

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 6

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March 23rd, 1949

PUT UP OR SHUT UP CAB BIDS CBC

Quebec. — Stop interference and we shall co-operate was, in effect, what the directors of the Canadian Association of Broadcasters told the CBC at their meeting here, March 7-9, in referring to the development of television in Canada. After deliberating on this topic for almost 24 hours, the Board said its members are prepared to co-operate wholeheartedly with the CBC, on a mutually satisfactory basis, and subject to the conditions of the CAB's new five-point policy, which the directors had just released.

The following is the actual text of the CAB Board's "Statement of Policy on Television."

"1. The Canadian Association of Broadcasters requests immediate implementation of the recommendation of the 1947 Parliamentary Committee on Radio to the effect that Canadians be permitted to engage in and develop new radio and television techniques as quickly as possible.

"2. The Canadian Association of Broadcasters is opposed to television development being retarded by the imposition of further taxes on the Canadian people in the form of greatly increased receiving set license fees.

"3. The members of the Canadian Association of Broadcasters are prepared to wholeheartedly co-operate with the Canadian Broadcasting Corporation on a mutually satisfactory basis in the matter of Canadian television programming, provided they are granted licenses to operate television stations and that the powers of regulation are placed in the hands of an independent regulatory body.

"4. No system of television can possibly render an adequate service to the Canadian people, unless it is permitted full and free access to program material by the kinescope and film, from every possible source.

"5. The period of time for which television licenses are granted must be realistic in relation to the tremendous financial and other risks involved, and the television licensee must, if proper development is to take place, be free from unfair or subsidized competition."

CAB president, Dick Rice, said at the Association's policy had been drawn up while bearing in mind that the CBC had not yet announced its own policy; that the CBC was planning to levy a license fee of \$10 on TV receiving sets, and that private broad-

CRIPPLED KIDS' SHOW SET FOR APRIL 3

Toronto. — The territorial limits of the Province of Ontario have extended themselves beyond the Rainy River district to the west and the Ottawa River to the east for the duration of 1949 campaign for the Ontario Society for Crippled Children which kicks off the first day of spring, March 21.

According to Len Headley, who again chairs the campaign this year, an even greater effort will be forthcoming, when thirty-eight Ontario stations, boosted by CJAD, Montreal, and one, as yet unnamed, from Winnipeg, will carry the story of the Easter Seals and what they aspire to do to all listeners within their areas.

Highlight of the campaign will be "Radio's Mammoth All Star Show" at the Maple Leaf Gardens Sunday, April 3. The roster of stars who will appear is not complete at this writing but will include: Foster Hewitt; the Four Gentlemen; the Leslie Bell Singers, with Howard Cable and Jack Scott; the Wrigley Show, with Mildred Morey, Marjorie MacKenzie and Monty Hall; a selected cast from "Stage 49" directed in a dramatic interlude by Andrew Allan; Ed McCurdy; Greg Clark; Wayne & Shuster, with Herb May and Terry Dale; Cy Mack, and Stan Francis.

Six top-flight orchestra leaders will be playing, in rotation, during the show. These are: Lucio Agostini; Samuel Hershoren; Howard Cable; Mart Kenney; Ellis McLintock; Art Hallman.

casters may not be permitted to use programs originating in the U.S.

Joseph Sedgwick, K.C., legal adviser to the CAB, said, regarding regulatory powers, that private broadcasters here should have as much freedom of action as that enjoyed by their brothers south of the border.

Ken Soble, manager of CHML, Hamilton, said that "it would be difficult to co-operate with any group that has the power of life and death over you" in referring to co-operative development of television with the CBC.

Harry Sedgwick, manager of CFRB, Toronto, said that while CAB is not concerned with programs, it is "concerned about competing for commercial revenue, that is, advertising."

Four new members were accepted into the CAB. These were: CJAD, Montreal; CJOY, Guelph; CKMR, Newcastle, N.B.; CKOK, Penticton.

The Gardens have been donated for the function, and the various unions involved have granted waivers enabling their members to perform without charge.

Tickets for the show, which will run a full hour with the radio program to follow, will be distributed as follows: 47 Tamblin stores in Toronto will each have a "contribution box" bearing invitations to people to contribute, and reserve their free tickets for the big show. Toronto radio stations will broadcast frequent spots urging people to get their free tickets at any Tamblin's store. General radio publicity for the campaign will begin March 21, and will feature the message to buy Easter Seals. The campaign slogan will be "Remember, that crippled kiddie could be yours."

Executive of the radio committee consists of Len Headley; Ernie Paul; Mart Kenney; Cy Mack; King Whyte, and Waldo Holden.

Bob Kesten heads the publicity committee; Rai Purdy has been added to the executive committee to round out the program committee; Jim Alexander heads the station relations committee; and Ross MacRae presides over the script committee.

An indefatigable committee-man, without portfolio, is Controller John Innes of the Toronto City Council.



CLAIRE WALLACE WON'T RENEW

Toronto. — News comes at press time that Claire Wallace, this paper's most quoted, cited and reported radio personality, will not renew her contract with Robin Hood Flour, the thrice-weekly coast-to-coaster, "They Tell Me," when it expires in May.

Claire, who has spent the last five of her thirteen years radio career doing this same program, wants to limit her broadcasting to once a week instead of the present three-time schedule, in order to devote more time to other writing and her domestic affairs. In private life she is Mrs. James Stutt, wife of a Toronto businessman.

CBC DAWDLING DENIES CANADA TV

Vancouver. — Local papers continued their criticism of government television policies, with the Sun and the News-Herald grumbling about CBC monopoly and complaining that Canada is going to be left far behind the U.S.

"While TV is sweeping across the United States," the Herald said, "Canada dawdles along under a state monopoly . . . the worst of it is not that it won't move itself, but that it is in a position to prevent, and does prevent, anyone else moving."

"Access to this invention is being denied Canadians because the CBC is not in a position to take it up immediately and won't let private enterprise into the field."

"Britain, too," the Herald continued, "is finding itself plagued with the blight of government monopoly in television. Before the war, Britain led in TV development. But because the government monopoly has been holding back there, Britain is being outpaced by the U.S. in tele-

vision."

The Sun, in an editorial entitled, "When do we get television?" commented that if the CBC "wants to keep the privileges to itself, there is nothing private interests can do about it."

"As in radio, it is the publicly owned CBC which has the power to issue licenses for television broadcasting."

The Sun continued: "Spokesmen for the Canadian Association of Broadcasters, representatives of private radio, say that well-heeled private interests are ready to install TV in Canada and take all the necessary risks. Naturally they want commercial television."

"But they promise that commercial television will provide better programs than public television. In any case, they say if Canada has public television exclusively and produces poor programs, it will suffer from competition—at least in border areas — with American commercialism."

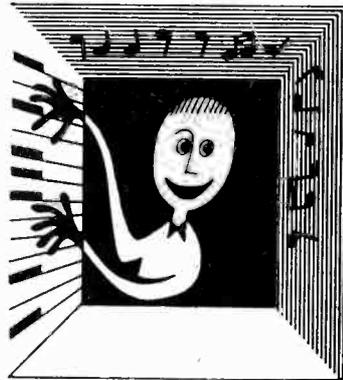
ANNOUNCING

Jingl-Library

SINGING ANNOUNCEMENTS FOR 43 TYPES OF BUSINESS

- Appliances
- Auto Accessories, etc.
- Auto Repair
- Bakeries
- Beauty Parlors
- Book Stores
- Camera Shops
- Children's Shops
- Coal and Ice
- Credit Clothing
- Dairies
- Department Stores
- Drive-in Theaters
- Drug Stores
- Dry Cleaning
- Farm Equipment
- Feed and Grain
- Florists
- Food Stores
- Fuel Oil
- Furniture Stores
- Furriers
- Gas Stations
- Hardware Stores
- Ice Cream
- Jewelers
- Laundries
- Loan Companies
- Luggage Stores
- Men's Clothing
- Movers and Storage
- Movie Theaters
- Music Stores
- Optometrists
- Paint and Wallpaper
- Real Estate & Ins.
- Restaurants
- Shoes
- Soft Drinks
- Sporting Goods
- Taxi Companies
- Used and New Cars
- Women's Apparel

Straight copy
is dull.



Musical Spot-
Frames sparkle
and sell.

Here, at last, is a *new* way to increase station income! The life blood of your station is spot announcements. Now you can sell more local business with jingles that are comparable to the best national spots. Jingl-Library*, with "singies" for 43 different kinds of local accounts, was created by nationally known writers and talent. It will be available to only one station per market.

