

CAB Member Stations

ATLANTIC (15)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Halifax
- CKEN Kentville
- CKCW Moncton
- CKMR Newcastle
- CHSJ Saint John
- CJON St. John's
- VOCM St. John's
- CJRW Summerside
- CKCL Truro
- CFAB Windsor

FRENCH LANGUAGE (24)

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

CENTRAL CANADA (38)

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

What Price Radio?

N. C. BROWN,

Advertising Manager

ROBIN HOOD FLOUR MILLS LIMITED

says:

*"Radio is an ever present
Salesman in just about every
Canadian home.*

*"That is one of the reasons
why this medium is given
an important place in any
of our campaigns."*

The CANADIAN

ASSOCIATION of BROADCASTERS

Representing 117 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
37 Bloor St. West
Toronto 5

CAB Member Stations

CENTRAL CANADA (38)
(Continued)

- CKLB Oshawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines
- CHLO St. Thomas
- CJIC Sault Ste. Marie
- CHOK Sarnia
- CJCS Stratford
- CKSO Sudbury
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Windsor
- CKNX Wingham
- CKOX Woodstock

PRAIRIES (23)

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

PACIFIC (17)

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



Over the Desk

Hopes or forebodings — depending where you sit — of commercial television coming to the United Kingdom have, according to the middle-road *Economist* "erupted in the correspondence columns of the press in the past fortnight" in what that dispassionate and erudite British journal describes as "a soufflé of high principles and politics — given extra flavor (or rather flavour) by wider misgivings about the American television stations' handling of the Coronation broadcasts".

Several quite interesting facts come to light in this article, which, for the benefit of those who might like a closer look, appeared in the issue of June 13th.

Only two groups have come out into the open and declared themselves as being desirous of securing TV licenses — one developed around the leftist tabloid, the *Daily Mirror*, and the other, the Associated Broadcasting Development Company Ltd., said to represent "a co-operative venture by a portion of the radio industry", which presumably means set manufacturers. The article goes on to state that all big newspapers, except *The Times* and the *Manchester Guardian*, and certain magazine groups, are believed to have applied for operating licenses.

The article then points out, with characteristic urbanity, that "these applications do not necessarily denote any great enthusiasm in the newspaper world for television as an advertising medium, but newspaper proprietors realize that television is likely to channel off, at least temporarily, some of the £50 million (\$140 million) odd spent annually by advertisers in London and provincial papers, and they must have taken the view that the wisest way of insuring against this loss would be to get in on the ground floor of the new commercial services".

Only one group has publicly defined its policies. This is the "Associated" one, set up last year, with a nominal paid up capital of £100, under a formidable board, including Sir Archibald Aikman, chairman of Electric & Musical Industries Ltd. (EMI), one of the major producers of transmission equipment; C. O. Stanley, chairman of Pye Radio, which is generally regarded as EMI's keenest competitor; and Sir Robert Renwick, who is, among other things, president of the Radio and Electronic Component Manufacturers Federation and also of the Television Society. Then, on the entertainment side, there is the internationally known motion picture producer, Sir Alexander Korda, who, the article points out, "can arrange for spare film studio space, talent and technicians to be placed at the company's disposal". Another director is the one time controller of the BBC television services, Norman Collins.

The "Associated" group has applied for a license to set up a TV network to cover about 65 per cent of the British people (as against the BBC's 80 per cent when present undertakings are complete). The system on which it proposes to operate departs from the American plan, in that it "intends not only to operate the transmitters, but also to provide the programs for them".

Elaborating on this point, the article points out that "it (the group) intends to sell time for advertising announcements, between, and possibly in the course of, the individual programs. Under this system, advertisers would not be required (or even allowed?)" the article says, "to provide their own programs as they are accustomed to doing in other countries. Once they had agreed with the television company over the timing of their own televised advertisement, the advertiser would have no control over the program — though presumably the television fare the station planned to offer would be a part of the bargain".

The article then proceeds to draw the obvious analogy between "the principles of ordinary newspaper publishing" and "the sale of space on the air".

The "Economist" article feels that this system of station production would be more acceptable in Britain than the American formula of advertiser production. The formula has recently been endorsed in principle by the Incorporated Society of British Advertisers and the Institute of Incorporated Practitioners in Advertising.

(Continued on page 4)



...our listeners aren't bashful when it comes to **Buying**

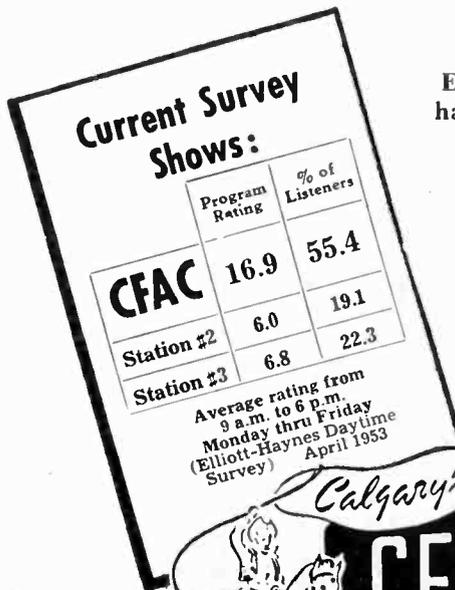
Our advertisers tell us that their listening audience seems to go to any lengths to buy the product they hear about on CFAC.

We think this amazing response is the result of balanced programming . . . programs to induce the listener to really listen to your advertising message.

Read what the ELLIOTT-HAYNES Report has to say about the number of real listeners too!

ALMOST TRIPLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION

Now, pick up the phone and dial your All-Canada Man . . . then how your products really sell on CFAC.



THE NEWFOUNDLAND STORY

... within the past 36 months ...

Domestic Power Consumption up 103%.

Commercial Power Consumption up 89%.

Car Sales up 358%.

Home Construction up 368%.

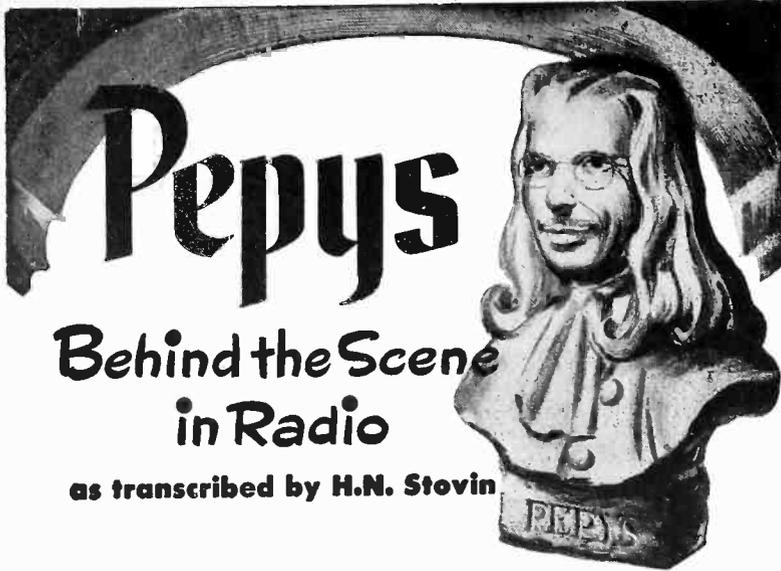
Retail Sales up over 80 million increase first quarter.



All surveys show CJON with more listeners than all other NFLD stations morning, noon and night . . . plus more local business than all others combined.

