York Knit Again Gives Awards

Toronto—For the first time in five years on the air York Knitting Mills' music scholarships were awarded to young men as well as young women, when $2,000 were presented to winners on the final performance of this season's airing of the 1944 Beaver-winning program, Singing Stars of Tomorrow, at Massey Hall here April 18.

Winners, who came from as far east as Bridgewater, N.S., and as far west as Vancouver, B.C., were selected by the judges as follows. The Grand Award, a $500.00 scholarship for the highest overall mark in both classes went to Gilles Lamontagne, who also won the first men's award of $500.00. In the girls' class was the 22-year-old soprano, Elizabeth Benson Guy, of Bridgewater, N.S., who also became the richer by $250.00. The second girls' award $250.00 went to Yolande LaGrenade, 24-year-old Montreal soprano, whose appearance on the final program was prevented by sickness. Placing second in the men's class, and carrying off another $250.00 cheque, was baritone Ernest Adams, from Vancouver, who got into the program despite his 27 years, the limit being 26, because special consideration was given to men with war service.

Selected Coast to Coast

As in past years, candidates were selected by two audition teams which travelled from coast to coast, searching for promising Canadian talent, and assessing their abilities for possible inclusion in the group of forty-four candidates who were chosen to appear in professional fees with expenses paid, on the Trans-Canada network program, and to vie with one another for the scholarships. Auditions continue throughout the series. This year over five hundred tried out, twenty-five men and nineteen girls actually appearing on the programs. Direction for York Knitting Mills was again in the hands of Cockfield Brown & Co. Ltd., production was by John Adaskin, with musical direction by Rex Battle. Raymond Summers announced the programs. There were over 7,000 requests this year for the 2,700 seats available in Massey Hall for the final broadcast and presentation. Receiving honorable mentions and cheques for $100 each were Louise Roy, St. Boniface, Man., who placed second last year; Marie-Germaine LeBlanc, Montreal, N.B.; Simone Rainville, Quebec City; Glen Gardiner, Merlin, Ontario; and Morely Margolis, Winnipeg, Man.

Board of Adjudicators

Members of the Board of Adjudicators, who listen to each program at their own radios, and marked each singer individually without consulting one another, were Jean Dufresne, music critic of La Presse, Montreal; Dr. Healey Willan, musician and composer, Toronto; A. A. Allard, music critic, Winnipeg Free Press; Rhymd Jamieson, music critic, Vancouver Daily Province. Rex Battle, who conducted the programs, also acted as an adjudicator.

Information about the Liberals, whose destinies are in the hands of R. C. Smith & Son Ltd., is somewhat spare. At press time we were unable to gain any information from the agency, but we can say that enquiries have gone out for 26 spots and a like number of 5 minute programs. Our "usually reliable source" indicates that that amount is only the beginning.

No agency has been appointed to succeed William Orr & Co., who, it would appear, are no longer handling the CCF account. A CCF official told us, however, that radio, beyond CBC free time, would be bought locally by each candidate.

Labor Progressive plans are cloaked in complete mystery.

Adjudicators, who listen to each program at their own radios, and marked each singer individually without consulting one another, were Jean Dufresne, music critic of La Presse, Montreal; Dr. Healey Willan, musician and composer, Toronto; A. A. Allard, music critic, Winnipeg Free Press; Rhymd Jamieson, music critic, Vancouver Daily Province. Rex Battle, who conducted the programs, also acted as an adjudicator.

Presentations were made on the program by Hugh Lawson, vice-president of York Knitting Mills Ltd., who announced that a similar opportunity will be given young Canadian men and women to sing on the network and compete for the scholarships next year.
We invite you to the

CANADIAN INTERNATIONAL TRADE FAIR

MAY 31 TO JUNE 12, 1948 - TORONTO, ONTARIO

... and we think you'll profit by coming

This will be the first International Trade Fair ever to be held in North America. It is sponsored by the Government of Canada.

It will be devoted entirely to business. The general public will not be admitted except on Saturdays. Every exhibit has been accepted on the condition that the goods displayed are for sale and can be delivered within a reasonable time. Transactions can be completed on the spot.

The products of more than 25 countries will be on display, and buyers will come from every quarter of the globe. For the period of this fair Toronto will be a world market-place—the sample room of the world on your doorstep—within a convenient day's journey from any city in Canada.

Canada will be the host—but the Fair will belong to the traders and businessmen of all the nations. There will be interpreters—special cable and communications services—private restaurants and meeting rooms—all the facilities you need to do business with all the world, comfortably and conveniently.

Official invitations, which are required for admission, may be obtained on application to the Canadian International Trade Fair, Canadian National Exhibition Grounds, Toronto, Canada.
LETTERS

JUDGMENT APPEALED

The People

to

the Radio Committee, Crippled Children's Campaign

Dear Dick,

I, one of the defendants, be one of the first to congratulate our mutually interested Ralph Snelgrove on the fine script writing for the Prosecution in your issue April 17. May I credit the "Judge" on the program with which he rendered justice "Guilty as Charged." Probably what Ralph referred to his mention in "this age of decisions"—the age when it is possible for the verdict to be reached at a time, is also, the evidence though, Dick, the Radio Committee did deliberately toss some bones out to radio people—particularly radio stations—for the real cooperation they extended, but we thought that we were committing a particularly heinous crime. Actually, Ralph's "Mr. Average Listener" went unjustly, it makes one wonder if Ralph himself liked these particular pieces so much that he passed them over and over on his radio.

In Canada, I owned the next way of bringing up the fact that CFOS $4,000 was raised for Red Cross, in the same letter in the paper he was giving publicity to our efforts, and Radio stations helped to give to Canadian Red Cross.

Len Headley,
Radio Committee Chairman,

don't you mean "The Crown?"

ed of "The People?"

THANKS RADIO

Society For Crippled Children

incorporated

112 College St., Toronto 2

I would like to convey to the feeding industry through the columns of your paper the thanks of the Ontario Society for Crippled Children. We originally asked one or two of our radio friends if they felt that radio would be willing to extend a helping hand to the crippled children of Ontario. Out of this suggestion there developed spontaneous enthusiasm at a meeting of radio people called for that purpose.

A volunteer committee was formed and from this point the principle of the idea continued to mushroom and the radio activity which followed spread into all corners of Canada. It is heartening to know that 33 independent radio stations and one CBC station carried the broadcast.

All all-star one hour program was broadcast on Sunday afternoon, March 21, and I understand that 33 independent radio stations and one CBC station carried the broadcast.