The 602 jingles sparkle with fresh ideas—each one irresistible and different. Each category has 14 versions. They are designed for chain-breaks and minutes with plenty of room for live copy. In addition, there will be special monthly releases. This brand new idea gives you, *exclusively*, selling ammunition to stimulate new business. The cost is unbelievably low!

Wire or phone
for
Audition Record

No Options! One
Station per Market!

QUICK FACTS
43 Different categories
14 Different jingles
per category
602 Jingle cuts
Additional monthly releases

*Registered Trademark

PRODUCED BY RICHARD H. ULLMAN, INC.

RELEASED BY

ALL-CANADA PROGRAM DIVISION

VANCOUVER

CALGARY

WINNIPEG

TORONTO

MONTREAL

A Division of All-Canada Radio Facilities Ltd.

Over The Desk

"No Holds Barred" is the collective title of a series of commentaries on the current Canadian scene which will shortly be issued and made available to Canadian stations, for local airing in weekly ten-minute stand-as.

These talks are being written and spoken by the president and entire membership of the Association of Barnacles on the Bottom of the Broadcasting Business (BBBB), that nemesis of the radio industry, editor and publisher of the first (and last) radio trade paper, Richard G. (for guileless) Lewis. They will discuss, in forthright but simple language, the various squawls which are perpetually registered on the economic barometer. Their purpose is two fold. First, they will attack the tendency towards socialization in almost all fields of business. But secondly, and this is perhaps of still greater importance — especially as it sounds a more positive note—they will try to point the way to the "Business System," showing how the minority which does not live up to its responsibilities is a far greater ambassador of socialism than is the socialists' own propaganda.

There is a tendency in business circles to forget that time was when we crept under somebody's office door ourselves and spluttered our application for our first job. We are inclined to forget that when we got the old brush-off from a potential employer, we went out of his office ready to fall into the arms of proponents of any "ism" or "ology" which expressed sympathy with our lost cause. There are those of us who, as employers, know every phase of our own businesses inside out, and the affairs of our competitors almost as well, but didn't know that Jim Smith in the shipping department just had twins. And there are employees who think the boss pays them as little as possible to do as little work as possible.

These are some of the thoughts I am incorporating into these talks, and, back of them all, will be an attempt to create a better understanding of just what the "Business System" is, for the benefit of those who employ and those who are employed.

I am encouraged tremendously by the willingness of the few station managers I have approached to carry these shows, and am anxious to add to the list still more, who are prepared to

give of their air time, for a series which may not always sing the praises of business from the rooftops, but will always try to show how business can and does operate—when it is led as it should be led — to the benefit of the country at large.

Today's object lesson in copy-writing, boys and girls, was not written at all. Rather it was spoken—to me—by Bob Errington, who runs the gas-station-cum-parking-lot at 60 Shuter, just up the street from the new office. I went in to arrange parking facilities for my car and Bob came out, looked me over once, and said: "You're Dick Lewis." I thought feverishly about my past sins, but Bob relieved my mind when he said: "You used to be on Richmond West, and you used to drive that '31 Pontiac that just wouldn't give up."

Bob really rang the bell with me by that statement. There are so many things he could have said like: "Did you ever get that old crate of yours started when you were stalled on Richmond Street?" or "What bank did you rob to get the '47 Hudson?" or "Who towed the old junk-wagon away?" But he didn't. He made me feel not a little proud of that coffer-grinder I used to drive, and if there is a place where departed '31 Pontiacs go when they clatter off this sphere, I am sure that mine—or its spirit—gave a gesture of kindness that had ghostly little smile for this first been bestowed on it for many a decade.

To tie this up with our subject of copy-writing, Bob, unwittingly

perhaps (but I don't think so) obeyed one of the prime rules of advertising and selling—to make the customer or potential customer glad he called in your store or listened to or read your ad. A far cry from the wartime and post-wartime system, where the clerk yells across the store: "Ye-ah," or the spoken or written ad which says: "We've only a few; they're here if you want them; no COD's; no deliveries; no exchanges."

Elliott-Haynes have contributed a letter which came to them in reply to, though months after, the last BBM survey. Here it is, in full:

"Nelson House, Man. — Well, you please sir I would like to perfer three records: "I would see Nellie Home," "Don't Forget Me Little Darling," "You Are My Sunshine." Sorry sir not to reply to your letter sooner then this. I would like to have those records to be sung twenty minutes for one song please. I in close \$2 with my reply. If I don't pay enough for these records with \$2.00 I would like you to tell me. I would like to hear them. If I may. I'll be pleased I would like to have them with after dinner or after six. We have no other thing but motors and cannons also dogs. Some men and horeses. and houses some them are good enough also gardens are good. No tractors or bomber deer. If you may I'll aske you if Mr Horsefild talks in cree I would like him to talk for 20 minutes if he may. All I can answer I shake hands to all. Truly your—

—Mr. Wethan Moose."

S'FACT! BIG THINGS

are happening in

EDMONTON

GIANT \$8,000,000
22-STOREY HOTEL
FOR EDMONTON

Because Edmonton exactly fits the picture Conrad Hilton saw in Texas 28 years ago when he began forging one of America's greatest hotel chains, Edmonton will have the "world's most modern hotel" by 1951 at the latest.

OIL LEASES SALE
TOPS \$5,000,000

History was made recently when two oil companies paid a record-shattering \$5,198,071 for oil rights on two sections in the rich Redwater district, 35 miles northeast of Edmonton.

... and this RICH
EDMONTON
MARKET

IS DOMINATED BY



5000 WATTS

... in CANADA
"ALL-CANADA"

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

CKNW
CHNW

THE *Only* STATION
THAT COVERS BOTH
HALVES OF THE
"VANCOUVER AREA"

Sell! Sell! Sell!

MANITOBA

WITH

CKRC

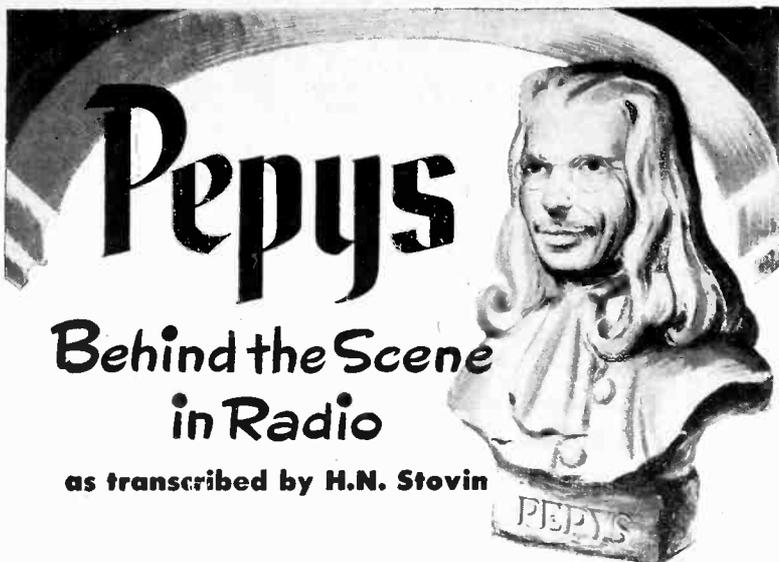
WINNIPEG

5000 WATTS DOMINION NETWORK

REPRESENTATIVES

ALL CANADA RADIO FACILITIES IN U.S.A. - WEED and CO.

CFCF
Montreal
600 KC
5,000 Watts Day and Night



To my haberdasher's this day to refurbish my wardrobe with one or more tweed jackets in my customarily quiet patterns—being happily in the mood of Spring and noting signs of new life and growth on every hand. While in jocund reflection on things which bloom in the Spring, and minded to add the words "tra-la"; do observe new life coming into several old accounts, with radio much to the fore, as Agencies dig around and find that radio is a mightily effective way of awakening "sleeper" accounts previously held by less radio-minded individuals • • • Do observe Elections much in the offing, and also that while old-line parties are now marshalling their forces, the Socialist-Labor groups are already on the job and buying much choice radio time. The which I may wonder at but must record as fact • • • Do sincerely quill congratulations to CHOV Pembroke on being a right-aggressive small-market station, in that they did send a crew from Pembroke all the way to Sydney, N.S., to report the Hockey Play-downs direct from the ice. That CHOV is held in right goodwill by listeners is proven by the fact that the hundreds of dollars this cost were all subscribed in advance by loyal Pembroke fans • • • CJEM Edmundston reaping much business from the tremendous industrial expansion in that district, tying-in with New Brunswick's pulp industry • • • From Nelson, B.C., where they have other things besides mountains, the unusual news of their Annual Bonspiel in June, an event which doth bring thousands of visitors from all parts of Canada and the States—the event being covered fully, of course, by CKLN • • • CJRL Kenora already looking forward to its annual big increase in listeners as summer cottagers and visitors flock to the district. These do depend mightily on CJRL for news, lacking their usual newspaper • • • And, in closing, I do cock my new beaver respectfully to all Stovin stations for providing special recorded programs for the use of VOCM, St. John's—Newfoundland's only independent station—giving a right sincere welcome to our new province on March 31st • • • Do myself join heartily in the same—and so to bed.