CJON 5000 WATTS DAY & NIGHT





"With July 1st upon us, between contemplating angling for black bass, putting upon drier greens, and fending off bigger mosquitoes do find my quill plaguery unhandy. Yet this page of my diary must needs be written, for our good Stovin Stations do continue to produce news that deserves to be chronicled ● ● ● Mengie Shulman reports another scoop for VOXM St. John's, Newfoundland, in the testing of the first Divatel-radio teletype news machine in Canada, by arrangement with British United Press. Initial tests have been successful, and this new unit should provide a bigger and better exclusive news service to Newfoundland listeners ● ● ● One of the things which makes a 'proven' station is its service broadcasting, and CJGX Yorkton has, in a recent three-week period, broadcast no less than *nine* different major events from surrounding centres. In each case, the authorities insisted that CJGX cover the event personally — a service which this station, with its listeners' interests in mind, did render gladly ● ● ● A regretful farewell to Ralph Judge after seven years, which to the entire Stovin organization have been years of pleasant association. Prior to entering the Representative field, his fine Irish tenor voice had been heard on many top-ranking shows, and Pepys is proud to remember that he is responsible for Ralph's first network engagement. All good wishes go with him in his new responsibilities, where he will continue to be an asset to the industry ● ● ● And Godspeed to Godfrey 'Tjuk' Tudor, who is moving to Winnipeg as Manager of the Stovin office there, relieving Jack Whitehouse, who moves into production. 'Tjuk' has made himself ably and agreeably felt in Toronto radio circles, not only as a Station Representative, but also for his many appearances on leading radio shows as a dramatic actor and competent producer."

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

Member of Radio Station Representatives Association

Over the Desk

(Continued from page 3)

ing, in a memorandum to the responsible minister, the Postmaster-General. It feels the acceptability of the formula would be influenced "as much by economic considerations as by the exalted argument about the cultural heritage of the BBC that has figured largely in recent discussion (and might well surprise the devotees of that service's lighter programs)". The point seems to be that very few British advertising agencies have had any experience in commercial broadcasting, and, "in competing for business, all others would find themselves at an acute disadvantage if they had to provide television programs".

This plan is opposed by some larger concerns, especially the bigger advertising agencies, "who do not want to leave the responsibility for attracting audiences to the transmitting station, and who want to integrate their advertising messages with the program — and perhaps the product with the television personality — in a way that may not be possible when they neither provide nor control the program".

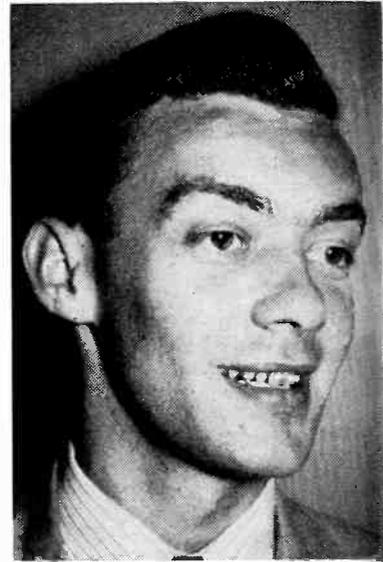
In their memorandum to the Postmaster-General, the advertising agencies pointed out that "the BBC spent more than £2 million (\$5,600,000) in 1952 on its television services and will shortly have a potential TV license revenue of £5 million (\$14,000,000). The agencies felt that a commercial station would have to spend more than this on its programs and suggested between £6 and £8 million (between \$16,800,000 and \$22,400,000). Press advertising, it seems, runs over £50 million a year, and the agencies guess that between £5 and £10 million would be diverted into TV advertising. On the other hand, the article points out that it hardly seems likely that "newspaper and magazine groups would have taken serious steps to enter upon commercial television if they, too, expect a sum no higher than £5 to £10 million to be liable to go to the new television stations from the total advertising budget".

Another problem looms up in the fact that the two million or more TV receivers sold in Britain since the war are all one-channel sets. While the cost of adapting should be small (£5 to £10), the article questions whether it would not seem high "to the many working-class TV owners, who find difficulty paying

for the cost of valve and cathode tube replacements".

In this otherwise highly informative article, the *Economist* does not forecast commercial TV at any definite time in the future. It refers to the delay in publishing the Television Advisory Committee's report. It refers also to a statement "crystallizing the government's views on commercial television, and outlining the type of control it favors, seems now likely to be produced in a few days time (from June 13th), and will be followed by a White Paper laying down the conditions under which licenses will be granted".

When U.S. comedians Dean Martin and Jerry Lewis turned up late at the Glasgow City Hall when they were scheduled to be received officially by Lord Provost T. A. Kerr, their discourtesy was repaid by the Lord Provost declining to see them.



— Staff

Murray MacIvor, who has eight years of agency work to his credit, is opening a Montreal office for the Paul Mulvihill national rep outfit on August 1st. The office will be located at 1434 St. Catherine St. W.

Murray started his career in February, 1945, as joe boy to Joe Charles of the Spitzer & Mills agency. In early 1949, he moved to Montreal as local space buyer for the same agency. In the fall of the same year he returned to Toronto to join Bill Byles' radio department at Young & Rubicam. Starting as "traffic man" he later moved into time buying.

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

YOU'D BE SURPRISED!

At least we were, and we think you would be too. Half-heartedly we agreed to test out a five-minute "cultural" script—based on Quick Canadian Facts—chock full of learnin'. It is a five-minute deal once per week. Doesn't sound much like a sure-fire script for syndication, does it? Well . . . we were surprised! Top-rated stations coast-to-coast wanted it immediately. If you'd like a look at it, write for details of "YOU'LL BE SURPRISED".

WALTER A. DALES

Radioscritps

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

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

Published twice a month by

R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
EMPIRE 3-5075

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5

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Vol. 12, No. 13

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

July 1st, 1953

Sugar Coating the TV Mono-Pill

It is heartening to know that the negotiations between the CBC and licensees for private television stations went so smoothly when they met in Ottawa last week. As has been reported elsewhere in this issue, the purpose of the meeting, called by the CBC, was to recruit assistance from private interests for the extension of the government TV network from its present span — Toronto-Ottawa-Montreal — by bringing in some private stations. Negotiations met with an unusual degree of mutual co-operation and understanding according to those who were there.

While this state of affairs is extremely gratifying and — if CBC control is inevitable which we by no means admit — desirable, let private enterprise not bury its head in the sand. Rather than self-congratulation on what is being attained, let it face up with the facts as they are.

Under the government's plans, CBC stations are to operate in the six most profitable centres of Toronto, Montreal, Vancouver, Halifax, Winnipeg and Ottawa. Actually that should read the five most profitable centres, plus the diplomatic hub of Ottawa. In order to insure itself audience, in spite of its programs which consistently drive viewers to US stations wherever they are available, CBC has secured itself a monopoly in these six centres. It qualifies this with the phrase "for the time being". Then it juggles the frequency allocations until "time being" comes to mean "world without end". But this is a far cry from the national television system envisaged by the Massey Commission.

Today, private telecasters in other than the six major centres are congratulating themselves that they have needled, cajoled or just plain talked the CBC into letting them in. They remember the statements of a certain Minister of the Crown who, not long ago, said that there would be no private television, and also that if there were, private radio broadcasters would be the last to receive consideration. Now this barricade has been removed — for them — and they are half way into the most exciting project of their lives.

But wait a moment.

In order to operate under public ownership, the CBC has to make its programs heard right across Canada. It gets a 15 per cent rake-off on every TV set sold, so it is just as interested in promoting the sale of sets as any manufacturer. Obviously there are areas where it would not



"Last week's episode ended with Corporal Jack clinging precariously . . ."

be practical for CBC to establish stations, yet the people of those areas want more of a look at TV than just the privilege of helping pay for it.