These radio stations did not receive any payment either directly or indirectly for these great services. This to us was a magnificent gesture. The reason we understand there was the army of writers, actors, announcers, singers, musicians, executives and other helpers whose names for the great part we shall not unfortunately know but all of whom worked without charge of any kind.

Moreover, we are given to understand that the Radio Committee committed themselves from the start to a policy of no publicity either for individuals or companies represented and this policy was followed throughout. It seems to us that all of these things set this project in a class by itself. We know the individuals and companies did not desire any publicity and we agree that the principle of altruism might be spoiled if any were given.

We do feel, however, that radio as a medium should publicize its own effective work.

We believe that basically the feeling among all the aforementioned writers, actors, executives, etc. was that the money saved by the paid advertising could be more effectively used by the Society for the direct aid to the crippled children themselves.

R. W. Hopper
Executive Director

SCRIPTS WANTED

Sir: In Oshawa, under the leadership of the "Canadian Recreational Association" we have formed a radio drama group.

Station CKDO, Oshawa, has given us a half-hour a week to broadcast some plays. We will have no sponsorship so there will be no sponsorship in connection with our programs.

Our difficulty is, however, to secure suitable scripts without having to pay royalties. Can you tell me where I can possibly procure them?

(Miss) Madeline Taylor
R.R. 3, Bowmanville, Ont.

CHAT

How Come?

On Tuesday, April 13th, CHAT commenced carrying "THE BURNS CHUCKWAGON", presented by Burns and Co. There's a good reason for it. . . .

(Fade to Page 13)

SMALLER MARKETS

Dear Dick: The question of the establishment of a small market committee of the CAB (which is not to be called a small markets committee of the CAB) is far more important than the name it goes under. It is a move which should be of tremendous importance to radio, especially to the smaller stations in the smaller markets.

Market information is our life blood in the agencies, and more and more we are directing our clients' business to those stations which tell us what we want to know. But this information is not the same for Toronto and Montreal as it is for, let us say, Yorkton and Owen Sound. In the same way our space buyers require an entirely different set of data for the newspapers.

It doesn't matter very much to me what the new group is called. The main thing to me is that it get going. I think the importance of it to the smaller stations, or whatever you want to call them, is this. There is a temptation to simplify time buying by picking the big stations in each area and saying: "that's that." Actually we know that the personalized service of the smaller station (and the smaller it becomes is) is of inestimable value to advertisers. But if the detailed information we need is not forthcoming, there isn't much we can do about it. If this new group could be set up as an information bureau, for one, can say that the benefits reaped by its members will be considerable.

Maurice Rosenfield,
Director of Radio Programs,
MacLaren Advertising Co. Ltd.

FOR THESE ARTISTS

- Bechmer, Lloyd
- Bend, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Gerow, Russ
- Grove, Vic
- Hamilton, Lee
- Locke, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mena
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Willis, Austin
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange

940 CJGX-TRA DOMINION NETWORK

Retail Sales Up 114%

In the Yorkton Market

December, 1947, figures exceeded those of December, 1946, by more than one-eighth. More money is earned in the Yorkton area than in any other district in Western Canada—and, these retail figures show that more money is spent there, too.

Use the facilities of CJGX to reach this market of fast and profitable sales.

CJGX YORkTON WESTERN CANADA'S FARM STATION

Representatives:

HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG JR. INC., U.S.A.
Am today mightily pleased with a quip overheard at the Admiralty (Island Ferries) of the U.S. Immigration Official who did bark at a Canadian and his wife when crossing the border "Where're you from?", and on receiving the reply "Moose Jaw, Saskatchewan" did enquire, puzzled. "Don't either of you talk English?" • • • Do learn that snow on April 24th did block the road to the transmitter at CHAB Moose Jaw—but that it taketh more than a snowfall to interfere with CHAB's broadcasting service to its wide audience. Moreover that there are pleasant smiles to be seen in the prospect of ample moisture to start off another successful crop year, for it is an old saying that "What is one man's wheat is another man's moisture" • • • For two years, since its increase in power, CJBR Rimouski hath extended its old rate to advertisers. A small rate increase is now announced for July 1st, and Manager Guy Caron hath addressed a letter to advertisers and agencies setting out the additional values CJBR hath built in this interval • • • Gordon Archibald of CHOV Pembroke now much occupied with plans for a gala inauguration of his station on higher power, since CHOV's new one kilowatt transmitter will officially take the air on Saturday May 1st. No rate increase until the new market proved • • • Do whimsically suggest that some alert radio station might indulge in special anti-spring-fever promotion by sending gift packages to advertisers and their agencies of the old and desirable remedy, treacle and brimstone—doubtless in the proportion of 15 and 2 • • • George Chandler, CJOR Vancouver, carries a pleasant look as he reviews B.C. statistics for the benefit of advertisers, for that Production Value has increased 99% in the four main industries of Forestry, Agriculture, Mining and Fishing—from 254 million in 1939 to 506 million in 1947. Moreover, Retail Sales have in the same period risen 147% and Wholesale Sales 215% and the population hath increased 244 thousand in those eight years. Which is a mightily good record with which to close • • • And so to bed.

Commencement Exercises
Toronto, Ont.—Presentations of Diplomas to graduates of the Academy of Radio Arts were made by Lorne Green, Director of the Academy, at the Third Commencement Exercises held at CKEY's Radio Theatre, April 15. Guest speakers of the evening were Michael Barkway, CBC Canadian representative, Joseph Sedgwick, K.C., representing the CAB, and Ernst Bushnell, CBC Director General of Programs.

Awarding scholarships for acting, announcing, radio production and sound technique, Green stated that two new $500 scholarships sponsored by Jack Cooke, President of CKEY, and Bernard Braden, freelance writer-actor-producer, would be granted yearly to two young Canadians who showed promise in the radio medium, but who were unable to finance a course at the Academy.

The presentations and speeches were followed by a show given by the students. The meeting adjourned to the Academy where a reception was given in honor of the students.

CJOB SEeks FM first
Winnipeg.—By May 1st, CJOB hopes to be the first station between Toronto and Vancouver to broadcast frequency modulation programs. The FM transmitter, 110 feet high, has been installed atop of the Lord's Building in which CJOB is located and station engineers are clearing the last few bugs preparatory to taking the air. The transmitter will have a radius of 32 miles. It will operate on a wave length of 1631 megacycles.

U.S. Pick-up
Vancouver.—When Meeting in Canada, a weekly feature on CJOR Vancouver, moderated by Arthur R. Helps, went on a U.S. station for the first time when KIR Seattle re-broadcast the discussion on "Should there be customs union between Canada and the U.S."