LETTERS

RADIO IN UNIVERSITY PRESS

Creighton University, Omaha, Neb. — After reading your editorial, "Help Wanted," in the February 23 issue, I passed it on to the editorial chief of our student paper, "The Creightonian."

When he asked me if he could reprint it, I told him it was customary to get permission; but that if he wanted to use it at once, I would presume on your good will and let you know. Hope I haven't overstepped the bounds of propriety.

Several of the students commented that the editorial was terrific — one of the highest encomia in their vocabulary.

I am enclosing a marked copy. In addition to the reprint, I have also marked other articles on radio, in which this issue abounds. Many of them, including the weekly column, "Scanning the Airways," are the result of persistence on my part. If radio is important in the modern world, and I believe it is, then it should be stressed in college papers. This is especially true in our city, where the daily press gives it scant notice. Since Canadian colleges are in general more conservative than those in the States, I suppose it would be more difficult to get radio news in the college press. But it seems to be worth a try.

Your "Speech Digest" is an excellent

idea. I hope you can discover more speeches as good as Alec Phare's.

Thanks for keeping me on your mailing list. Even when I disagree with you — which isn't very often — I find your editorials and quips stimulating.

R. C. WILLIAMS, S.J.,
Faculty Moderator of Radio,
Co-ordinator of Television.

IGNOBLE THOUGHTS

Ottawa. — Who in hell originated that idiotic and meaningless expression, which has unfortunately been adopted in connection with radio programs: "Monday through Friday"?

Obviously it is impossible to project Monday into Friday, and what happens to the days in between? To go "through" Friday would mean from midnight Thursday to midnight Friday. "Through" also means the end or finish — page Mr. Webster — and does it mean the program finishes at the commencement of Friday or at the end thereof?

I fear the tendency of many people is to adopt the governmental practice of never making a clear and understandable statement in a few simple words when the same statement can be made utterly confusing by the use of ten thousand words, many of which are obscure or have various meanings.

This is my ignoble thought for the day.

L. A. B. HUTTON.

WORDS HAVE A THOUSAND CHANCES

CHVC, Niagara Falls, Ont. — May express our compliments and appreciation for Alec Phare's stimulating address on ad copy.

Our two scribblers and I found most refreshing. We have also commended it to our salesman with special direction to his faith in the effectiveness of words as against illustrations. "Simile laughter being the idea of one picture being worth thousands words" wonderful. A picture has only one chance to sell its idea. The very generality of words gives them thousand chances to match up with the nebulous picture ready in the projector's mind.

B. H. BEDFORD

WALLOWS IN WORDS

Escanaba, Mich. Being a guy who loves to wallow in words, can't help but express my sincere appreciation, and my congratulations to you, for the article by Alec Phare ("Your Cog Does It Smoulder (Sparkle?"). Erudite without becoming pedantic, this is one of the most intelligent things I've seen in your paper, not excepting your own sparkling editorials. My fear is that you started off with a standard that is going to be difficult for you to maintain. Hope you can.

RICHARD MORENUS



HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

DON'T TRAVEL - DO BUSINESS

You can reach Oshawa by either one of two efficient railway systems but you can't do much business on the station platform. In order to effectively cover the city you must use local transportation.

You can advertise on several radio stations which reach Oshawa but in order to effectively reach the city's radio homes you must use the station to which most sets are tuned. Elliott-Haynes' latest figures show a CKDO listenership of more than twice that of any other station in this area.

Ask for CKDO facts from:

JAS. L. ALEXANDER Canada	WEED & COMPANY U.S.A.
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CKDO

OSHAWA, ONT.

CANADIAN BROADCASTER AND TELESCREEN

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

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Vancouver	-	-	-	Robert Francis
New York	-	-	-	Richard Young



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

Calling All Stations

By the time this issue goes into the mail, the Parliamentary Committee on Broadcasting will have been named, or will be on the verge of being named, according to an announcement last week-end by Revenue Minister McCann.

In view of the fact that the Royal Commission will be called shortly it is to be expected that private radio will again appear. And it is to be hoped that more even than usual thought will go into the presentation that is to be made, since evidence adduced by the committee will doubtless be used by the Commission when it sits.

As has been said in these columns before, the Liberal government is probably more willing today to listen to radio's problems than it has ever been before, so the time is now ripe for a presentation which will intelligently demand the remedying of all radio's ancient ills.

First and foremost is the establishment of an independent regulatory body to adjudicate over radio, both publicly and privately owned. The subject of television is way up on the list too, unless the industry is prepared to forget it indefinitely.

The presentation required must be stronger than what has been delivered to past committees. It has to be a forceful and factual statement of the industry's ability to recognize its responsibilities and acquit itself of them well.

Above all, the situation calls for the presentation by the entire industry of a completely united front, with all stations subordinating their individual aims and ambitions to the general good of the whole industry.

Pro Bono Publico

Throughout the year, radio — in common with the other media of advertising—is called upon to contribute

its time and talents for the benefit of a long list of worthy social agencies, both on a local and a national scale. Currently the Red Cross campaign is in full swing. By the time this article appears in print, Ontario radio will be hard at work on the Easter Seal Campaign for Crippled Children. April will be Cancer month across Canada. And that is just scratching the surface.

No business has as many demands of this type made upon it as the advertising business, and no advertising medium has the calls radio has. Not only does this apply to stations, which give generously of their stock in trade, time. It also extends to advertisers and their agencies, who willingly devote the costly commercial portions of their programs to carrying these appeals from coast to coast.

This mammoth contribution to Canadian living—and its dollar value mounts into literally millions, even after deducting the small paid appropriations which go with most campaigns — is a direct donation on the part of Canadian business, for which little if any credit is ever paid. It is another example of the way the "Business System" works to justify its place in the communities it serves without gain or hope of gain. It is a contribution which those who live to destroy business must perpetually overlook, for it is a living testimony that public benefaction can only be bestowed by free-will offering.

Sorry to Part

The United Kingdom has lost a good ambassador and Canada has gained a good citizen.

Michael Barkway has resigned as Canadian representative of the British Broadcasting Corporation, and has accepted an appointment on the editorial staff of the Financial Post. He will be missed by the wide circle

of friends he has made in all phases of Canadian radio. His apparent decision to settle permanently in Canada rather than to continue in an "ambassadorial" capacity will be equally welcomed.

One of his greatest accomplishments has been his amazing quality of tact, through which he has succeeded in maintaining headquarters in the CBC offices, and in establishing relations with the privately owned stations across the country, attending the meetings and conventions, without ever stepping from the role of neutral observer.

Through the work of Barkway and his aides the Canadian public has heard more about Great Britain, and Great Britain has heard more about Canada.

In his new field, his path will be a different one, to a large extent calling for the championing of the cause of business against the forces of socialism. We are sure that we are joined by our readers in wishing him well in his new venture.

Signs of Socialism

Today, in England, according to The Advertiser's Digest, the shops implore the newspapers not to mention what is in their various departments since supplies are limited and uncertain, replacements problematical.

This is only one of many of the signs of socialism which bolsters bureaucratic power by its sedulous stifling of initiative by the removal of incentive. Under this plan it is only a matter of time before everyone is made completely subservient to the State, which is then in a position to assume arbitrary control of everyone.

Editor.

The **RIGHT** Time is Time Over **CHNS!**

No disputing that—for it has been proven that CHNS has more listeners day and night than any other radio station in Nova Scotia.

You can see the figures for yourself. Just ask the All-Canada man to show you the latest results of the Bureau of Broadcasting Measurement and the Elliott-Haynes Telephone Service. Both these independent surveys place CHNS way out ahead with more listeners both day and night than ANY OTHER station in Nova Scotia.



Broadcasting House, Halifax
**MARITIME BROADCASTING
COMPANY LIMITED**

Wm. C. Borrett, *Managing Director*



CARBON COPY TO JOE SPONSOR

By **WALTER A. DALES**



This is going to hurt me more than it does you, Mr. Sponsor. I find it hard to work up a critical attitude when I recall the House of Lords cigars you've plied me with, the hampers of cheering beverages delivered by your beneficence, the rare occasions when you've added a cipher to the cheque with a "you deserve it" notation. But for your own good — and to work off some spleen—I'm going to tie into you for a thousand words or so.