So the CBC hit on the ingenious idea of graciously letting private enterprise concerns into the areas it doesn't want for itself, provided they will carry CBC television productions, punctuated with "this-is-the-CBC" network calls, thus giving the public the completely erroneous idea that their local TV station, actually privately-owned, is what they are paying for when they submit to paying the CBC what amounts to a hefty royalty on their TV set.

Right now, in AM radio, the public, or a great part of it, labors under the delusion that it is indebted to the CBC for many of the programs it hears over the private stations. Here is the ground work for a completely parallel state of affairs with TV, if the CBC is allowed to get away with it.

Certainly the CBC is behaving magnanimously in its treatment of the private telecasters. In fact it is following its age-old but still highly effective practice of sweetening its gall with a thick coating of good Canadian maple syrup, before dangling it temptingly in front of the broadcasters' open mouths.

Unaccustomed As They Are . . .

From now until the August 10th elections, the air ways will be filled with political speeches. It is to be hoped that an effort will be made to make these

speeches as palatable to the public as possible, both for the sake of the public and also for the good of the politicians themselves.

We would strongly advocate that stations detail a man to coach speakers on the general principles of addressing the microphone and it is to be hoped that candidates and other speakers will be big enough to submit to intelligent direction.

One of the most important points, as we see it, is to have speech material written in short easy to read sentences, avoiding subordinate clauses as much as possible. Also it is important to impress on speakers the intimacy of the radio microphone as opposed to the same instrument when it is tied onto a public address system. If they could be told to speak their lines as though they were addressed not to a crowded meeting, but to someone sitting across the desk from them, their effectiveness would be greatly increased.

Political campaigners need telling that the audience brought within range of their voices when they are on the air is many times greater than the largest rally and that they would be wise, when part of a rally is to be broadcast, to tailor this part of the program expressly for the radio.

Statistics may be effective when they appear in print, because those interested can go back and study them over if they want to do so. On the air this is not the case. An overdose of figures tends to bewilder listeners, to bore them and to make them tune out a speaker.

Radio is probably the greatest single force available to political campaigners. It is a profitable source of revenue to stations if it is handled in such a way that it informs listeners rather than boring them. Coaching speakers along the lines we are suggesting will improve the output and so benefit the station as well as the electioneers.

X Marks The Spot

This paper believes that through the broadcasting of "editorials" urging listeners to vote in the forthcoming elections, radio is making the greatest public contribution a medium of information can make. We should like to request details of spots or talks, with actual copies of them, used by stations to encourage people to validate their democratic rights on August 10th. We should like to review them in an article before election day.

GREATER OTTAWA

is

42% FRENCH*

with an

ANNUAL INCOME

OF

\$90,177,825

CKCH

Studios — 121 Notre Dame St.,
Hull, Quebec

Representatives

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

*Over 100,000 French-speaking
Canadians.

Regulations

The CBC REGULATIONS for SOUND BROADCASTING STATIONS

Reprinted from "The Canada Gazette", June 24th, 1953

Short Title

1. These regulations may be cited as the CBC Regulations for Sound Broadcasting Stations.

Interpretation

2. In these regulations,
- (a) "Act" means The Canadian Broadcasting Act, 1936;
 - (b) "Corporation" means the Canadian Broadcasting Corporation;
 - (c) "private station" means any sound broadcasting station in Canada not operated by the Corporation;
 - (d) "representative of the Corporation" means the Chairman or the Vice-Chairman of the Corporation or any person authorized by the Chairman or by these regulations to represent the Corporation;
 - (e) "reproduce" means to record any broadcast material by any electrical or mechanical means; and
 - (f) "station" means any station licensed under The Radio Act, 1938, as a sound broadcasting station.

Application

3. These regulations apply to all sound broadcasting stations in Canada and to all matter broadcast by such stations.

Program Logs

4. (1) Each station shall maintain a program log, in a form acceptable to the Corporation, and shall cause to be entered therein each day the following information:

- (a) the date;
- (b) the call letters, location and frequency of the station;
- (c) the times at which station identification announcements were made;
- (d) the title and brief description of each program broadcast, the name of the sponsor or sponsors if any, the time at which the program began and ended, and a notation whether an announcement was broadcast that the program was reproduced;
- (e) the time and duration of every spot or flash announcement broadcast, and the name of the sponsor or sponsors, if any;
- (f) the name of the speaker on any talks program and the auspices, if any, under which the talk was given;
- (g) the name of any candidate for public office speaking on a political broadcast and his political affiliation if any; and
- (h) the name of anyone speaking on a political broadcast on behalf of any political party or candidate together with the name of the party or candidate on whose behalf the talk was given.

(2) In making entries in the program log, key letters or abbreviations may be used if the explanation of each is given therein.

(3) All times mentioned in the program log shall be local time which shall be clearly identified on the log; for example, "Eastern Standard Time", "Central Daylight Time".

(4) Each station shall forward to the Corporation within seven days of the end of each week a true and accurate copy of its program log for that week.

(5) Each station shall have available for a period of one year and produce to a representative of the Corporation on request,

- (a) the continuity used for any program or spot or flash announcement broadcast by that station, and
- (b) the manuscript or reproduction of any broadcast of a talk or speech from that station.

Broadcasting Generally

5. No station shall broadcast:

- (a) anything contrary to law,

- (b) any abusive comment on any race, religion or creed,
- (c) any obscene, indecent or profane language,
- (d) any false or misleading news with the knowledge that it is false or misleading,
- (e) any program on the subject of birth control, or venereal disease, unless such program is presented in a manner and at a time approved by a representative of the Corporation as appropriate to the medium of broadcasting.
- (f) any advertising content in the body of a news broadcast,
- (g) except with the consent in writing of a representative of the Corporation, any appeal for donations or subscriptions in money or kind on behalf of any person or organization other than
 - (i) churches or religious bodies permanently established in Canada and serving the area covered by the station,
 - (ii) recognized charitable institutions or organizations,
 - (iii) universities, or
 - (iv) musical or artistic organizations whose principal aim or object is other than that of monetary gain,
- (h) any program involving a lottery, gift, enterprise or similar scheme in which the contestant or competitor pays any sum of money in order to be eligible for a prize,
- (i) any program reconstructing or simulating the direct description of any sport or other event through a description prepared from wired reports or other indirect sources of information until after the conclusion of such event if an actuality broadcast of the event is available in the area; a reconstructed broadcast shall be clearly identified at the beginning and end thereof as having been so prepared, and if it is more than fifteen minutes in length, it shall be clearly identified at the end of each fifteen minutes.

Political Broadcasts

6. (1) Each station shall allocate time for political broadcasts as fairly as possible among all parties or candidates desiring to purchase

B.C. cities with population over 10,000



where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke

obtain time for such broadcasts.

(2) The identity of the speaker on any political broadcast and the names of the sponsor or sponsors or the political party, if any, upon whose behalf the broadcast is made shall be announced at the beginning and end thereof, but such announcement may, with the previous consent of a representative of the Corporation, be dispensed with in the case of a political spot or flash announcement.

(3) For the purposes of this regulation, a broadcast in respect of any by-law which is the subject of municipal balloting or any plebiscite or referendum which is the subject of national, provincial or municipal balloting is deemed to be a political broadcast.

Advertising Content

7. (1) No station shall broadcast any program the advertising content of which exceeds in time the following:

Length of Program (Minutes)	Length of Advertising Message (Minutes and Seconds)	
	Midnight to 6:00 p.m.	6:00 p.m. to Midnight
5	1:15	1:00
10	2:10	2:00
15	3:00	2:30
20	3:30	2:40
25	4:00	2:50
30	4:15	3:00
40	5:00	3:45
46	5:45	4:30
60	7:00	6:00

(2) No station shall broadcast paid spot or flash advertisements that exceed four in number or three minutes in total time during any fifteen minute period, except that a station may, with the previous consent of a representative of the Corporation, arrange for special announcement programs exceeding these limits with a proportionate reduction in paid spot or flash announcements during other periods. This subsection shall

not be operative during the period of a major emergency within the area served by the station.