Another exclusive for CKMO
VANCOUVER...

Canada's fastest growing station has been engaged by MacLaren Advertising Company to broadcast the baseball games this summer.

There's good reason for the choice of CKMO: its one kilowatt clear channel signal can be heard by 80 percent of the population of B.C.

CKMO covers the area at less cost per listener. CKMO is used daily by leading local advertisers, including the HUDSON'S BAY COMPANY, STANDARD OIL COMPANY, ARMY AND NAVY STORES.
**BUSINESS**

**Commies, ERP and Labor**

A number of events have taken place in various countries of the world which will have an effect on the volume and value of trade. The Communist defeat in Italy has brought forty-five million people into the camp of the Western Democracies and made Italy eligible, not only for a share of ERP benefits but a partnership in that group of Western nations under the leadership of Britain, France and the Benelux countries. Countries which have banded together for mutual trade and economic rehabilitation. Recently, Western Germany has been added to the partnership. Thus, the value of ERP as an agency for the restoration of Western Europe on a self-sustained economic footing is far better assured. The goods and services obtained from this hemisphere with ERP funds will thus be sited about amongst the various countries participating, until they find the channel of greatest economic advantage.

Canada's participation in the ERP program is still far from clear, either as to nature or extent. However, preliminary arrangements have been made between Mr. J. H. Hoffman, Chief of the ERP, and Mr. Howe, the Canadian Minister of Reconstruction. Apparently, the part to be played by the Dominion is an important one and Mr. Hoffman is postponing the meeting until he feels able to give Mr. Howe a good deal of his time. From the point of view of our success in the cold war, it is essential that the benefits of ERP be made available as rapidly as possible and to this end, it is important to see that large scale industrial disturbances be held to the irreducible minimum.

The action of the United States Government in bringing John L. Lewis to trial for contempt of court and imposing heavy fines upon him resulted from the refusal of the mine leader to obey court injunctions issued under provisions of the Taft-Hartley Act. This Act is designed to protect the public interest from damage by long protracted work stoppages in certain industries. The function of the Trades Union is to secure the best possible wages and working conditions for the employees from management by collective bargaining. But, the demands must be economically feasible or profitable employment disappears. There is a tendency for unions to usurp the function of management and government by deciding on their own account questions of social service and the direction of economic progress.

By banding together in federations which in the case of corporations, are called cartels, they have succeeded in being able to hold, not only the directors of industry, but the rulers of the state, to ransom by the threat of causing national calamities. Obviously, steps have to be taken to see that no part of the nation can be allowed to dominate the whole. The Sherman Anti-Trust Act is passed to prevent conspiracies of capital in restraint of trade and to break up amalgamations and cartels which threaten orderly trade processes. It is only fair, then, that the same principle should apply to the other partner in industry.

The tendency of Labor Leaders has been to wander from the path of collective bargaining with employers and engage in tests of strength with the state, which is really an irreparable factor in the dealings between capital and labor. Unfortunately, for its own preservation, the state is apt to say: "A plague on both your houses", and use its legislative powers to confine the activities of both parties in dispute. Especially is this true now that the United States Government must assume the burden of internation supply for the war-ravished western world and thus has a chance to prove its worth to democracy.

—John Callington Read

---

**What'll We Do If We Win?**

May 3-5, the CAB Board will be holding its first meeting since it was elected last March in Quebec City.

Besides the large number of measures which were referred to the Board at the Convention, there will no doubt be considerable discussion concerning the 1948 campaign towards the establishment of an independent regulatory commission to interpret the regulations, both for the CAB stations and the CBC.

If Parliament is to prorogue in June, it seems unlikely, unless the House Committee has been appointed by the time this paper reaches its readers, that it will sit this year. But whether it sits or not, the CAB membership has given its directors a mandate to pursue its goal by all legitimate means.

Last year, a series of large-space advertisements in the daily papers forth the grievances of the private stations. Whether, as some believe, the impact of these ads had a boomeranging effect, the fact remains that they did not work—at least last year. Would it not be in the Board's interest to try and determine whether these outspoken attacks on the CBC may have missed fire, because they gave no evidence that the act of stripping the CBC of some of its authoritarian powers would result in the private stations giving Canada a better service? Insuring this is at least the nominal reason for the broadcasting Act, and are those who see in the attempt to abolish the Commission a further step towards the desirable goal of national network, and ask themselves: "What will the private stations do if they win?"

Is it not time that the CAB Board come up with a constructive plan showing, first, that its member stations are able to do real work for the good of their listeners, and secondly that here is a specific modus operandi which the stations would propose to adopt were the restricting and constraining thongs of government control relaxed. They claim, with very good reason, that it is possible to take a long view on their broadcasting operations when the CBC is empowered to strip them of their licenses and their wavelengths, when it suits its convenience. They ask that some of these restrictions be removed, in order that planning may be made feasible by them to say precisely what will be done when and if their interests are granted.

Definitely there are those sitting high up in CBC management who would go to great lengths rather than lose the sway they now exercise over the national broadcasting machine. They enjoy the confidence of the cabinet, and this confidence will have to be shaken before a change can be brought about. But this cannot be accomplished by the simple process of casting cautionary at the present administration of CBC, unless there is a clear evidence, factually presented, that the last state will not be worse than the first. It is true that a remarkable public service report was given to the Committee in 1946, but it was regarded by the government as simply a report of the "good actions".

The CBC is ready to retort that it is worried about the encouragement of Canadian talent; it can express fear over the possibility of American programs outgrowing Canadian ones on a private network; it can tremble a little over the quantity and quality of advertising content of programs.

But try as they may, the CBC bigs would find it mighty difficult to put up a case for continuation of the system in its present form if their alleged fears could be allayed before they were expressed in words. So far though we are unable to see where adequate steps have been taken by the CAB in this direction.
STATIONS

St. Thomas Is Set For CHLO Opening

Radio will spark a community drive for $250,000 to build a Memorial Arena in St. Thomas, Ont., with the inauguration of station CHLO May 14.

A civic holiday has been declared and schools have been granted a half-holiday for the opening ceremonies, which are underwritten by the mayor, City Council, Chamber of Commerce, service clubs and every other organized body in the city.

Four major programs are scheduled for the opening day, beginning with an afternoon talent show featuring school choral groups and local individual talent. In the evening, the Chamber of Commerce will welcome CHLO to the air with a civic dinner which will be attended by industrial leaders from all over Canada and the U.S.