You're a hard-headed businessman when you buy a program. You get the facts and figures. You analyze them. You know what you're doing.

But when the show goes on the air, your emotions take over. "The fiddles didn't seem right. My wife thinks the singer should sing louder. Why does the announcer mumble like that?"

Look, sir, if the show doesn't please you — don't listen to it. Keep away from the studios. Gag your wife. You see, the show is not for you; it's for the listeners;

and it is entirely possible that they have not nearly as many brains as you have, and they like their entertainment corny. You should be fact-finding, not fault-finding!

And the facts are available. Now, with Walter Elliott snooping into people's pantries, and even into their medicine chests and bathrooms, the consuming public has no secrets. Even the skeleton in the closet gets the once-over. With such facts, you can help your agency do a better job for you.

With such facts at hand, you won't find yourself gazing dreamily skyward and breaking the account executive's heart with such comments as, "I don't know, Jim — it just didn't seem to come off last night. Wasn't knit together. You know, Jim. Let's see if we can't goose those boys a bit. Zip it up."

Instead, you can say, "Jim, in Moncton we're not doing a job. When we started this show three months ago, 90 people out of 400 interviewed had our product in

their homes; but today, only 1 have it. In other words, we've enjoyed only slightly better than a normal increase, whereas Winnipeg, where we're running exactly the same show, use have increased 45%. Perhaps we should use different commercial copy for the Maritimes. Now do you have a copy writer on your staff with a sound knowledge of the Maritimes?"

That kind of talk doesn't frustrate Jim. It spurs him on. He studies some of his accounts that have had success in the Maritimes. He notes their approach. Changes are made. And when the next Pantry Poll arrives, it bears glad tidings—or should. Meanwhile, the crooner is still crooning in his own inimitable fashion and the fiddle aren't trying to interpret the dream the sponsor's wife had the night before. Of course, you may happen to know more about playing the violin than the boys who make a living at it; but don't bank on that until you've had it straight from Toscanini.

If you feel you must improve the actual performance of the artists, there is one sure-fire way to do it. Praise them! Tell them about the parts of the show you liked. Send them generous samples of your product. Soon the cast will be free from sponsor fear and will thoroughly enjoy themselves on your show. And the audience will sense it, and respond in the same manner. If the artists, announcers and writers secretly resent your existence and fear your scathing criticism, that fact will ride out on the sound waves too. How, I don't know; but it does. If, on the other hand, the cast is all for you and your product, only sheer bad luck and inept merchandising can keep you from getting

Practically EXCLUSIVE COVERAGE

IN KENORA - KEEWATIN

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

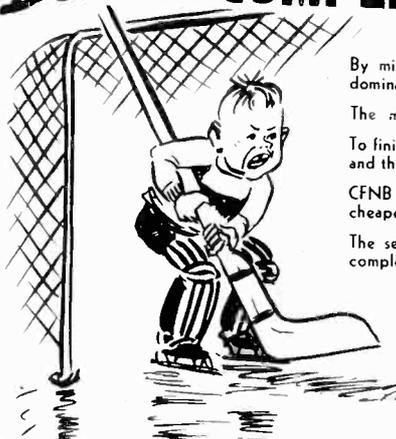
For Rates and Availabilities consult our nearest National Representative — Horace N. Stovin & Co., Toronto and Montreal; A. L. Garside, Winnipeg; Donald Cooke, U.S.A.

CURL

KENORA ONT.

DOMINION NETWORK

Demand **COMPLETE COVERAGE!**



By mid-March the Canadian sport scene is dominated by the hockey playoffs.

The merchandising sights are set on Easter.

To finish in the money, both the hockey team and the businessman need paying customers.

CFNB will drum up more business faster and cheaper than any other central N.B. medium.

The secret is CFNB programming and CFNB complete coverage.

CFNB

FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

pressive results through radio advertising.

Such an attitude is harder to achieve than it seems. When some self-appointed critic at your club speaks disparagingly of your show, it is tempting to rush out and quote him to your artists. Or when some underpaid newspaper columnist who doesn't know from nothing about radio is the first place sets out to please the publisher by rapping on a big advertiser's program with both fists, it is hard not to say, "Oh, t'hell with it." Too many sponsors forget that the only race worth consulting is the sterner—the buyer. Newspaper columnists are not paid to promote commercial radio; they are giving their paeans of praise for the wonderful sustaining programs on which their newspaper clients spend no money.

And when you spend money on advertising, shouldn't you give more thought than you do to the medium you use? You, as a business man in a free country, know that your very existence as a business man and an advertiser depends on general acceptance by the public of the concept of free, competitive enterprise. Should you not have that in the forefront of your mind when selecting your medium?

There's another irritating thing about you, of course. When you do make changes, corrections, and suggestions—you're so often right! But please, be humble about it!

OPINION

Scores Ottawa Collectism

Vancouver.—The suggestion of an Ottawa newspaper that elimination of independent radio would be preferable to no compromise between private stations and the CBC was roundly denounced by the morning News-Herald here.

The Ottawa paper was quoted as recommending: "Failing any effective compromise between public and private broadcasting, Canadians would be better off to put all radio operation under the CBC and eliminate private stations altogether."

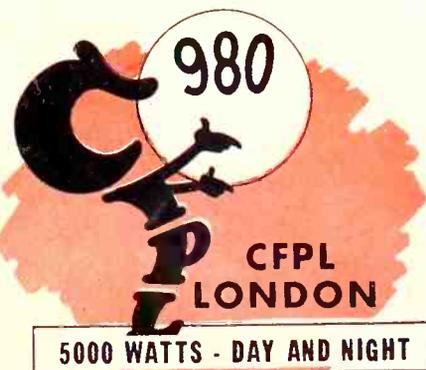
It may be, the News-Herald commented, that "the lungs of these editors are too full of the Ottawa air of collectivism. It may be that they have been taken in by that form of socialist blarney which changes 'government' to 'public' when use of the first adjective might be alarming—as in the case of government intrusion into the field of information.

"Whatever the virus, the symptoms are disturbing. Here we have a responsible member of the daily press advocating total government seizure of an allied industry. Does it think for one minute that the process would stop there?

"Silencing all radio voices but the government's would fortunately be ineffective so long as newspapers were still free to criticize. But then the Ottawa paper might have the interesting experience of hearing a radio commentator recommending that newspaper's compromise with the government—or else!"



HERE ARE SOME TYPICAL PROGRAMS that attract and hold loyal listeners for the New CFPL, now at 980! A new dial spot plus stellar shows . . . a winning combination of more powerful, more penetrating facilities and the alert, imaginative programming that makes the New CFPL at 980 your best buy in the lush Western Ontario market. Get the new coverage data, today!



REPRESENTATIVES: CANADA:—All-Canada Radio Facilities Limited — U.S.A.:—Weed & Company

CKNB CAMPBELLTON N.B.

March 23, 1949

Dear Mr. Time-Buyer:

The pulp and paper mills of New Brunswick spend in excess of \$20 million a year for the materials they use; and make most of their purchases in the province.

In 1947, New Brunswick exported \$15 million worth of newsprint, \$20 million worth of woodpulp, and \$4 million worth of other papers and paper products. Total gross production value for the same year was \$68 million.

And the four largest of New Brunswick's six pulp and paper mills are in the CKNB commercial coverage area as reported by BBM.

Yours very truly,

Stau Chapman

CSC/FR

Station Manager

AN ALL-CANADA STATION

SPEECH DIGEST

Condensed from an Address by T. J. Allard, General Manager of Canadian Association of Broadcasters to the Advertising & Sales Club of Edmonton

Three basic systems of broadcasting have evolved in our modern world: the United States, or "beat me daddy with 8 bars of Camay and a free refrigerator" system; the European, or "Listen to Uncle Joe, kiddies and comrades" system; and the Canadian, or "let's not agree too definitely with anybody" system.

Of these three, the United States system has experienced the greatest degree of development and growth, and has been the most free from rigid and hampering control. The European system is a clear-cut example of complete control. Given the basic belief that control must exist, you have only two choices of who shall do the controlling, the people, or the government.

In the United States, the control is largely by the people, exercising their right to listen or not to listen to programs as they choose, and thereby guiding program content and development.

In European countries, there has been not only the control of the technical element that exists in the United States, but control of program content as well. In most European countries, broadcasting is a vital tool of the government currently in power, used to defend and promote the policies, philosophies and beliefs of that government and to aid in consolidating its position. It is perhaps true that the modern totalitarian form of dictatorship would never have been possible without the microphone. The extent to which this factor is true emphasizes the importance of freedom for this newest and most powerful means of disseminating information.

The Canadian system is, typically, a compromise between the other two.