(3) For the purposes of this section the time of a network program is, in all time zones in Canada, the time of the originating point or the Canadian control point.

Advertising Generally

8. (1) No station shall broadcast any program or spot or flash announcement sponsored by any person for the purpose of promoting the sale or interests of

- (a) any act or thing prohibited by the law of Canada or of the province in which the station is located,
- (b) any insurance corporation not authorized by law to carry on business in Canada,
- (c) any bonds, shares or other securities, except securities of the Government of Canada or of any province, municipality or other public authority, or
- (d) any mining or oil property or any interest in any mining or oil property,

but the broadcasting of a sponsored program of general quotations of market prices, presented without comment, is not by these regulations prohibited.

(2) The Corporation may, by notice in writing to any station, require that station to modify the character of any advertisement broadcast by that station, where, in the opinion of a representative of the Corporation, the advertisement is of an offensive or objectionable nature.

Spirituos liquors, beer and wine

9. No station shall broadcast any program or spot or flash announcement

- (a) advertising directly or indirectly, any spirituous liquor or any beer

(Continued on page 8)

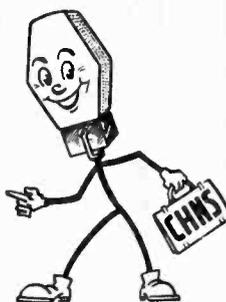
Look to the Leader!



Mobile Merchandiser

See page 14

Killing 4 birds with 1 stone in Halifax



- For top coverage according to Elliott-Haynes and B. B. M.
- For top programming shown by National contest awards . . .
- For top listener response according to hundreds of advertisers . . .
- For top listener satisfaction according to stacks of fan mail every day . . .

. . . You can't do better than go

CHNS THE VOICE OF HALIFAX
CHNS THE CHOICE OF HALIFAX

In Canada contact the ALL CANADA MAN and Weed & Co., in the U.S.A.

1273 copies of This Issue of CANADIAN BROADCASTER & TELESCREEN went to National Advertisers and their Agencies in Canada and the U.S.A.

by EVERY Survey
 (ELLIOTT-HAYNES - PENN McLEOD)
 Victoria's MOST LISTENED TO Station
CKDA DIAL 1340

CKLB DIAL 1340 OSHAWA ONT.

Local Sponsors Get Results Like This!!!

Dear *Mary:
 Oh yes, I must tell you. I took YOUR ADVICE and got myself a FRIGIDAIRE "Thrifty-30" Electric Range and I'll tell you they are everything you say. Wonderful to cook on

(Mrs.) J. Luke.

BUY CKLB IN OSHAWA AND SELL

In Canada see:
 James L. Alexander

In the U.S.A. see:
 Joseph Hershey McGillvra

* Mary Vollmer, CKLB's Women's Editor, heard on Listen While You Work, Monday thru Friday, from 9.15 to 10 a.m.

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

Regulations

(Continued from page 7)

or wine, or
 (b) sponsored by or on behalf of any person or persons whose principal business is the manufacture or sale of spirituous liquor, beer or wine, except that in any province where the advertising of beer and wine is permitted, a program of not less than

fifteen minutes duration sponsored by a brewery or winery may be broadcast, subject to the following conditions:

- (i) the program shall contain no advertising other than sponsorship announcements.
- (ii) sponsorship announcements may be made only at the beginning and end of the program, but where the program is a program of

more than fifteen minutes duration the name of the sponsor may be introduced at intervals of not less than fifteen minutes in program announcements,

- (iii) the form of sponsorship announcements shall be in accordance with the following examples or approved variation thereof,
 "This program is presented with the compliments of the ABC Brewery", or
 "This program has been presented with the compliments of the ABC Brewery".
- (iv) no other announcements shall be made or devices used in any such program to advertise directly or indirectly the product of the sponsor,
- (v) the program format, the form of the sponsorship announcements, and the continuity to be used must be approved in advance of the broadcast by a representative of the Corporation.

Foods and drugs; proprietary or patent medicines

10. (1) No station shall broadcast any advertisement or testimonial for any article to which the Proprietary or Patent Medicine Act or the Food and Drugs Act applies unless the continuity of the advertisement or testimonial has been approved by the Department of National Health and Welfare and by a representative of the Corporation and bears the registration number assigned by the Corporation.

(2) No station shall broadcast any recommendation for the prevention, treatment or cure of a disease or ailment unless the continuity thereof has been approved by the Department of National Health and Welfare and by a representative of the Corporation and bears the registration number assigned by the Corporation.

(3) Continuities submitted for approval pursuant to this regulation

NOW BUILDING



SUDBURY

Test Pattern by September 15, 1953
 Regular Schedule, December, 1953

LISTENERS' CHOICE!

CFBC — * 53.4% DAYTIME LISTENERS
 Station "B" - 45.5%

CFBC — * 55.6% EVENING LISTENERS
 Station "B" - 42.4%

(*Elliott-Haynes March-May 1953 Ratings)

**CFBC SAINT JOHN
 NEW BRUNSWICK**

Representatives:

NATIONAL BROADCAST SALES
 JOHN N. HUNT & ASSOCIATES

Montreal & Toronto
 Vancouver

WEED & COMPANY in the U.S.A.

"... serving Western Nova Scotia, too!"

shall be forwarded to the Corporation in triplicate at least two weeks in advance of intended use.

(4) Inspectors of the Food and Drugs Division, Department of National Health and Welfare, are authorized to act as representatives of the Corporation for the purpose of the enforcement of this regulation.

Programs of the Corporation

11. (1) The periods to be reserved by a private station for the broadcast of programs of the Corporation are such as may be agreed on between the station and the Corporation, or as may be designated by the Corporation by notice in writing to a station.

(2) Any period required by subsection (1) to be reserved for the broadcast of programs of the Corporation shall, except with the consent of a representative of the Corporation, be used exclusively for programs of the Corporation.

Broadcasting

12. Except with the consent in writing of a representative of the Corporation, no station shall "pick up" and broadcast any program or portion thereof.

Reproduced programs

13. (1) No station shall use a reproduced program, except when its use is merely incidental as for an identification or background, between the hours of 7:30 and 11:00 p.m. except with the previous consent of the Corporation in writing.

(2) Each reproduced program of longer duration than one minute shall be identified by appropriate announcement at the beginning or end of the program, and where a reproduced item of more than one minute in length is used in any program, otherwise than merely incidentally as identification or background, it shall be identified as such at the beginning or end of the program or at the time the item is used.

(3) Programs produced by the station and delayed for presentation at a later hour and live network programs delayed because of time zones need not be specially identified.

(4) The identification of any reproduced program or item of longer duration than one minute shall be in language that is clear and in terms that are commonly used or understood; the following examples, or any suitable modification thereof, are suggested;

- (a) "This is a recorded program".
- (b) "This is/was a delayed broadcast".
- (c) "Portions of this program were transcribed".
- (d) "Portions of this program were recorded earlier".

(e) "Transcribed".

Chain Broadcasting

14. (1) Except with the written consent of the Corporation no station shall operate as part of any established chain or network of stations inside or outside Canada.

(2) Except with the consent of a representative of the Corporation no station shall broadcast a program through network connection with another station or other stations inside or outside Canada.

(3) Except with the consent of a representative of the Corporation no station shall broadcast any reproduced program or speech which would have the effect of simulating a network of stations not authorized on behalf of the Corporation.

Program information

15. Each station shall furnish upon request of a representative of the

Corporation such additional information in connection with its program activities as the Corporation

considers necessary for the proper administration of the Act and these regulations.