The City has taken over St. Thomas’ largest theatre for an evening concert to be attended by outstanding radio personalities, and ceremonies will close with a dance in Port Stanley Ballroom, said to be Canada’s largest, featuring Art Hallman and his Orchestra. The dance is sponsored by every organized group in the City. Each of the four phases of the entertainment will ask paid admission with all proceeds going to the erection of the Arena, honoring the dead of World War II.

CHLO is owned and will be operated by Major John Frederick Peterson, D.S.O., who has spent two years getting the station built and authorized. Prior to the war he was on the staff of the Peterborough Examiner. General Manager will be Tom Warner, former commercial manager of CJKL, Kirkland Lake.

The station, on the dial at 680 kc., will occupy a new building in the centre of St. Thomas. All studios floor on cork and are entirely divorced from surrounding walls. Glass paneling permits every operation from the control room and announcers’ booths to the studios themselves to be viewed from the streets.

CHLO will be second in Canada to go on the air with four towers. Each is 124 feet high and spaced nearly 1,300 feet apart, spreading the station’s ground coverage 44 miles of copper wire. Conduit runs and co-axial cable are said to be most extensive in North America. Preliminary proof of pattern and proof of performance are now in their final stages under supervision of Col. R. Bayly.

Seek New Names For National and Local

Toronto—Replacement of the current use of the words “national” and “local” rates with the more correct terms “general” and “retail” rates, was unanimously approved at the April meeting of the Radio Executives Club of Toronto in the King Edward Hotel, April 14. Spencer Caldwell presided.

Maurice Rosenfeld, radio director of MacLaren Advertising Company Limited, moved the resolution to more properly label the two classes of rates, following a lively discussion on “The Problem of Local and National Rates”. Introduced by Ralph McKee, Radio Director of the A. J. Den Agency. How to establish a basis of what should be considered national and what local was important, McKee pointed out, especially when a recent study had shown that out of 9 independent stations in Canada, checked, 72 offered local rates that were from 12½ to 50 per cent above the classes of business, he said, with 65 per cent below the rates charged national advertisers.

Several speakers emphasized that the natural thing, for many large advertisers to try and place the business through local firms as outlets in order to accomplish savings on rates. It was up to the radio stations to clean their own house, it was suggested.

Agencies Act For Clients

“As a radio time buyer, I am obliged to make the best possible deal for my client, the advertiser declared Rosenfeld. “It’s up to the reps and the stations to set the rates properly, and control the spread, not up to us in the agencies”.

R. E. Day, president of Brian Watch Company, speaking as an advertiser, demanded to know why the national advertiser should be penalized with a higher rate than the local advertiser. He felt that by his advertising, the national advertiser built up a name which the local retailer was on...
proud to be associated with, it is believed that national "h e local advertising, stations tempted to obtain a higher rate. Waldo Holden, sales manager CFBR, pointed out that the major Winnipeg newspapers actually charge local merchants a higher rate than they do national advertisers, contending it sets them in much more to handle the make-up and preparation of advertising.

After further discussion, it was to the executive to appoint a committee to bring in a resolution regarding the rate question, which could be discussed at a future meeting.

Look-See To Cost $30,000.00 Gordon Keeble, radio director the F. H. Hayhurst Company, chairman of the committee now engaged in preparing a nationwide survey intended to promote increased use of the radio medium, and two sub-committee chairmen, Waldo Holden of CFBR and Red McDermott of H. N. Stovin Company, reported progress. Golden announced the estimated cost would be $30,000 to be raised primarily from radio stations.

CXX Revamped

Brandon, Man. - Ownership and management of station CXX, Brandon, Man. has been taken over by Western Manitoba broadcasters, who purchased the business from the Manitoba Telephone System and have been preparing it since April 1st.

John B. Craig, the managing director, is now in charge of the five office in the CXX studios, and he is managing the station, with Ernest J. Holland occupying the position of commercial manager.

The station is represented across Canada by Radio Representatives Ltd. except in Winnipeg where it is in the hands of A. J. Messner. U.S. reps are Donald Cooke Inc.

The station has Press News service and Thesaurus and World Libraries. At night time it will continue to be a basic outlet for the Dominion Network. Daytime programming has been revamped.

BARREL DELAYED

Winnipeg - Old man winter has put a crimp into the well-laid plans of the service organization sponsoring the Red River Barrel Derby. The barrel was supposed to be planted into the Red at Emerson, but lo and behold when April 17, the starting date rolled around, ice still had a firm hold on the river. So the starting date has been moved back to May 1. CKRC microphones will be on hand to do the honors in connection with the event.

But if the present flooding conditions hold in the area between Winnipeg and Emerson, officials in charge don't necessarily have to worry about the river - they'll be able to float the barrel right down the highway.

RAISE HOSPITAL FUNDS

Truro, NS. - In an effort to raise hospital funds, Station CKCL aired a round-table discussion on the subject of whether it should be a new hospital or an extension to the old one. Interviewing the hospital matron who was backed up by an eminent local medical man, the program drove home to its listeners the need for their co-operation in furnishing half of the $300,000 required for the big job.

Results of the program were apparent at the next meeting of the local ratepayers, when they voted 10 to 1 in favor of the hospital.

CALLING NORTHERN MONTANA

The short-wave station CHBE, operated in the northern part of the province by the Manitoba Government air service, is rapidly becoming a symbol of security and reassurance for those who need help or rescue.

Ray Mackey, operator of the station which is located at Grace Lake 100 miles from The Pas, makes like a doctor daily, prescribing for various ills in the north.

Whenever illness strikes, CHBE gets a call giving a rough diagnosis. In case of Operator Mackey telephones the doctor concerned. The doctor then compiles a prescription and treatment which is relayed through the operator back to the settlement where the patient is located.
AGENCIES

HONOR AGENCY MAN

Winnipeg — McKim Advertising Ltd. took time out April 9 to pay tribute to its Winnipeg manager, Andy Brown, who has been with the company 25 years. The firm took out a double column and in the Winnipeg dailies congratulating Mr. Brown.

In 1923, Mr. Brown began as an office boy in the Winnipeg branch and since has risen to the position of manager of the office.

Born in Perth, Scotland, he came to Winnipeg in 1912. He has worked in no other business since that time.

Mr. Brown is married and has two daughters.

ALBERT JARVIS LTD.

Toronto—J. Lyons & Co. Canada Ltd. (Tea) is starting the transcribed 5 minute 3 a week The Doctor Speaks over CFRB, Toronto and CJAD, Montreal beginning May 3. An extension is planned in October to go to 5 a week over 10 Ontario and Quebec stations. John Adaskin handles the production with Bunny Cowan doing the commercials. A Blue Cross (Hospitalization Plan) membership for one year will be given away on each broadcast to a lucky listener.