First of all, we have the Canadian Broadcasting Corporation—owned and operated by the government. The CBC owns 12 stations of its own, strategically located throughout the country, and operating on the high power, international clear channels. In addition to these 12 outlets, the Canadian Broadcasting Corporation also has a complete monopoly on network broadcasting. Its networks, however, do more than link together its own 12 stations. They bring in programs from the United States networks—which are not owned by the government. If it is ironic that the CBC, which was formed in theory, amongst other reasons, to develop Canadian talent and prevent the domination of Canadian airwaves by United States interests, should be so heavily American in its network content, there is forgiveness in reflecting that United States programs, popular and rightly so as they are, would be heard in this country regardless.

These, and whatever other pro-



—Photo by Hyndman

T. J. ALLARD

grams the CBC may carry, are also fed to, and released by, the independently owned stations. In fact, CBC depends upon the independent stations which are part of CBC networks by CBC's own choice. Most of the private stations are part of the network upon "command performance," and in such cases must carry whatever programs CBC tell them to, regardless of what may happen to local programs of sponsors in the process. For this the independent stations are paid in the case of commercial programs, considerably less than half of their ordinary card rates and for other programs nothing at all.

Thus the independent stations are subsidizing the operation of CBC, which sells in opposition to them. But this does not end the involuntary contribution. Each independent station pays a license fee each year—similar to but much larger than your radio license fee, which is also paid to CBC. These payments, in 1948 ran in the neighborhood of some \$120,000. Incidentally, the license fee you pay also goes, in total, to CBC. The independent stations get no part of it. Thus CBC has four major sources of revenue: the commercial programs it sells most of the revenue paid to independent stations by network advertisers, the license fee paid by each of the independent stations and the license fees paid by listeners.

In addition to these functions the CBC writes, interprets and enforces the regulations—many and complex—under which the independent stations operate. It is competitor, legislator, policeman, judge, prosecutor and hangman, all in one corporate body. For it also possesses the power of "recommendation" in deciding whether any independent station shall have a license to operate, and there is no case on record of the Cabinet disagreeing on this point with any of CBC's "recommendations."

This brings us to the independent stations, one hundred and eleven of them, operating in all parts of Canada, but providing

THEY STAY WITH CJOR!

45 local advertisers have been using CJOR for more than four years each—for an average of eight years per advertiser! There are the LOCAL accounts who hear their own programs and see THE CASH REGISTER RING with CJOR-inspired sales. These advertisers know that CJOR brings in customers — for they are right on the scene of action.

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

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

*** CJOR**
VANCOUVER B.C.
CBC - DOMINION NETWORK

e majority service to smaller and more remote areas. They are licensed for a three-year term—renewed to be one year—upon "recommendation" of the CBC. The license does not provide a vested interest, and may be cancelled, with or without cause, at any time. You can tie up hundreds of thousands of dollars in equipment if you get a license to operate, but there is no guarantee your license will exist long enough to pay you a return on that investment. Nor is there a guarantee that the frequency on which your station operates will remain unchanged. A "frequency" is the place the station is heard on your dial, and it's an important property to a station. But you can get kicked off it at any time, for any reason or none at all. This is why we refer to broadcasting as a "risk" business and in essence, this is a masterpiece of understatement.

■ ■ ■

Nowhere is the element of freedom more important than in broadcasting, that amazing device which can reach not only thousands, but millions of people, one and the same time. Broadcasting can provide information, express opinion, mold cultural outlook and thought. With radio under their thumbs, any group of men could be masters of any nation and remain masters of that nation at their will.

That's why it is important that the major element of control should remain in the hands of the people, not of government. The more that ownership is disseminated and diversified, the less danger there is of dictatorial influence, no matter how unconscious that influence may be. The independent broadcasting stations of Canada represent some 97 or 98 completely different ownership interests, living in all parts of Canada, representing every shade of thought, belief, and basic philosophy. Nowhere is the element of competition so important as in the realm of ideas, or in the area dealing with things of the mind.

The essence of this freedom remains in your hands. First, and most important, its outline will be shaped by your own acceptance of the principles of freedom. Tastes in information and entertainment are many and varied. Each set of tastes is entitled to its fair share of representation on broadcasting schedules. If you do not like a specific program, you may turn it off, or seek another. That is your privilege. There are others who enjoy the program you detest, and they have a right to hear it. For you to turn that program off, is one thing, and it is part of the essence of freedom; for you to try and suppress that program is a denial of freedom and an infringement of personal liberties that will one day boomerang. For the very programs you enjoy are, remember, received with coolness and distaste by others, and they might try to suppress the very program you enjoy the most. We are indeed our brothers' keepers when it comes to freedom—which is a highly sensitive organism.

and one that must be fully reciprocal to exist at all.

In radio, we pay money to our competitors and are regulated by them. A simple increase of the license dues we pay, could at a certain point put us out of business. It would be a form of painless expropriation—painless that is, for those doing the expropriating. It is a novel idea—making you pay for having your home or your business taken off you. Should the idea ever prove to be a good one, it might easily be extended to other fields—particularly those fields where parallel competition and condition exists—such as the transportation, utility insurance, and manufacturing fields. In this area, too, we must be our brother's keeper, and when we fail to realize that important fact, the penalty is plain.

For some time, the independent stations of Canada have sought an independent regulatory body—a body to make the rules and regulations for radio in the same way that the Board of

Transport Commissioners now makes them for railways. Such a suggestion is in no way an "attack" upon CBC, as has sometimes been charged. Our quarrel is not with CBC. It is with a situation we believe dangerous to an important area of freedom, and ultimately, to all freedom in all its forms. We believe that such a body should not be connected with ourselves nor with CBC, but should be entirely independent and impartial, in the sense that a court is impartial of litigants or petitioners before it.

We believe, moreover, that such a body should be responsible to the Parliament of this country, and financed by it. This arrangement exists in the case of the Auditor-General, the Chief Electoral Officer, and our courts. The device is intended to protect them from secret or arbitrary pressures from the executive arm or the government of the day. We believe such protection infinitely more important in the

case of a medium that deals with the dissemination of news, information, and opinion.

There is no one freedom, and there are no separate freedoms. Nor can there be any half-way house—for the minds of men are either free, or they are enslaved. It is our belief that radio in Canada should have the widest possible measure of freedom and of protection for that freedom—and it is equally our belief that freedom of expression is as much the business of every Canadian citizen as of those of us who serve the community by operating the broadcasting business on your behalf.



FEDERAL FM

BROADCASTING EQUIPMENT

A COMPLETE LINE OF

- Electronic Tubes for AM and FM, Rectification and Industrial Application.
- Mobile FM Radio Telephone Systems.
- High Frequency Cables. Low loss flexible type.
- Telephone and Telegraph Carrier Systems.
- Selenium Rectifiers.
- Selenium Chargers and Power Supplies.
- Telephone Switching Equipment.
- Navigation and Communication Aids for Aircraft.

Features of Federal's FM Broadcast Transmitters

A newly-developed Federal "FREQUEMATIC" FM Modulator attains improved high-quality and noise-free transmission.

All-electronic simple circuits maintain the centre frequency stable to within 1,000 cycles of its assigned frequency, as compared with the present FCC \pm 2,000 cycles.

Linear modulation of all audio signals between 50 and 15,000 cycles is maintained even when the transmitter is over-modulated by as much as 200%.

Correct modulator emergency operation with centre frequency control system inoperative.

Power stages are push-pull throughout, with non-critical tuning.

Non-glare meters using fluorescent scales illuminated with ultraviolet light, greatly improve scale visibility.



Export Distributors: International Standard Electric Corporation, 87 Broad St., New York. In U.S.A.: Federal Telephons & Radio Corporation, 100 Riverside Road, Clifton, N.J.

CJAD
MONTREAL,
Covers
the
QUEBEC
ENGLISH MARKET
Greater Montreal,
Laurentians, Eastern Townships,
Lower Ottawa Valley
—providing the ideal combination
of coverage and listenership
5000 WATTS
800 KC.



Jos. Hardy Talks
ON
QUEBEC MARKET NO. 2

"Good morning to you from Jos. Hardy. Spring is getting nearer every day—may I suggest CHNC, New Carlisle, would be a good addition to your Spring schedules. Here is why!

"CHNC covers the Gaspé Peninsula and the French Maritimes with 5000 Watts. Estimated families in this area is 76,000. Our people are profitably busy — our primary industry here is deep sea fishing, as well as pulp and paper. We have a large mill in Chandler, P.Q. and others on the New Brunswick coast. Lumber, too, is big business. Employment is good, and so are wages.