SHERBROOKE, QUE.

New industrial plants and schools in and near Sherbrooke show the growth and prosperity of the area covered by CHLT and CKTS. A new extension to the Lennoxville High School accommodates 439 students, and contains 13 rooms. New factories have been built and occupied at Richmond for G. & H. Brown Shoe Co., and the B. & T. Foundry Co. Ltd. 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

Tell Us Another

Almost since CFOR started, back in 1945, we had been attempting to interest Steacy's Ladies' Wear of Orillia in using this station continuously as an advertising medium. But he wouldn't go for the idea, only buying short term spot campaigns and the odd seasonal program feature that we could sell him when his back was turned.

Then all of a sudden — boom — and our friend Steacy was right in there, buying with the best of 'em. That was three years ago now, and the purchase in question was a five-minute sportscast at 12:40 p.m., Monday through Saturday. "Imagine it!" we kept laughing to ourselves. "A ladies' wear store sponsoring a sportscast."

Well, we've stopped laughing. Especially since every year about this time friend Steacy signs on the dotted line again for his sportscast. You know, maybe more men than we realize buy their ladies' dainties.

Incidentally, we've got other programs which we don't think will sell a lot of things, but if you're stubborn as Steacy, give Horace Stovin a call. He knows all about them too.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

- ★ Live Programmes
- ★ Custom Transcription
- ★ Singing Commercials



DON WRIGHT
Productions

Let Us Help You

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

An Independent
Producing
Company

I LOVE CKBI

In a recent interview with Kate Aitken on the CBC Dominion Network, Edgar Bergen, commented enthusiastically on the fact that CKBI delivered 100% of the audience for his program in March. Edgar does not know where CKBI or Prince Albert is, but he was well aware of his ratings on CKBI.

If anyone is slightly interested in ratings they will be happy to know that during March, CKBI had an average of 90.1% of the listeners for 28 programs surveyed.

Program "Know How" keeps them listening to CKBI. Start those campaigns now in this progressive Market.

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

People

Broadcasters' and Agency Man's Hats In the Ring



FOR THESE ARTISTS

- ARNOLD, Audrey
- BOND, Roxana
- CASS, Deborah
- CONLEY, Corinne
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- LINDON, Louise
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

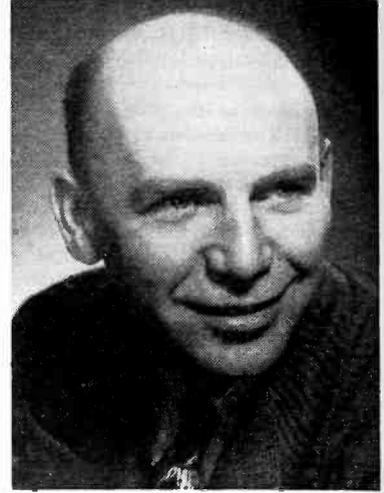
Day and Night Service at Radio Artists Telephone Exchange



Roy Thomson



Bob Campbell



Ralph Snelgrove

RADIO ROW AND ADVERTISING AVENUE will have three candidates in the August 10 elections. Two will run under Liberal colors and one will run as Progressive-Conservative. Pictured above, left to right, they are: Roy H. Thomson, president of Northern Broadcasting Company Ltd. The Thompson Company Ltd. and The Canadian Press. Roy is running as a P-C in York Centre, Ontario. Robert M. Campbell, vice-president in charge of broadcasting and joint managing director of the J. Walter Thompson Co. Ltd., Toronto, is running as a Liberal in York-West. Ralph Snelgrove, owner-manager of station CKBB, Barrie, is running in his home constituency of Simcoe-North.

Northern Names Station Supervisor

Toronto — Harvey C. Freeman has been appointed station supervisor of Northern Broadcasting Company Ltd. He will be located at the Company's head office in Toronto. For the past 11 years he has been manager of station CKGB, Timmins.

Succeeding him as manager of CKGB is Jack Pollie, program director and more recently promotion

manager of CKWS, Kingston. Pollie broke into radio in Ottawa. He returned to his home town of Kingston 8 years ago and has been associated with CKWS during that period.

General manager of Northern Broadcasting Company Ltd., Jack Davidson continues in his present position along with his duties as executive assistant to the president of the Thomson Company Ltd., which controls Roy Thomson's publishing interests.

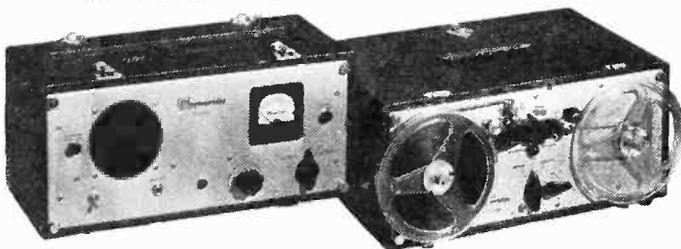


Harvey Freeman

FOR BALANCED FIDELITY

3 out of 4 professionals choose

Magnecorder



From the highest to the lowest tone, Magnecorder captures the sound exactly as it was originally produced. Frequency response: 50-15,000 cps ± 2db at 15"/sec. tape speed. Signal-to-noise ratio exceeds 50 db with less than 2% harmonic distortion!

Recorder mechanisms and amplifiers are separate, distributing the weight when carried into the field for remote recordings.

Conversion kits are used to keep the equipment up to date, or to adapt it for any special purpose in rack mountings. For literature and a demonstration, see your Classified Telephone Directory under "Recorders".

or write

Kingsway FILM EQUIPMENT LIMITED

3569 DUNDAS ST. W. • PHONE RO. 2491 • TORONTO

cics

SELLS

in

Stratford

VOTE AS YOU PLEASE BUT VOTE!

Look to the Leader!



Mobile Merchandiser See page 14

KITCHENER-WATERLOO

Continuously Keeps Customers Radio-Active



CKCR



CKCR

FOR FACTS ASK OMER RENAUD Toronto Montreal

Television

Micro-Wave Works with One Watt

Toronto — Office workers skooting along Toronto's major downtown canyons these days seldom realize that the web of steel towering above them on the top of the Bell Telephone Company's Adelaide Street office is a terminal point in the new 407-mile micro-wave relay system, the recently-inaugurated heart of this country's three-station TV network.

Rising 392 feet above the street (compared with the Bank of Commerce's 400 feet and the tower of CBLT with 500 feet), this is but one of fifteen such units constructed by Bell to carry television programs and telephone conversations from Buffalo to Montreal via Toronto and Ottawa, or any points in between.

The network of towers can — and probably will — be extended north and west from Toronto and east from Montreal to meet future requirements. Engineering plans for a Montreal-Quebec extension have already been prepared, and others

are being worked out to reach London.

The Toronto-Montreal system has a total capacity of 12 channels, six in each direction. Additional channels can be placed in service as required up to the potential capacity of 12 one-way television channels.

Bell engineers are quite happy about their micro-wave link. Although it's far from the first ever constructed, it is one of the longest on this continent, employing one of the newest methods of communication. They explain that micro-waves are super-high-frequency waves oscillating at around 4 billion cycles per second. That puts it considerably higher than ultra-high-frequency TV signals and over 4,000 times the frequency of the average AM radio station.

But like TV waves, micro-waves travel in truly straight lines, leaving
(Continued on page 12)

EXPERIENCED Announcer-Operator

Wanted for Eastern Ontario station. Good salary — Blue Cross — Profit sharing plan.

Chance for talent fees. Only experienced should apply.