SPLITZER & MILLS LTD.

Toronto—Tom Home Permanent plan piping in the 15 minutes 5 a week Nora Drake from CBS to CFRB, Toronto beginning May 10. The new day-timer adds another program to Tom's Canadian radio set-up which include Sing Along (T-Can) Distir-Max (CKAC) and CHRC, and daily participating Club shows on CJAD, Montreal, CKFY, Toronto and CJOB, Winnipeg.

Colgan Palmolive-Peet is delaying its T-Can feature Share the Health and re-broadcasting it for an 8 week test on CFRB, Toronto where it will be heard Sundays at 9 p.m. beginning May 2 phasing Haloo Shampoo and Palmolive Shave Cream. This is in addition to the regular Saturday night network airing.

TANDY ADVERTISING AGENCY LTD.

Toronto—The Midland Chamber of Commerce has started a 6 week series of the half-hour transcribed Midland Meetings featuring the Cote Glee Club over CFRB, Toronto. The program is heard Tuesdays at 9 p.m. with Art Boulton handling the commercials which are directed at the tourist trade.

TALKS TO MORE PEOPLE IN ALBERTA EVERY DAY THAN ANY OTHER STATION

Ask RADIO REPRESENTATIVES LTD.

TORONTO MONTREAL

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

QUEBEC MARKET NO. 2

“Good morning — here is your friend Jos. Hardy again, talking to you from the Saguenay. You think of it as a vacation district, and it is, but it is a business area and a market, too. Arvida—pronounced Ar-Vee-Da, not Ar-Vee-Da—is the "Aluminum City", with the world's greatest aluminum plant and the greatest concentration of electric power in the world. A few miles further along is the Shipshaw Power Development, whose turbines can produce 1½ million H.P. At Renogami is a 750-ton paper mill—one of the largest in Canada, and in Jonquière are the big railway shops of the C.N.R. All this industry means people—families with good money to spend. Reach them through CKNR.”

For any information on Quebec Market No. 2 telephone, wire or write to JOS. A. HARDY & CO. LTD.

MONTREAL QUEBEC TORONTO

CHRC REPRESENTING $000 QUEBEC WATTS

CHNC 1000 WATTS

CHLN NEW CARLISLE WATTS 1000

CHIT TROIS RIVIERES WATTS 250

CKRS SHERBROOKE WATTS 250

CWFK JONQUIER WATTS

LATEST COUNT

In 18 months more than 25,000 new residents in the Fraser Valley.

"Voice of the Fraser Valley"
NEW YORK'S
RADIO ROW
by Richard Young

New York, N.Y.—Radio sponsors are getting valuable sales assistance and eased listenership in tailing to back the broadcast advertising with spot and extensive merchandising of the programs. At least, that's what a few of the industry's leading advertising and promotion executives confided to your reporter last week.

According to the executives, too many advertisers feel that after they plunk down $14,000 a week for a radio show they have to sit back and let the sales of local promotions climb up on them.

They just can't see any wisdom in piling up their radio campaigns with person tours, dealer tie-ins, and the like as forms of local promotion. However, the official does not put all the blame on the advertiser.

He pointed out that the many headaches involved in external merchandising—the setting of road tours, handling of advances, etc.—do not make the agencies anxious to recommend such activities to their clients. Despite the fact that, it has been proven many times that such merchandising as coast-to-coast tours of radio shows has increased sales of a sponsor's product as well as causing substantial increases in the program's listenerhip, the executive added. Although not many advertisers do set up additional funds for such promotion, there are a few who feel that this is the only way to get the most out of their program in terms of sales. These advertisers are worried about the possibility of filling the talent availability schedule with co-op programs. This idea seems to have gone with the wind and certainly the major weas are in the process of setting up their vacation slots with the usual summer replacements. Already confirmed are: Jim Falkenberg and Tom Terry to sub for Duffy's Tavern; Harold Lucas to sub for Al (be heavier this summer) for his slot; the Robert Swadra quartet to replace Edgar and Charlie McCarthy to YWCA's program, and we hear that Benny will slot one of his own groups in his Sunday evening spot at the Troubadour. Also, we've learned that NCB has been talking—only thing at the moment—of spotting a new hour of dance music on Saturday nights. Not exactly a new local station but quite an innovation for a major network.

We're not sure just how significant this item is so we'll let you draw your own conclusions (there's nothing like inviting audience participation in a no-column—maybe we've got a secret here!). Anyway, some tradeins are already doubtful of much meaning to the fact that at the recent National Advertisers Assn. meeting at Virginia Beach, television was one of the most important topics of discussion, while at the Assn. of National Advertisers confab in Chicago—video was shifted by a car lobby—mention! (Of course, that doesn't include the smoke-filled room, closed door sessions.)

In a recent column we reported that several newspapers in various sections of the country have revised their policy and are now charging radio stations for program listings. We said at the time that we were not sure whether the switchover could be classified as a trend. Today we are almost positive that it is. As this is being written we've just returned from covering the opening sessions of the 46th annual convention of the American Newspaper Publishers Assn. at the Waelder-Astoria Hotel. During the opening session, the policy of running radio listings free of charge as a public service was one of the first topics up for discussion. According to the publishers, their concern has been primarily with the increasing number of AM, FM, and video stations during the past year. "With the addition of these stations our listings of course grow larger, eating up extra space at a time when there is no extra paper available," one publisher commented.

On the cuff notes . . . Membership of the National Assn. of Broadcasters will shortly receive a booklet outlining the industry-wide film promotion presentation currently in the creative stage. The film, scheduled to present a few different examples of good external merchandising on the air today. One of the NBC network's Horace Heidt to and the ABC network's Protestant program. Both shows make personal appearances in local theaters throughout the country—where they'll hand out cards and product always in view of all audiences.

A summer replacement time along the Row and as usual, it's a dull show for news. If you'll recall, trail column back we reported that network executives were discussing the possibility of filling the talent position with a few names. Some of these names include: Al (be heavier this summer) for his slot; the Robert Swadra quartet to replace Edgar and Charlie McCarthy to YWCA's program, and we hear that Benny will slot one of his own groups in his Sunday evening spot at the Troubadour. Also, we've learned that NCB has been talking—only thing at the moment—of spotting a new hour of dance music on Saturday nights. Not exactly a new local station but quite an innovation for a major network.