"CHNC, New Carlisle, reaches this market for you, in French. It can get your sales message into the home, build confidence in you and your product. Although CHNC has served this area well for 15 years, its motto is "Toujours Mieux"—"Always Better."

"USE CHNC's service, and you will be able to say "Toujours Mieux" about your sales, too."

For any information on
Quebec Market No. 2
Telephone, Wire or Write to

Jos. A. HARDY & CO. L^{td}
MONTREAL QUEBEC TORONTO

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	WATTS
CKRS	SHERBROOKE	1000
	JONQUIÈRE-	1000
	KENOGAMI	WATTS
		250
		WATTS

TALENT

**Air Kenney Cavalcade
On Canadian Cavalcade**

Toronto.—Mart Kenney, maestro of Borden's Canadian Cavalcade, was feted last week (March 15) on his own program for his fifteenth anniversary of network broadcasting with his Western Gentlemen. He broke into radio with the advent of radio in the old crystal and tickler days of 1927. Mart's start was at CJOR, Vancouver, when George Chandler, who had just gone west from Ontario to die, was walking around the two small rooms in the Credit Foncier Building on Pender Street, which were his studios, with hanks of wire, screw-drivers and soldering irons sticking out all over him like a porcupine's quills.

Then aged 17 and a typewriter repairman by trade, Mart's first radio job was blowing a sax in Chandler's five-piece studio orchestra, and he credits George with giving him his first break in common with Alan Young, Bernie Braden, John Drainie, Hugh Bartlett, Gerry Wilmott, Art Hallman and all points east on track five.

It wasn't until four years later, in January, 1931, that Kenney started his own band at Vancouver's Alexandra Ball Room below CJOR's then new studios.



From the opening night CJOR did regular pickups of the band, and Reg Dagg, now with Canadian Advertising Agency in Vancouver, was the announcer.

Mart tells how Slim McLean, who ran the Dance Pavilion at Waterton, 90 miles west of Lethbridge, wanted to audition the band, but could not get to Vancouver, and the boys would not go to Waterton. George Chandler blinked at the problem for only a few seconds and then made over the facilities at midnight, by which time his signal could cut through the Rockies

without interruption. This landed Mart the job which continued through the next three summers.

The next break in radio came in the spring of 1934, when Mart, who had hiked the band to Calgary to do a season of barnstorming, called at CFCN to see Bill Grant, who then owned "The Voice of the Prairies."

Mart's reception seemed somewhat cool, but two weeks later, when Horace Stovin, then Western Regional Director of the Canadian Radio Commission, came into town, he called Mart, and told him he had two network half hours for the band, and went right into arranging the programs.

When Mart recovered his voice, he found that Bill Grant, who had barely stopped soldering a microphone outlet during their interview, had arranged the whole thing.

The first program, written, announced and produced by Bill Cranston, now at CKOC, Hamilton, went on the air March 15, 1934, and it is the fifteenth anniversary of this event that is currently being celebrated by Mart Kenney and his Western Gentlemen.

Later that summer, back at Waterton for their third season, the band got regular spots on the CRC, on the strength of their Calgary offerings, and they have been on the air ever since.

Percy Gayner and Gerry Gaetz, then respectively manager and engineer of CJOC, Lethbridge, came down before the series started, set up the equipment and instructed the band to turn a certain switch five minutes before broadcast time, and to be sure and turn it off after

WILLIAM WRIGHT

radio station representative
takes pleasure in
welcoming

CKMR

NEWCASTLE, N.B.

to the

"WRIGHT" LIST OF STATIONS

- | | |
|-----------------|--------------------|
| CKAC, Montreal | CKSB, St. Boniface |
| CKCO, Ottawa | CKOX, Woodstock |
| CKCR, Kitchener | CKCL, Truro |
| CHNO, Sudbury | CKOK, Penticton |

CFCF
Montreal
600 KC
FIRST IN MONTREAL

the broadcast was over. "Gerry could sit back in his control room, 90 miles away in Lethbridge," Mart says, "holding his breath and hoping to God we'd press the right button."

These broadcasts inspired an invitation from the CPR to move to the Hotel Saskatchewan in Regina, where Mart and the boys played through the following winter. This led to engagements at Chateau Lake Louise, Hotel Vancouver, Banff Springs Hotel, and finally the long trek east to the Royal York Hotel, Toronto. Interspersed between these engagements were fifteen coast-to-coast tours, and such network programs as "Rocky Mountain Melody Time," "Sweet and Low," Purity Flour, "Coca-Cola Victory Parade" and "Music Club" for the same sponsor, Northern Electric, and currently Borden's Canadian Cavalcade. The "Coca-Cola Victory Parade" took Mart and the boys to hundreds of centres of the armed forces, from Pat Bay to Sydney, Nova Scotia.

Besides leading his own band, Mart has established an office which manages four bands besides his own, and books all types of acts and entertainment. Most of the bands once played with the Western Gentlemen under Mart's baton.

Shown in our picture of the original Western Gentlemen, who made their air debut fifteen years ago, from left to right, sitting, are: Mart Kenney, Glen Griffith, now running his own delicatessen store in Toronto; Alec McCallum, Kenney's office manager; Jack Hemmings, who, with Bert Lister, standing immediately behind him, now operates the chain of three Gainsborough Kitchens, Ltd., Toronto. Standing: Ed Emel, who runs his own electric shaver business in Winnipeg; Art Hallman, leader of his own band, and Bert Lister.

Mart, who loses no opportunity to give a boost to the boys he met through his radio career, pays tribute to Dick Claringbull, first announcer on "Sweet and Low" from Vancouver; Jack Radford who "did" "Rocky Mountain Melody Time" from Banff; Bud Walker, who an-

nounced the band when it came to Toronto and later went with it back to Banff; Cy Mack, who has been on and off with them ever since they came east; Hugh Bartlett who did his first coast-to-coaster with them; Jack Dennett who put the band on, also from Banff; and a legion more.

Present vocalists are Norma Locke and Roy Roberts. Special guests on the anniversary program of "Cavalcade" were Art Hallman, Georgia Dey and Bobby Gimby, all of the Kenney "family." Two of the "originals," Jack Hemmings and Bert Lister, were interviewed.

FIDDLERS' CONTEST

St. Boniface — Second annual old-time fiddlers' contest got under way on CKSB March 15. To the winner, chosen after a month of strenuous sawing, will go the station trophy.

Any fiddler within the confines of Manitoba can try his hand. Each Tuesday night between 9.05 and 9.30 two fiddlers are chosen for the final program on April 19. At that show, an hour in length, the champ will be nominated. Then too, identity of the three judges will be revealed.

Up to this writing, some 30 persons had entered their names as contestants.

WANTED PROGRAM PRODUCER FRENCH MONTREAL STATION has opening for creative program producer, must speak and write French, have initiative and possess all around qualifications. Interesting salary to the RIGHT JOE—BUT GOOD. Provide all particulars and salary expected. Write to Box A-11 Canadian Broadcaster 163 1/2 Church St., Toronto

Over TWO MILLION DOLLARS MORE

gold was mined in the Porcupine area in 1948 than in 1947. Actual figures reported by the Ontario Department of Mines show an increase of \$2,241,775.

Greater production means greater employment More purchasing power in the Timmins area.

The only station reaching this prosperous market is CKGB Timmins. Get results in the Timmins area with a steady campaign on CKGB.

CKGB - Timmins

5000 WATTS

680 KCS.

CKGB - FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895 MONTREAL: 106 Medical Arts Building - FI. 2439

"FIRST IN THE MARITIMES"

CFCY

"Check Our BBM Circulation and Find Out That We Reach More Radio Homes Than Any Other Private Station East of Montreal."

CFCY

CHARLOTTETOWN, P.E.I.

5000 WATTS

630 KILOCYCLES

In Canada: All-Canada Radio In U.S.: Weed & Company



Hold it!

There's an easier way to drive home a sale in the booming ALBERTA market.

CFCN is more persuasive with more people

CFCN

The Voice of the Prairies Ltd. CALGARY, ALBERTA 10,000 WATTS

ASK RADIO REPRESENTATIVES—TORONTO, MONTREAL

1000 WATTS — 970 KC

The French Voice of the Ottawa Valley

CKCH

Studios . . . 121 Notre Dame Street, Hull, Que.

Canadian Representative
• Omer Renaud & Cie,
1411 Stanley St.,
Montreal.
Toronto Office—53 Yonge St.

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

*Programming
Especially for the
French Listeners in
the Ottawa Valley...*

PROMOTION

All Media Used In CFPL Promotion

London, Ont.—Every advertising medium from matches to movie trailers, from billboards to newspaper and trade magazines, was used to the hilt by CFPL in London on its recent switch from 1570 to 980 kilocycles.