Box A-166 - C B & T, 163½ Church St. - Toronto



69,000 FARMS

\$446,697,530.00

FARM CASH RECEIPTS (1952)

(Sanford Evans: based on 1952 BBM-CFRN 10% and over listening area)

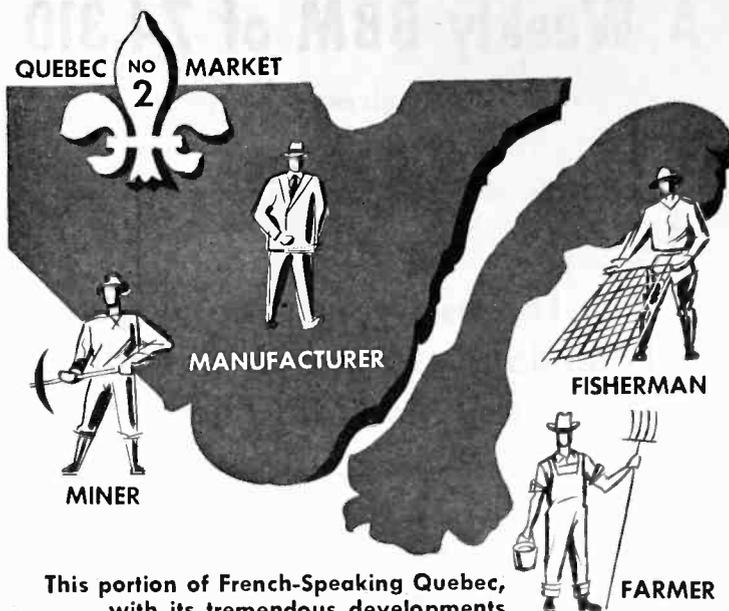
Selling NORTHERN ALBERTA from EDMONTON

24 Hours Daily

CFRN

RADIO REPRESENTATIVES LTD.

Montreal Toronto Winnipeg Vancouver



This portion of French-Speaking Quebec, with its tremendous developments of natural resources power and industry is **CANADA'S FASTEST-GROWING MARKET.**

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

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

THIS MONTH'S SPOTLIGHT STATION

CHRC - QUEBEC CITY

Picturesque Old Quebec City, the Mecca of many thousands of tourists, has also its modern and progressive commercial side which makes it a wealthy, all-year-round market. Over 6200 new telephones were installed in Quebec district during 1952, raising the total to 78,183 telephones in use in Greater Quebec. A new cement plant at Beauport-Est, expected to have an annual output of 250,000 tons, is now under construction. Kennebec Knitting Mills are establishing new factories at Levis. A new 16 room school, with residence for teaching staff, is to be built this summer in Quebec City.

CHRC - QUEBEC CITY
5000 WATTS

QUEBEC NO 2 MARKET

CHRC	QUÉBEC	5000 WATTS	CHLT	SHERBROOKE (French)	1000 WATTS	CKBL	MATANE	1000 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKVM	VILLE-MARIE	1000 WATTS	CKLD	THETFORD MINES	250 WATTS
CHLN	TROIS RIVIÈRES	1000 WATTS	CKRS	Jonquière-Kanogami	250 WATTS	CKNB	Campbellton (English)	1000 WATTS

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

JOS. A. HARDY & CO. LTD.

Radio Station Representatives

DOMINION SQ. BLDG.	39 ST. JOHN ST.	67 YONGE ST
MONTREAL	QUEBEC	TORONTO
UN. 6-8915	2-8178	EM. 3-6009

A Weekly BBM of 74,310

gives

CJBR

Rimouski

The Largest French-Language
Potential Coverage in Canada
after Montreal and
Quebec City

5000 WATTS
ON 900 KCS.

Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

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

ANOTHER PROVEN STOVIN STATION

Television

(Continued from page 11)

the earth at the horizon or getting lost in hills and buildings. For this reason they must be relayed every 35 miles or so, although the relay points also perform an amplifying role.

And in case some people have been wishfully thinking that their TV reception would be improved because they live near the path of the link, the engineers point out that they'll be disappointed. Nearby sets will be unaffected one way or another, they say.

The Bell's relay system, put into operation last month, less than two years after the route was originally laid out, will transmit TV programs over a 407-mile route (or less, depending in the program's origination point). For the present, the link consists of a pick-up point at Buffalo, terminal points at Toronto, Ottawa and Montreal, and 12 intermediate relay stations.

The Buffalo-Toronto hop needs only one relay installation, that at Fonthill near Welland. The Toronto-Ottawa section has eight stations located at Uxbridge, Bethany, Hastings, Stirling, Enterprise, Westport, Smith's Falls and Stanley Corners. Three stations connect with Montreal at Leonard, Maxville and Rigaud.

The typical relay station consists of a steel antenna tower, anywhere from 50 to 225 feet high, alongside a concrete apparatus building. Atop the tower are four antennae or metal horns, ten feet square and weighing a ton. These gather in the weakening signals and funnel them down a

wave-guide to the amplifying equipment. After getting a million-fold boost in power, the signals are sent up through another horn and beamed at the next tower. So accurate and efficient are the antennae in beaming and concentrating the waves that less than one watt of power — about the amount needed to operate a flashlight bulb — is required to span the distance between relays.

Because of the distance separating the 15 stations, maintenance arose as the biggest single problem in this and all other long-distance links. It was solved by an intricate system of alarms and remote control, directed by attendants at the three key stations.

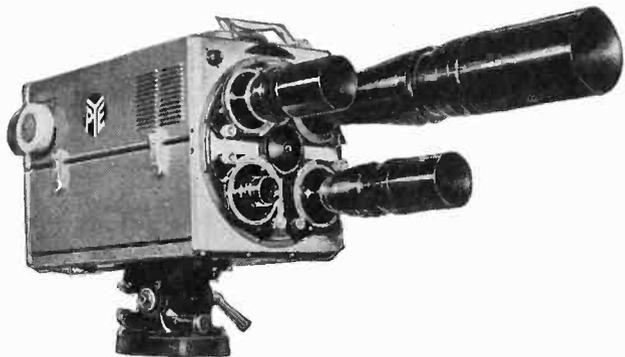
Each of three groups of unattended, automatic stations is linked by special telephone lines to an alarm centre at the key stations. If trouble develops in the equipment at any of these stations, a warning signal is received automatically at the alarm centre by which the operator is able to determine which station is giving trouble and the part of its equipment at fault. Sometimes the operator can make repairs by remote control; in other cases he can keep it operating on emergency power.

The basis of the alarm system's operation is a series of musical tones. Each station has been assigned a note of specific frequency and so long as everything works properly a steady note is transmitted over the line to the alarm centre; the moment trouble develops, the note is interrupted and this in turn sets on warning signals.

There are 42 individual alarms and controls for each of the outlying stations, all associated with a specific part of the radio-relay equipment. Failure may come from a variety of causes: power loss, blown fuses, weak tubes, abnormal temperature, or even low fuel supply in the emergency power engine. Power failure is the common malady in radio and telephone installations, but in the micro-wave stations continuous operation is all but guaranteed. If the main outside power supply is cut off, the emergency generator should automatically jump into action. If it doesn't the remote maintenance operator can send a second signal that will close the proper circuits in another effort to bring the engine to life. If that fails, a separate battery can be called upon to provide power up to eight hours.

As in Toronto, the terminal station in Ottawa which feeds TV programs to the CBC's new outlet there, is mounted on top of the local Bell

NO LONGER JUST AROUND THE CORNER — CANADIAN TV IS HERE



Specify PYE camera equipment (studio or mobile) and join such users as ABC, CBS and BBC in acclaiming their precision construction and technical excellence. And as an incidental dividend — very substantial savings in initial cost. Discuss your requirements with our engineers.



Telecommunications

Division of PYE Canada Ltd., Ajax, Ont.

