — (2) Eugene Fitzgibbons — (3) William D. McGregor — (5)

Eugene Fitzgibbons — (8) Don Hildebrand — (9) George Raymond — (14) Alexander Day — (15) Kenneth Horn — (16 to 19) Jos. Hardy — (20) Weed & Co.

CFPL-TV, LONDON: E.R.P. 117 kw. on channel 10. CBC basic. (1) London Free Press Printing Co. Ltd. — (2) Murray T. Brown — (3) Robert Reinhart — (5) Kevin Knight — (8) Ron Laidlaw — (10) Mary Ashwell — (11) Roy Jewell — (12) Dorothea Belcher — (14) Glen Robitaille — (15) Dale Duffield — (16 to 19) All-Canada TV — (20) Weed & Co.

CBOT, OTTAWA: E.R.P. 15 kw. on channel 4. CBC basic. Owned and operated by the Canadian Broadcasting Corporation

CBLT, TORONTO: E.R.P. 25.65 kw. on channel 9. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

CKSO-TV, SUDBURY: E.R.P. 2 kw. on channel 5. CBC basic. (1) CKSO Radio Ltd. — (2) Wilf Woodill — (3) Don Martz — (5) Jim Boyd — (6) Don Martz — (9) Don Martz — (13) Jeannine Patry — (14) Jim McRea — (16 to 19) All-Canada TV — (20) Weed & Co.

Quebec

CBFT, MONTREAL: E.R.P. 15.7 kw. on channel 2. CBC (French) basic. Owned and operated by the Canadian Broadcasting Corporation.

CBMT, MONTREAL: E.R.P. 21.5 kw. on channel 6. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

***CFCM-TV, QUEBEC:** E.R.P. 923 kw. on channel 4. CBC (French) basic. (1) Télévision de Québec (Canada) Ltée. — (2) Henri Lepage — (3) Claude Garneau — (13) Miss S. Guinard — (14) Ernest Miller — (16 to 19) Jos. Hardy — (20) Weed & Co.

New Brunswick

CHSJ-TV, SAINT JOHN: E.R.P. 27.8 kw. on channel 4. CBC basic. (1) New Brunswick Broadcasting Co. Ltd. — (2) George Cromwell — (6) Earl McCarron — (10) Jene Wood — (14) J. G. Bishop — (15) T. R. Dowling — (16 to 19) All-Canada TV.

**Expected on the air in May.*

Under Construction

- CHCT-TV, CALGARY:** E.R.P. 10.9 kw. on channel 2.
- CFRN-TV, EDMONTON:** E.R.P. 23.9 kw. on channel 3.
- CKCK-TV, REGINA:** E.R.P. 20 kw. on channel 2.
- CFQC-TV, SASKATOON:** E.R.P. 35.8 on channel 8.
- CFPA-TV, PORT ARTHUR:** E.R.P. 5.10 kw. on channel 2.
- CKLW-TV, WINDSOR:** E.R.P. 250 kw. on channel 9.
- CHEX-TV, PETERBOROUGH:** E.R.P. 102 kw. on channel 12.
- CKWS-TV, KINGSTON:** E.R.P. 99 kw. on channel 11.
- CHLT-TV, SHERBROOKE:** E.R.P. 27 kw. on channel 7. (French).
- CJBR-TV, RIMOUSKI:** E.R.P. 32.5 kw. on channel 3. (French).
- CBHT, HALIFAX:** E.R.P. 100 kw. on channel 3. (CBC).
- CJCB-TV, SYDNEY:** E.R.P. 24 kw. on channel 4.

We Aren't Mathematicians...

BUT...we certainly know how to add...

and by a simple summing of some of the figures in the Canadian Retail Sales Index for 1953-54, we find that in the 13 counties and sub-divisions where CJFX has 60% PENETRATON or BETTER . . .

RETAIL SALES WERE	—	\$170,743,000
TOTAL POPULATION IS	—	329,700

It adds up to this: CJFX is The Key Station to a large and lucrative market; the more so when you consider the additional coverage of 14 other counties and sub-divisions and the Magdalen Islands.

THERE IS NO BETTER BUY IN THE ATLANTIC PROVINCES

CJFX

ANTIGONISH, N.S.

5,000 Watts — 580 Kcs.

Representatives
 Can. — Paul Mulvihill & Co.
 U.S.A.—Adam J. Young Jr., Inc.

WANTED

Program Director for 250 watt station in Central Ontario. Please state age, experience and salary required. Apply to

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SELL **MORE** PEOPLE WITH WESTERN ONTARIO'S MOST POWERFUL VOICE

Work on our new television station is progressing rapidly and we expect to be in operation with full power (325,000 watts) by mid-August.

WATCH FOR

CKLW-TV
WINDSOR

CKLW
50,000 WATTS

HERE ARE THE FACTS!

- 245,010 radio homes in CKLW's coverage area (Bureau of Broadcast Measurement).
- 74.5% of sets in use tuned to CKLW as shown by recent mid-morning survey (Elliott-Haynes - Mar., '54)
- One of Canada's richest markets with the highest wage rates in the Dominion.
- CKLW comes of age this year with 21 continuous years of service to Western Ontario.
- 227 advertisers served in 1953.
- 70,921 minutes of public service broadcasts in 1953.
- On the air 24 hours daily.
- CKLW is the most listened-to station in the Windsor trading area.

AM and FM - - 800 KC
THE GOOD NEIGHBOR STATION - WINDSOR, ONTARIO

REPRESENTATIVES: ALL-CANADA RADIO FACILITIES LTD. — ADAM J. YOUNG, JR., INC., UNITED STATES

HERE'S HOW

2=3

*in spending power
when you use CFRB*

IN CANADA TODAY

two customers are worth (in spending power) *more* than three people were in 1938.

IN CANADA TODAY

the largest, richest market is located in Ontario. Here in the 44 counties covered by CFRB, the people spend an average of \$66,283,669.00 *every week*. These people can hear your sales message when you sell on CFRB.

REACH OUT TODAY

for the share of the market *your* product deserves. Take advantage of the 5 BIG "success guaranteed" factors CFRB alone can give you.

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

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

**50,000 watts
1010 K.C.**

CFRB

REPRESENTATIVES

UNITED STATES: Adam J. Young Jr.,
Incorporated

CANADA: All-Canada Radio
Facilities, Limited