The campaign was brief but concentrated. Teaser ads with the phrase "980 soon" appeared in the radio page of the London Free Press for several weeks before the change-over on February

red fluorescent paint. London retailers co-operated with complete window displays and 150 window cards which were replicas of the billboard copy.

Book matches with the CFPL logotype and the slogan "I've Changed to 980 on your Dial" were distributed throughout the station's area, 35,000 books through jobbers for over-the-counter sale and 15,000 by mail to advertisers, agencies and general public. Several hundred combination key chains and plastic windshield scrapers also went out by direct mail.

During the first full week on the new frequency, all eight London theatres screened a 60-second trailer stressing the 980 fre-



20. One week previous, a box display containing only the figures 980 appeared in the classified section of the same paper under the heading "Coming Events."

A week before the switch to a lower dial position, a 600-line ad ran in 32 Western Ontario weeklies and dailies with the theme—"We're Changing" and an original cartoon by Free Press staff artist, Merle Tingley. Variations of this advertisement slanted to agencies appeared in Canadian Broadcaster and Marketing, to be followed up with other cartoon ads—"We've Changed," two and three weeks later.

Simultaneous with the change-over, 84,000 attractive desk calendars in three colors, emphasizing the 980 dial position, went by direct mail to towns, villages and rural mail delivery addresses in CFPL's broadcast area. Twelve billboards in the London metropolitan area appeared with the new frequency standing out in

quency and the station's "clearer, stronger signal."

In the editions of the London Free Press, published the day preceding the change-over, three special radio pages announced "a new era in the quarter-century history of CFPL," with one page devoted to an explanation of the technical side of the frequency change and another to pictures showing the station's network and local personalities.

To catch any listeners who might still dial 1570 out of habit, CFPL did some novel programming during its first test days on 980. A tape-recorded show featuring all the station's live talent was broadcast periodically on the old frequency with the reminder that listeners should swing over to 980 to hear the day's regular broadcast schedule. Similar announcements were interspersed throughout the day on another tape in which the announcer repeated the theme, "CFPL has moved to 980."



Mon
it has everything!

SAMPLE: Agriculture — Industry — Trade. Sow your sales messages in the South's richest market . . . reap big harvest of profits from CJOC's loyal listeners. See your local A-C man for fax & figures!

CJOC

NOW 5000 WATTS

LETHBRIDGE, ALBERTA ALL-CANADA STATION

CHEESECAKE PROMOTION



Part of the promotion for a new program aired over station CJCH, Halifax, for Colgate-Palmolive-Peet, was a cocktail party thrown for the local druggists which featured a demonstration of the company's product "FAB." Demonstrating was Marie Naugler, secretary to station manager Finlay MacDonald, seen here attired in a bathing suit and transparent raincape. To her left is Ches Getson, Maritime manager of Colgate-Palmolive, and on her right CJCH's women's commentator Abbie Lane who is featured in the program. The only complaint for the evening, according to MacDonald, was that the druggists' wives had trouble getting their husbands away from the washing machine.

WORLD SHOWS ARE GREAT COMMERCIAL PROGRAMS!

COMMERCIAL ON **SEVEN** GREAT COUNTS!

WORLD'S vital new policies are being crystallized into action-packed realities like these:

- 1 COMMERCIAL TALENT . . .** WORLD presents stars that your sponsors will like because they build audiences and sell — sell — sell!
- 2 COMMERCIAL TIMING . . .** Each WORLD show is timed as a commercial program . . . each number is selected for proper balance . . . so that it fits into its proper place!
- 3 COMMERCIAL SCRIPTS . . .** They're written like custom-built shows with commercial lead-ins; open and closing sponsor identification against theme; provision for two full-length commercials (inside the show)!
- 4 COMMERCIAL PRODUCTION AIDS . . .** As in the **DICK HAYMES SHOW**, careful provision is made for: Opening and closing themes by Dick Haymes; special voice tracks, wherein Dick Haymes ties in with sponsor, introduces Helen Forrest, etc.
- 5 COMMERCIAL BROCHURES . . .** Powerful presentations, specifically designed to appeal to sponsors, are furnished.
- 6 COMMERCIAL PROMOTION AIDS . . .** Three sizes of ad-mats, star photos, newspaper articles . . . ready to go!
- 7 COMMERCIAL AUDITION DISCS . . .** WORLD furnishes you complete commercial audition discs . . . so that your sponsor can hear his show, just as it will sound on the air!

WORLD LIBRARY PROGRAM SERVICE

Over 50 Canadian stations now equipped with this essential service.

**For full information, write Northern Electric Company Limited.
Dept. 53, P.O. Box 370, Montreal.**

Northern Electric

COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL

MARKETS

**Newfoundland Buys
By Radio**

St. John's, Newfoundland. — Certain important facts have to be borne in mind in determining the value of any Newfoundland radio station as an advertising medium, according to Don Jamieson, Newfoundland publicist, who recently compiled a report on the Island for its only independent station, VOXM, St. John's. The fact that the country's 320,379 population is scattered into 1,300 small settlements around the Island's 6,000-mile coastline, and that many of these settlements are isolated in winter, gives radio the advantage of being the only effective medium for carrying sales messages to the rural areas, he claims.

These natural problems, Jamieson points out, prevent widespread distribution of any newspaper or publication, and do, in fact, limit the two Newfoundland dailies to a circulation of 12,000, and the Island's largest weekly to approximately 20,000 copies per issue, the bulk of the circu-

lation being confined to urban areas.

In the entertainment field, Jamieson says that less than 100 of the 1,300 settlements have any form of organization such as theatres, rinks or clubs. "Competition for radio as an entertainment medium is, therefore, negligible."

As radio is therefore practically the only source of news and entertainment, especially in rural areas, the number of radio homes is high. In 1948, 32,000 licenses were issued by the government, which levies a tax on each set, and Jamieson points out that "while official estimates vary as to the number of sets in operation on which no license fee has been paid, an estimate of 15,000 sets is considered conservative."

Speaking of listenership, he points out that the average Newfoundland family consists of 4.8 persons, which, he says, indicates on the surface that radios are directly available to 225,600 persons. However, the actual total is considerably higher because many households are made up of two families or sometimes three. "Communal listening," he continues, "is also quite common in the smaller settlements with several families grouping together to hear their favorite programs. While no complete survey has ever been made, 'spot checks' indicate that radio is directly available to more than 90% of the total population."

Describing listening habits, Jamieson says that they seem to be on a "selective" basis, for owing to power development in the country being limited, for the most part, to centres of population, a large percentage of the Island's radios are battery operated. Thus the general rule is for listeners to tune in their favorite programs and then to switch off until their next choice is scheduled. The number of listening hours per day for battery set owners is estimated at between 3½ and 4, with evening listening claiming the larger percentage. Powered set listeners have an all-round increase on these figures.

The VOXM report lists statistics obtained from government sources on the Newfoundland market, and the total trade listed for the fiscal year amounted to \$185,522,848, which is comprised of exports, \$77,838,593 and imports, \$105,054,921. There are between five and six thousand motor vehicles and approximately 10,000 telephones.

The main industries of the country are, in order of importance, fishing, pulp and paper and mining. Quoting 1945 figures the report shows that out of total exports of \$46,000,000, sea products pulled in \$22 million, forest products \$16 million, mining products \$7 million, and all others \$1 million.

Of the total population (320,579), 60% of which is English and 25% Irish, the report shows that 45% is under 20 years of age.

**GO WEST-
Young Man,**



**AND
INDUSTRY TOO!**

The first pulp and paper mill in the prairie provinces, will be built at Edmonton, industrial capital of an inland empire. Construction costs are \$14,000,000.

**WHERE INDUSTRY GOES,
NEW MARKETS OPEN!**

Advertise on Canada's fastest growing action station for real results.

CFRN 1260 ON YOUR DIAL
EDMONTON — ALBERTA



*Everybody's at home
listening to* **CKCO**

AND OTTAWA LISTENERS ARE LOYAL LISTENERS

CKCO reaches 74,770 radio homes in the Ottawa area.

The people in these homes listen to their radios 43.6% more than the national average.

TIME PERIOD	NATIONAL AVERAGE	OTTAWA
9 a.m. to 11 a.m.	22.3	35.1
11 a.m. to 1 p.m.	26.7	40.6
1 p.m. to 3 p.m.	26.4	39.5
3 p.m. to 5 p.m.	22.5	38.0
5 p.m. to 7 p.m.	29.5	40.5
7 p.m. to 9 p.m.	40.2	47.0

ELLIOTT-HAYNES continuous programme survey.

You need CKCO when you want to reach the rich Ottawa market.