You can't cover Simcoe County without CKBB BARRIE

REPS — PAUL MULVIHILL TORONTO
RADIO TIME SALES MONTREAL
ADAM YOUNG U.S.A.

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

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

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

The NIAGARA DISTRICT STATION

CKTB

ST. CATHARINES

Telephone Company office. In Montreal, the obvious advantage of Mount Royal was used, so that a short tower on its top rises 600 feet above the level of Dominion Square.

Bell authorities believe that in spite of the elaborateness of this latest Canadian milestone, they have constructed the most economical and efficient method of carrying large numbers of television programs and telephone calls between cities. It's what the sponsor of a television program will pay \$350 an hour to use.

CAB

CAB In The Reshaping

Ottawa. — The revised by-laws of the Canadian Association of Broadcasters, providing for a larger board of directors, a new name for the Association and title for its general manager, were approved by the Secretary of State for Canada here late last month.

Jim Allard, formerly general manager of the CAB, will now be known as its executive vice-president.

Although a fourteen-member board of directors was elected at the CAB's last convention in Montreal in March, compared with a former board of eleven members, this change did not become constitutional until sanctioned by the Secretary of State.

Another amendment to the CAB's constitution, originally brought up at the last annual meeting, and now approved by the Secretary of State, calls for a change in the Association's name to the Canadian Association of Radio & Television Broadcasters. However, this now has to be incorporated into a change of name and objects being sought by the Association in its Supplementary Letters

Patent.

Concerning the change in name and objects of the Association, Allard pointed out that the CAB's general membership had instructed the directors, by a resolution passed at the annual meeting, to carry out this change. "Necessary steps in this connection will be taken as soon as possible," he said.

CBC

CBC Green Lights Power Boost

Ottawa. — Three power increases for AM stations were approved, one denied and another deferred, by the board of governors of the CBC following its meeting here late last month at which it also approved two new radio and TV stations. (See also C. B. & T., June 3 issue).

Successful in their applications for power increase were: CHVC, Niagara Falls, upped from 1,000 watts to 5,000 watts, night time power only; CKRD, Red Deer, changed from 250 watts on 1230 kcs. to 1,000 watts on 850 kcs.; and CHRL, Roberval, raised from 250 watts on 1230 kcs. to 1,000 watts on 910 kcs.

CKOM, Saskatoon, had its bid for a power boost laid aside at its own request. Its application was for a

change from 250 watts on 1340 kcs. to 5,000 watts on 680 kcs. Another request, that of CKDA, Victoria, for an increase from 250 watts on 1340 kcs. to 1,000 watts on 730 kcs. was denied by the board.

Another French-language station in Montreal and one in St. Joseph d'Alma were the two stations given the CBC's approval, as reported last issue. Three other applications, all for a station in Chicoutimi, were deferred by the board for further study. Applications were made by

(Continued on page 14)

Look to the Leader!



Mobile Merchandiser
See page 14

SPEECH is civilization itself. The word, even the most contradictory word, preserves contact — it is silence which isolates.

— Thomas Mann.



and

OPINION

by

GODFREY HUDSON

"preserves contact"

We're proud to state, on the 86th birthday of Canada, that we help to carry out the late President Roosevelt's "Freedom of Speech" in our program of news analysis and comment — OPINION.

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



THE RADIO HUB OF SASKATCHEWAN



A GROWING MARKET

Steadily increasing traffic at Prince George's airport now makes it the third busiest in British Columbia. With scheduled landings of 100 a month, in addition to the 30 private aircraft based there, the Federal Government last year spent more than \$1,000,000 on modernizing the airport. It now ranks second only to Vancouver and Pat Bay, and boasts of a charter air service, Central B.C. Airways.

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.
250 Watts on 550 Kc.

Serving Central B.C.

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

A Border-Line Business

CFNB is regarded as the local station by more people in New Brunswick than any other station.

In addition to Fredericton itself, CFNB serves a total of eight incorporated towns, ranging from three to ninety miles distant. One of these towns, where a group of merchants sponsor a regular half-hour weekly program, is in the State of Maine. In three of the others there are regular year-round sponsors. Many other smaller population centres and the great rural areas in between listen to CFNB daily for news and entertainment and regard it as their station.

Let us deliver your sales message to this loyal, receptive audience.

P.S. Don't forget that tourists spent over \$12 million in New Brunswick last year.

New Brunswick's
Most Listened-to
Station



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

5000 WATTS - 550 KCS. - FREDERICTON, N.B.
1923 - OUR THIRTIETH ANNIVERSARY - 1953

BUY in an E-X-P-A-N-D-I-N-G MARKET...

Buy

CKRM

The Capital Station
in the Capital City, REGINA

because

Saskatchewan's Production Hits New
High! \$1,400 Millions in 1952

Through increased production in

- wheat
- mining
- forestry
- manufacturing
- oil
- retailing

Ask About This Expanding Market NOW!

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



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

(Continued from page 13)

J. O. Masse, G. Demers and L. Lagace for stations proposing to occupy various frequencies and power. A ruling has been promised by the board following its next meeting, probably about six weeks away.

Two Canadian Army stations had their frequency changes approved during the same meeting. They are CHAK, Aklavik, from 1230 kcs. to 1490 kcs., and CFHR, Hay River, from 1490 kcs. to 1230 kcs.

The following share transfers were approved: transfer of 1,575 common and 4,725 preferred shares in Kootenay Broadcasting Co., affecting CJAT, Trail, B.C.; recapitalization of Western Broadcasting Ltd. from 25,000 common to 25,000 common and 250,000 preferred shares and issuance of 108,000 preferred shares, affecting CKWX, Vancouver; transfer of 48 common shares in Radio St. Boniface Ltd., affecting CKSB; recapitalization of Western Manitoba Broadcasters Ltd. from 10,000 common to 10,000 common and 90,000 preferred shares and transfer of 375 common shares, affecting CKX, Brandon; transfer of 100 common and 190 preferred shares in Barrie Broadcasting Co. Ltd., affecting CKBB; transfer of 1 and 35/100ths preferred shares in Toronto Broadcasting Co. Ltd., affecting CKEY; transfer of 100 preferred shares in La Compagnie Gaspesienne de Radiodiffusion Ltd., affecting CHNC, New Carlisle; transfer of 4 common shares in Radio Station CHAB Ltd., Moose Jaw; and transfer of 68 common and 5 preferred shares in Lakeland Broadcasting Company, affecting CKLB, Oshawa.



HERE TO STAY AND GONE TOMORROW

Did you hear about the girl who was so dumb she thought "the television has come to stay" meant she didn't have to make any more payments?

TRUISM

Nobody should be an announcer if he can help it, but if he can help it, he's no announcer. — H. McC.

REAL ECONOMY

For less darning better buy Byford "98" short socks. — Advt.
For still less, don't buy any socks at all, not even short ones.

TALENT SCOOT

Summer is the time when radio stand-ins fall flat on their faces trying to fill in for artists whose jobs they always thought they could do so much better.

What it means to YOU!

★ MOBILE MERCHANDISER



The "Mobile Merchandiser" is "sales on wheels" for your clients, Mr. Time Buyer.

This smart-looking panel truck . . . and the sales-minded merchandising representative who drives it, make individual, personal calls on every grocer and druggist in the CKWX area. Retailers are advised of the products advertised on CKWX . . . eye-catching displays, price tickets, window streamers, stickers, etc., are put up. Merchants are reminded to keep stocks full, and, the CKWX mobile merchandiser makes a regular check on sales of CKWX advertised products. These reports, with all their informative figures are made available to all CKWX clients. No other station in the CKWX area has this service.

LOOK TO THE LEADER!

WE THE PEOPLE

The reason why the present government is called Liberal is because it is so generous with our money.