تمكنت من قراءة النص الطبيعي من الصورة المعطاة.
Officer Lionel Cops The Listener...

Lionel's dispensing traffic safety hints these days, in an effort to minimize traffic snarls, motorists traffic and street accidents—thereby saving citizens the headaches of folded fenders, buckled bumpers and crushed chassis.

Co-operating with the chief and members of the Moncton Police Force in this campaign is but another phase of CKCW's community service work. Community service has earned CKCW a vast listening audience...a ready-made audience for your sales presentation. You can reach this enthusiastic consumer market by having your advertising "Lionelized"—CKCW's formula that guarantees upward trends on sales charts.

TELEVISION

TV Progresses In U.K.

London, England. — Although its current editorial suggests that the BBC Board of Governors is letting radio overshadow Britain's TV, the British quarterly Tele-
vision gives some interesting facts on production and technical research developments of the new medium. Articles in the magazine deal with the BBC's Alexandra Palace, Britain's TV headquarters, which is telecasting four hours of programs daily.

The schedule of programming can be split into two main categories, (1) studio programs, (2) outside programs. The direct programs originate from the studios and cover classical and modern music, drama, educational and topical talks, and demonstrations such as cookery and household hints. Outside programs cover sports events such as football, cricket, tennis and athletic meetings. This section also covers special events, one of the most recent and memorable being the Royal Wedding. Another program section which cannot be classed as either studio or outside is the transmission of shows direct from theatre or concert hall.

Preparation and production of the programs calls for intensive research as to the suitability of the "live" performers who will go before the TV camera, for TV transmission has peculiarities of its own, which are uncommon to the movies or radio. This problem and many others are handled by the BBC's central television casting office in London, which has been quoted as being Britain's busiest casting bureau, as it is responsible for the engagement of all the people who appear on TV. Qualifications for the movies and radio are not necessarily qualifications for TV, as the confined space of a TV studio, lack of audience reaction, continuity and length of programs, and many other technical requirements are factors not always met in the experience of movie or radio actors and actresses. It is estimated by the bureau that they accept only 15 per cent of those auditioned.

Scenery plays an important part in the success of a production, and the BBC's TV Design department has a big responsibility in furnishing scenery and props for all productions, which are on duty every hour (6) month. The department create any new scenery that may be called for, and has on hand a selection of stock scenery including scenic flats, with interchangeable doors, arches, windows,  fireplaces. Thus by different arranging and repainting, scenery can be made to order. As color has a habit of playing tricks with the TV camera, the department has by trial and error, produced a color scheme which is acceptable to the camera; this scheme aims at a checkerboard effect which breaks the picture up into a series of blacks and whites when viewed on the screen. The department

A GROWING...

EDMONTON...

COVERING CANADA'S FASTEST GROWING MARKET
RINGSIDE TV

New York.—Paramount Pictures recently sprung a surprise on the audience of a New York movie house when it gave a live telecast on the theatre's screen. The telecast, which showed amateur boxing contests from a nearby area, was televised and retransmitted by coaxial cable to the theatre's projection booth. The images were then transposed (within 66 seconds) onto film for direct screening.

Mr. Advertiser

Is

THE SPOT

For YOUR Spots

In Nova Scotia

·

Our commercial department will be glad to suggest times suitable for your type of business.

CHNS

5000 WATTS

BROADCASTING HOUSE

HALIFAX - N.S.

CFCO - Chatham

now covers “Southwestern” Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

Now Members of

ELLIOTT-HAYNES

B.B.M.

Look for the facts about radio in Northwestern Quebec's GOLDEN market in forthcoming Elliott-Haynes and B.B.M. Reports.

GOLD in Northwestern Quebec means: phenomenal market growth exceptionally high purchasing power

An unusual mineral formation makes outside station reception almost impossible for many hours of the day—and radio is the only medium that gives thorough market coverage. Cash in on this GOLDEN market by using

CKRN

Coupeville

1400 KCS

100 WATTS

CKVD

Temプラ

1340 KCS

250 WATTS

CHAD

Amos

1230 KCS

COCK

Sold as a unit for complete penetration

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8885
MONTREAL: 106 Medical Arts Building - FL. 6388

TV IN UK

London, England.—Television is being extended in Britain with the BBC's acquisition of a site at Sutton Coldfield, near Birmingham. Plans include installation of a 35 kw vision and 12 kw sound transmitter, which will serve the industrial centres in the English Midlands. Range of the new station is expected to be fifty miles, serving a population of approximately six millions.

The station will transmit the same program as that radiated from London (about 130 miles distant). The program will be relayed to the new station by special cable or radio link.

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM THE WEST
WHO ALWAYS PURCHASED THE BEST
WANTING MAXIMUM COVERAGE
FOR HIS RADIO VERBAGE
CHOSE CKRC OVER THE REST — NATURALLY!
OVER THE DESK

We've had two letters. Both are anonymous. Each conflicts with the other. Says Fan No. 1, "... your column Over the Desk brings back some of that Lewis personality we've been missing from the CH for some time past. Leave it in". But Fan No. 2 differs, "Back on the Lewis c-p-h, huh? Cut it out! What's to do now—to The Desk".

This guy Irvin Teitel, who is currently being allowed to practice his writing in a price-inflated column called 'Two Cents Worth' for Radio Vision, has devoted half this week's strain to cracks about escaped convicts being found—'you know where... is beginning to chuck his two ounces around. Who does he think he is? Frank Chapman—I caref'y, I suppose, we'll smash your yd-yo. (Note to Jack Walker. If you're paying him a cent more than two cents for his "Two Cents Worth", you're being gypped, Jack.)"

Scribbled while listening to John Cullingwood Beadle's From The Papers, which he does from the GLOBE AND MAIL office over CFBF, is a note reminding ourselves that John has struck a new approach to this program. It always amuses us that newspapers find radio such an amazing hobby for their circulation depts. But John's show isn't quite that, or rather it goes a little further. There's a nice subtle bit of readership building on "what you will read in tomorrow morning's GLOBE AND MAIL which should delight G & M Advertisers' souls if they can distinguish it, and also if they have any. Somehow when we grab Toronto's only AM paper the morning after a broadcast, we remember some "side remark" of John's about what McAbee or Coleman was saying, or a dispatch from Ottawa which sheds a new light on Billy King. It transforms the rather aimless process of ambling through the paper until a "stopper" hits your eye, into the intriguing aspect of finding out "just what did he say". Reading, like listening, comes in various degrees of intensity. If publishers (and broadcasters) can intensify the quality of reading (or listening) they automatically intensify the quality of advertising. We have scribes...