PERSONALITY TEST

I judge people by my liver. — Hannen Swaffer (In "Men Only") whoever the hell he is.

TIME MARCHES ON

Then there's the school boy who defined radio as "a new kind of television you can look at with your eyes shut".

TOPICAL ADMONITION

Now is the time for all good parties to come to the aid of the man.

CREDIT LINE

The above gags came to you by means of a network of other publications, business associates and just kind friends.

"Orchids from Steinberg's"

The 1000 line ad reproduced below was designed and placed in the Montreal Star by Steinberg's Limited.

Peek behind the scenes of...
Steinberg's "GOOD NEIGHBOUR CLUB"

PRIZES GALORE awaiting you MONDAY THROUGH FRIDAY ON "GOOD NEIGHBOUR CLUB"

- * A basic \$50.00 to which another \$50.00 is added each day.
- * Watchhouse - Master Ovens.
- * 31 pieces sets of Orchid Silverplate - Pontiac Pattern.
- * Box of Famous Brand Concoctions.

Steinberg's LIMITED - MONTREAL

Canadian Officials, American Make Progress on Flood Control

Three Montrealers Given U.S. Degrees

Cattle Is Named New Grand Knight

Line Inaugurates Boat Train Service

Election Officials for Soldier Voting Named At Ottawa

Men's Air Race Held Today

Plans Told

True Two

Sacred Sunday Radio Talk Said 'Not Political'

Polio Of Health

And your phone calls and letters have shown us how well we have succeeded in bringing you a good half-hour of radio entertainment, Monday through Friday, 10:15 to 11:15 a.m., over CFCF.

GORD SINCLAIR — so natural as natural can be, both on and off the air. He's the M.C.

FRED HILL — a terrific tenor and a grand fellow, you'd want to hear, as fine an organist as you've ever heard.

RONNIE MATHEWS — the boy with the "comfortable" voice.

PAT MURRAY — the boy with the "comfortable" voice.

And your phone calls and letters have shown us how well we have succeeded in bringing you a good half-hour of radio entertainment, Monday through Friday, 10:15 to 11:15 a.m., over CFCF. To put it modestly, "Good Neighbour Club" is the finest show of its kind in your city. If you'd like to see the show in person, write CFCF for free tickets, sitting the day you prefer. If you're a member of a women's club, make arrangements to take the entire group with you. They'll all have fun. Of that we're sure.

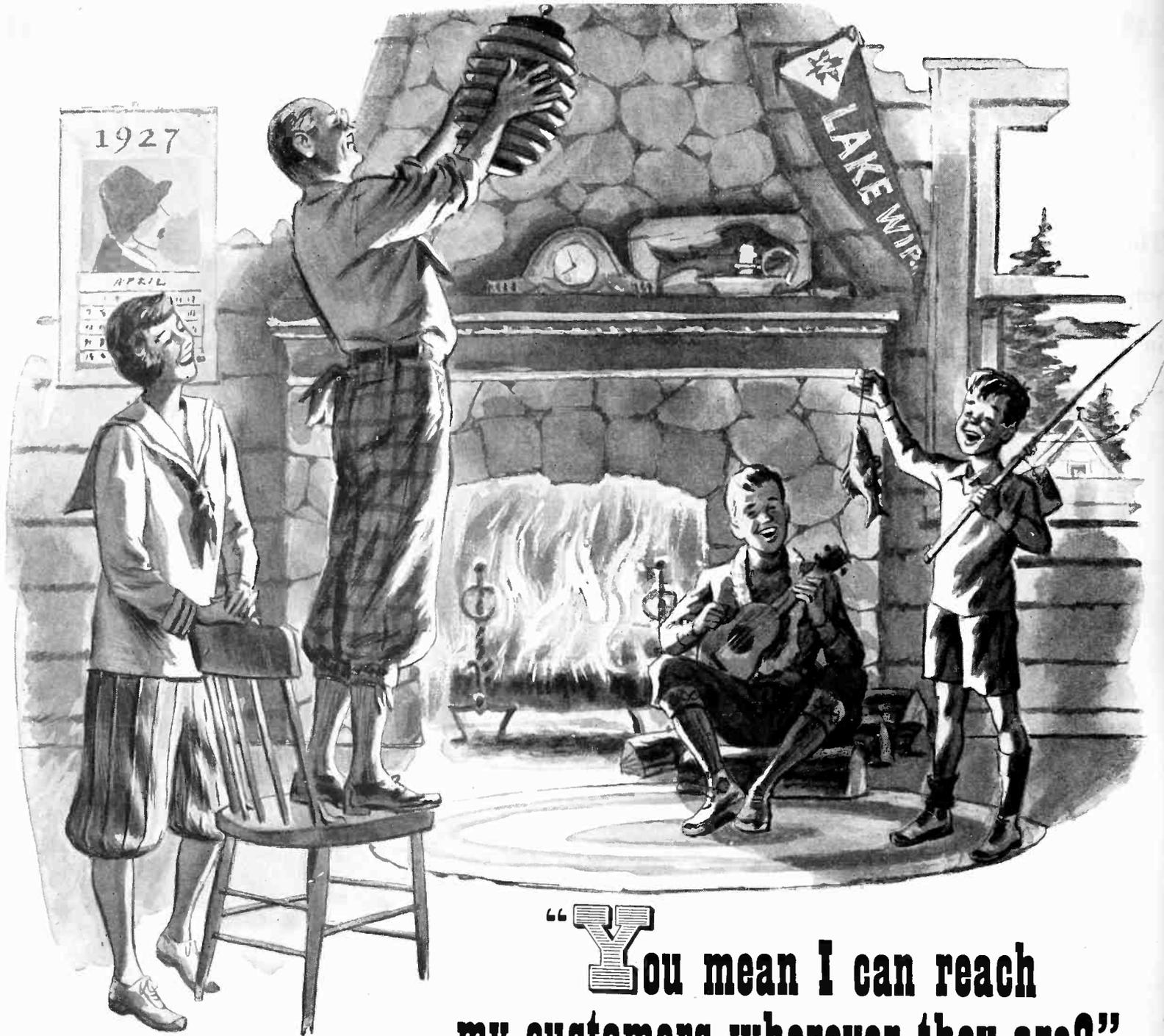
"Orchids to Steinberg's"

for their expression of confidence in CFCF and in RADIO as an advertising medium

Listener's First! Canada's First!



CHECK WITH OUR REPS.: ALL-CANADA IN CANADA, WEED & CO. IN U.S.A.



“You mean I can reach my customers wherever they are?”

As ever
your No. 1 station
in Canada's No. 1 market

CFRB

50,000 Watts 1010 K.C.

REPRESENTATIVES

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

EVEN the most discerning business men, 25 years ago, failed to comprehend the enormous sales that would result from radio advertising.

Today, radio's energetic, forceful salesmanship is acknowledged by everyone. Radio is the salesman that invades hundreds of thousands of homes all over the land. Radio is the salesman that never takes a holiday. Radio provides vivid, on-the-spot inducement that results in more sales, faster turnover and greater profits.

Take as an illustration, a favourite daily serial program* on CFRB. This particular show has a total potential audience of 618,000 radio homes. Twenty-five years ago, who could have imagined a potential like that!

CFRB was the first to foresee the tremendous sales power of radio. Now with over 25 years of experience to build on, CFRB has the background *and* the foresight to help today's shrewdest advertisers sell.

What's your problem? Want to move more jams, prams, togs for teens, window screens? Then call in a CFRB representative and let him show you how radio can be your best salesman.

*** AUNT LUCY OF COURSE!**
(daytime B.B.M.)

Your prospects are 'at home' to radio . . . to CFRB. Your radio selling messages reach, remind, result in sales of your product.