People are still congratulating Vern Dallin of CPQC, Saskatoon on the recent arrival of twins (both boys), and A. A. Murphy is hosting in on his share of the chores. Murphy is the grandpa in the case. CJQV, Guelph is said to be processing with installations and such to the point where they may be going by June 15, although July 1 is a zero hour according to Wally Slatter.

John Fox, from Montreal, has arrived in Toronto, and will take care of the interests here of Omer Renauld & Co., the new Montreal rep office, which has expanded and is now representing a number of French-language stations. Renauld, who is no stranger, was once time commercial manager of the CBC French network. Fox, has been with Radio Rogers, Abitibi (CKKN, CKVD and CHAD) which recently reorganized as Northern Radio-Radio Nord Inc.

The Northern Staff sheet, "Stats", comes up with the gen that Harold Burke, manager of CFHB, Peterborough has left to become business manager of the SARNA OMAHA, Ross Bue 5 succeeds Burke as CFHL manager. He started in radio in Kinloch, ens, and has worked on CKGB Timmins, CJCL, Kirkland Lake and CFCH, North Bay. After 3 years service with the RCAP as a pilot, he returned to CKWS, Kingston as P.D., and 20 months ago was made commercial manager.

CJCV, Quebec, aired a recent program, Vite la Guerre directly from the Veterans' Hospital with such success that plans are on foot to continue. Also from CJCV, we learn that baritone Guy Legagne, who broke into radio via this Quebec City station just carried off second prize at the second finals of the Rotary Festival at the Palais Montcalm, and is favored for the grand prize enos finals.

CAB Member Stations have been mail-carried by the CAB first to get those desirers of doing so to line up with the small marketers, and second to try and arrive at an acceptable name for the group. Names suggested on the CAB circular are "Local Markets", "No Metropolitan", "Small Markets", "Community Markets" and "Second City".

And that cleans off the desk for now.

DID YOU KNOW?

That Truro is in the heart of a trading area with annual retail sales of $81,42 millions? Over 135 local advertisers use CKCL as the logical means of tapping this important market.

CKCL
TRURO BROADCASTING COMPANY
J. A MANNING
Manager
WILLIAM WRIGHT, Representative
Toronto and Montreal

Grains...vegetables...livestock...sugar beets...oil...distribution and transportation centre. Annual income in excess of $67,500,000. One station...CJOC...serves this market exclusively. See your local ALL-CANADA man about CJOC!
Saturday night is the loneliest night in the week, or is it? It can be the most cheerful, depending on your state of entertainment. While mists of romance tend to bring futility in most spots, I have tried staying at one and turning that dull.

In the past, along with many thousands of sport fans, I’ve listened intently to Bing Crosby’s Holiday in Canada. Many times I’ve shouted the lyrics of Foster Hewitt’s narration, if that still goes. Of late, he has called himself and certainly I’d say Hewitt has marked ability in his field.

With the Stanley Cup series safely away for another season, search for other programs. One that caught my ear was Mother Parr’s Musical Mysteries, a musical quiz set of CHML, Hamilton, also heard on CFRB, Toronto. This show is exciting, though loaded with commercials. I’d say pianist Roy Mluhe’s numbers all have a certain similarity. Maybe the idea is to make the selections sound like the beaten-track; if so, this half-hour is a wash-hang of a success.

There was a time when the shortwave thrill, broadcasts occupied a half-hour slot on CFRB Saturday nights, now the show is off the air. One of its features was the male quartet, the Toppers, who, I understand, are asking further laurels on the American stage. It will be ironical if the one fate befalls the talented trio that the Dream Girls. They comprise the vocal ensemble on that restless program Castle of Dreams.

If you’re keen on quiz, I’d suggest La Fleche, sponsored by Bryl-creen. In the thirty some weeks this has been aired, auctioneer Monty and announcer Bernard Covai have hit a high in entertainment. It is different from the usual run of the mill, with unusual commercials that do a touch. Some of the gags are so thoroughly enjoyed by the studio audi-ence that they roar with laughter, and unfortunately only looks funny without television, fails to listen at all. Nevertheless, I think producer George Halnan, together with Monty and Covai, have wrapped up a good show.

Gisele LaFleche vocalizes to her own piano accompaniment on her Trans-Canada show called Meet Gisele, and she’s good listening to me. I’ve heard and seen her play a violin with much feeling. Who would say that she isn’t gifted? Unfortunately, the continuity read by Brug Whiteketeis rather me now, but it may bring out Gisele’s unusual ability.

Twenty Questions is an American production but is piped into Canada via the Dominion net and can be heard locally on CJBC and CFRY, Saturdays at 8 p.m. It rates pretty high with most listeners. Personally I find it hard to believe that the experts can’t get the right answers to so many tough questions. Perhaps they are remarkably clever and cannot refrain from pointing out that very often a girl comes up with the correct answer ahead of the men. All in all, though, it is a bright, stimulating half-hour.

PROGRAMS

TRUTH IS STRANGER

Vancouver: Dorion Baird, who addresses Man in the House to listeners at 11 o’clock each morning, on CJOR, Vancouver, has discovered that the best way to get reaction is to borrow a script from the man nearest you rather than write your own.

With a staff meeting scheduled for 11 sat. Friday morning, Baird wandered about what to do about his program. “Record it”, somebody said.

Baird didn’t have a script written anyway, and turned to Dick Diespecker, who knocks off fiction in his spare time and inquired, “Got any of your broken down stories lying around?”

Diespecker loaned him a piece called “The Professor”, and Baird read the story onto a disc.

By the time the staff meeting ended the telephone operator was able to tell Baird his program had pulled greater listener reaction than ever before.

“I guess nobody thinks Diespecker can write fiction”, Baird remarked. “They must have thought it was true.”

PRIZES FOR DISC JOCKS

Vancouver—Final round of the disc jockey contest organized by CKWX, Vancouver are being run off at Youth Centre on the west coast, with winners to be announced May 13.

One thousand dollars worth of prizes, including records, piano lessons, record players, clothes and cash, will be divided between the three winners.

Disc jockey Frank Robbins in New York, assisted by Frank Sinatra and Claude Thornhill, will judge the final entries.

B.C. PRODUCTS FAIR

Eight special broadcasts by CJBC, Vancouver marked the week of the B.C. Products Fair, sponsored by the city’s Board of Trade. B.C. Products Bureau and staged at Woodward’s department store.

The program, handled each day by a different member of the station staff, consisted of interviews with visitors to the fair, plus questions about the event which led to cash prizes.

1000 WATTS SOON!

L’ECHO FRANÇAIS DE MONTRÉAL

BOBBY GIMBY

Happy Gang trumpetman and personality leader of dance-able group of adjustable size.

REPRESENTATIVES:

Canada: James L. Alexander
U.S.A.: Joseph Hershey McGillvra Inc.

THE OFFICE OF

MART KENNEY

125 DUPONT STREET
TORONTO, ONTARIO

CHRISTMAS POPULAR

Transformers throughout the Year!

TRANS-CANADA NETWORK

WINNIPEG 15,000 WATTS

Winnipeg

Excluseive Sales Representative:

HORACE N. STOVIN
TORONTO Winnipeg MONTREAL

"Silver Anniversary Year"
Back To The Corral
Toronto. — Back into the Toronto radio scene comes a radio pioneer whose program days date back to 1928, and the Toronto Daily Star's station CFCA of blessed memory, in the person of Arthur D. "Cowboy" Kean. "The Cowboy", who quit radio eight years ago to get into a war plant, is now back hanging the doors on Radio Row, discovering innovations which have cropped up in his absence like ACRA, Canadian Broadcaster and singing spots. Back in the dear dead days when Kean, an expert on natural history, used to do dramatized programs of outdoor adventure, he remembers doing his broadcasts squatting in front of the mike on the biffy in the men's washroom on the 21st floor of the Star Building.

Brown's Bread sponsored his Rainbow Ranch, CBC had his Sales and Saddles and Horse Heaven Days. Now he hopes to find a door which will open to enable him to bring back to the air his healthy dramas of Canada's out of doors.

GUEST BOOK
Nearing the end of his sojourn in the east is Bill Speers, manager of CKRM, Regina, and was a welcome visitor at the Canadian Broadcaster office last week.

CKRC PERSONNEL
Winnipeg.—Norman Harrod formerly of CJAT Trail and latterly manager of stations CJIB, Vancouver, has joined CKRC's sales staff. CKRC has also signed on Cliff Cox to take charge of the library. He replaced Mel Christie who has switched to the operating personnel.

COMING EAST
Vancouver — Jack Sayers, sales manager of CKWX Vancouver, will visit agencies in eastern Canada and Chicago and New York in May.

JOINS CFAR
Doug McBride joins the staff of CFAR, Pim, Pim, Man, as Program Director and Sales Co-Ordinator. He was formerly with CJGN, Yorkton, Sask., and Ckov, Kelowna, B.C.

THE WASHDAY BLUES
...incorrectly listed one of the compositions as 'Suff Overture'..."
—NBC Press Release

HELP WANTED
Station wants announcer. Appropriate hair-and-wardrobe essential. Ability to emote preferred.

PAN MAIL
Sir: We're growing a little tired of your scathing broadsides about what private enterprise has done for Canada. Didn't it ever occur to you how much Canada has done for private enterprise?
—Yours.

UNFINISHED SYMPHONY
And now the Right Honourable William Lyon Mackenzie King, by actual survey the Commonwealth's most...

THE TIME HAS COME
Somebody ought to cook up some sort of an award for Bob Keston for his service to private enterprise in managing the CBC's station CJBC.

MORAL TURPITUDE
According to the official government publication, "Canada 1948" there are in this country 2,363,128 married males and 2,292,478 married females not counting widowed, divorced and permanently separated.

FLUFF OF THE MONTH
CWKS announcer Rod Dewar, while announcing a movie, entertained food parents to bring their kiddies to the matinee performance.

THE PRESS SPEAKS
Chuckling the praise of seaweed-free soap must have certain limitations for talent.
—Jack Scott, Vancouver Sun.

MOVING
RadioTime listing for CJBC—"Bowels and Sorefeel!"

COMPLEX DEPT.
The smaller market stations touchy about the diminutive implications of the epithet, should paraphrase the cliché into: "The best stations come in the smallest markets".
YOU’VE SEEN CFAC’s HIGH POPULARITY PROGRAM RATING—
YOU’VE BEEN ADVISED OF CFAC’s STRONG 5,000 WATT SIGNAL—

Now...

WITNESS PROOF OF CFAC’s PULLING POWER —

THE OCCASION:
The 5th Anniversary of the HUDSON’S BAY COMPANY
"SHOPPING HOSTESS" PROGRAM ... CFAC
10:45-11:15 a.m., Monday through Friday.

THE EVENT:
Celebration ... CFAC presented huge Birthday Cake, invited
customers to meet “Hostess” and have a piece of fruit cake.

THE RESULT:
March 18th, 1948 ... FROM TWO TO FOUR ... “Hostess”
greeted and served cake to

MORE THAN TWO THOUSAND VISITORS

TWELVE DISPLAY CARDS IN STORE,
ONE 30-INCH NEWSPAPER AD. AND
FLASHES-TO-CFAC’s LISTENERS
RESULTED IN THIS RESPONSE
HOW TO MAKE
 ONE DOLLAR
 WORK HARD IN RADIO

WHAT CHECK have you on the results your advertising dollar gets for you in radio? A good way of measuring sales effectiveness is to ask local advertisers their experience with a given station. Here's what some of CFRB’s local advertisers say (Complete statements upon request).

“CFRB has brought customers into my stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families.” Jack Fraser, President of Jack Fraser Stores Ltd.

“We have found that our CFRB advertising brings us new customers for coal, oil burners and other heating equipment. It keeps our old customers coming back year after year.” Elias Rogers Coal Co. Ltd.

“I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls and the written enquiries that come in are a good barometer of CFRB following.” Ann Adam—Ann Adam Homecrafters.

CFRB offers you more listener per dollar than on any other station in the Toronto area. Compare our Bureau of Broadcasting Measurement standing and our Elliott-Haynes ratings with those of other stations.

A breakdown of latest figures shows that ONE DOLLAR buys on CFRB:

1. 1,864 potential radio homes after 7 p.m. (54c per 1000 potential homes).
2. 2,795 potential radio homes between 6 and 7 p.m. (36c per 1000 potential homes).
3. 3,525 potential radio homes at other times (28c per 1000 potential homes).

All these radio homes are in Canada’s richest market. The listeners in these homes do hear and act upon CFRB sales messages. Make your advertising dollar work harder—on CFRB!

CFRB
Toronto
Ontario’s Favourite Radio Station

 REPRESENTATIVES:
 UNITED STATES
 Adam J. Young Jr. Incorporated
 CANADA
 All-Canada Radio Facilities Limited