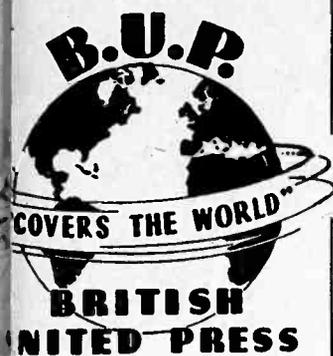
Dominion Network Affiliate

5000 WATTS DAY

1000 WATTS NIGHT

REPRESENTATIVES:
CANADA . . . Wm. Wright
U.S.A. . . Jos. Hershey McGillvra





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



HEAD OFFICE
231 St. James Street
MONTREAL

AGENCIES

McCONNELL EASTMAN & CO. LTD.

London. — Wishing Well Beverages has started the fifteen-minute once-a-week transcribed "Hospitality Time" (All-Canada) over CKPC, Brantford, for 13 weeks. Same show has been renewed over CFPL, London, for a similar period with an extension to other markets in Ontario and Quebec coming up in the spring.

RUTLAND, GILCHRIST & CLEM LTD.

Toronto. — Modern Planned Kitchen Ltd. has broken into the radio picture over CFRB, Toronto, with a 39-week series of the ten-minute three-a-week transcribed "Music for You" with the Three Suns. The program advertises the "MPK Add-A-Unit" kitchen cabinet with Gordon Cook handling the commercials.

L. J. HEAGERTY CO. LTD.

Toronto — Colgate-Palmolive-Peet starts the five-minute five-a-week "Hollywood Reporter" with Loy Owen over CFRB, Toronto, on April 15, advertising Veto. Same sponsor has also renewed the Super Suds Newscast with Wes McKnight over CFRB through April, 1950.

J. J. GIBBONS LTD.

Toronto. — Gorman Eckert Co. Ltd. has scheduled the transcribed weekly half hour "Smiths of Hollywood" (All-Canada) for a 26-week test run over CFPL, London. The series gets under way April 6 and will advertise Club House Peanut Butter and Jelly Powders.

THOMPSON KOCH INC.

New York.—Sterling Products Ltd. has an extensive spot campaign scheduled for six months over a number of coast to coast stations, advertising Andrews Liver Salts.

J. WALTER THOMPSON CO. LTD.

Montreal. — Pepsi-Cola has scheduled a variety show to commence over CKAC, Montreal, March 28, featuring Jacques Normand.

COCKFIELD BROWN & CO. LTD.

Montreal. — Trans-Canada Airlines has started a spot announcement series over CPCB, Sydney, N.S., and TBC, Trinidad.



How good a buy is CHUM?

If you judge by "results", CHUM is a good buy. Each year, more local retail merchants advertise on CHUM than on all other Toronto stations combined! You have to be good to keep a local sponsor happy.

If you judge by ratings, CHUM is still a good buy. CHUM's daytime B.B.M. is larger than the figures for 102 other Canadian B.B.M. stations, in such cities as Windsor, Winnipeg, Regina, Calgary, Edmonton, and Vancouver,—all of them recognized as good, sound advertising buys.

To get results, a program must have strong "attention-getting" value. CHUM is not interested in providing background music for housewives doing their vacuuming, upstairs making beds, or down in the basement doing the wash. That kind of programming looks good on rating reports. But to get results, CHUM's objective is to reach only those housewives who are willing to devote their undivided attention to the program.

The result, of course, is a much higher sponsor identification rating for CHUM programs. In a comprehensive survey conducted by CANADA FACTS, CHUM's sponsor identification figure stood at 65.4%—the highest in Toronto, as compared to a sponsor identification figure of only 31.0% for Station "B" which provides a continuous flow of music throughout the day.

"Percent-of-listeners" ratings are the radio equivalent of "circulation" in the newspaper advertising. "Sponsor identification", in radio, is the equivalent of "readership" figures in a newspaper survey. Each radio rating is important—each figure must be taken into consideration in judging the effective value of a radio program.

CHUM's policy is local-interest programs with a strong appeal reaching a more attentive audience. We think this is the programming that does the biggest selling job,—that will best stand the test of time.

Sincerely,

CHUM—"The Friendly Station"

Rolly Ford, Manager.

CFCF
Montreal
600 KC
Canada's First Station

It's a
STEEL
AND
PAPER
COUNTRY

Reach
14,000
RADIO
HOMES
ALL WITHIN
7 MILES
OF OUR
TRANSMITTER

ANNUAL
PAYROLL
OVER
\$24,000,000

CJOC
SAULT STE MARIE

SEE J.L.ALEXANDER
TORONTO MONTREAL
J.H.McGILLVRA USA

P.S. Ask Richardson Furniture, in Weston, about CHUM results! (You can reach Mr. Richardson by telephone at LYndhurst 2626).

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The Broadcast Measurement Bureau—radio's tri-partite sponsored research organization—narrowly missed hanging out the out-of-business shingle last week and its long-range future plans remain very much in doubt at this writing.

Two weeks ago the Bureau, which has been plagued by more headaches than a Hooper or Nielsen (if such a thing is possible), announced that its president, Hugh Feltis, will resign his post as of April 15. In addition, the Bureau disclosed that it will continue its operations with a reduced staff and that it will give up its ultra-ultra Park Ave. offices as soon as the lease problem is ironed out. The reduced staff will operate at the BMB's statistical company offices on lower Broadway. However, despite these setbacks, officials said that Study No. 2 of station-network audience coverage will continue come hell or high water—or words to that effect.

Last week the Bureau stumbled headlong into its most severe crisis when the Statistical Tabulating Co., after mailing out half of the 650,000 ballots for Study No. 2, demanded payment of \$100,000 for work already done

or under way. Thus it was that Mr. Feltis wired 600 subscribers that printing and mailing could not be continued unless they were willing to underwrite the hundred grand, resting in the Bureau's contingency fund. The response, we're happy to report, was in favor of continuation of the study and the BMB flag was again raised from half mast.

As to the future of BMB, insiders predict that whatever future it may have will hinge on decisions reached by a special Board committee of the National Assn. of Broadcasters appointed by NAB prexy Justin Miller. It is up to this committee to figure out the role of the NAB in future audience measurement. Meanwhile, it is anticipated that a lad by the name of C. E. Hooper is preparing to step in and take over the type of services formerly rendered by the BMB.

Most broadcasters seem to feel that there is a definite need for such an organization but they don't seem to be too sure of just what kind of a job it should do. In commenting on the Bureau, whose prestige has been slipping rapidly, E. P. H. James, vice-president in charge of advertising, promotion and research, Mutual Broadcasting System, said he feels that the current situation represents "the close of a chapter for BMB. The Bureau as an idea is still alive and as a real thing is going through childbirth."

Talent tussle between NBC and CBS has quieted down a bit dur-

ing recent weeks. So much so that this week's announcement by CBS that the Burns and Allen show will move over starting next fall received scant attention in the press or elsewhere.

As a matter of fact, NBC caused more commotion by its signing of the U.S. Steel program, "Theatre Guild," now heard over ABC. In addition, National initialed Steel as bankroller of the NBC Symphony series during the summer season.

Incidentally, as we reported in last issue, we understand Niles Trammel & Co. will attempt to buck CBS' Jack Benny show with a new lavish quiz show. NBC execs now describe the new program as "a secret quiz weapon." Whatever that is.

Radio broadcasters worried about the rapid progress and increasing promotion of television are now being reassured practically every hour on the hour that their business is not being run into the ground. Such was the case at the affiliates meetings conducted in recent weeks by NBC as well as CBS.

Latest to voice an opinion on the subject is Frank Stanton, CBS prexy, speaking at the 37th anniversary banquet of the Institute of Radio Engineers. Mr. Stanton said that television will definitely not kill off radio. "It is a matter of record that no mass medium once developed, has ever disappeared," he declared. "Each has its own mass appeal, its own availability, its own use. And there are far too many millions of Americans, with too many different tastes and desires and moods at different times of the day, for any one medium to serve them all."

"When radio first flourished, many people felt that it would do away with—or seriously hurt—newspapers and magazines, movies and phonograph records," Mr. Stanton continued. "Quite the contrary happened. All have grown since the advent of radio, as the wealth and population and leisure time of the nation have grown. And I see no good reason for thinking the advent of television will fundamentally change this."

Despite these assurances, most radio officials, especially those not operating in the big cities such as New York, Chicago and Los Angeles, are still concerned. And by golly, they have good reason. Hardly a day goes by that a national radio advertiser doesn't announce that he is cutting his AM budget to make his vltico debut. No matter how much double-talk the network execs supply—the station operators refuse to ignore the signs of the times.



PAX VOBISCUM

We are reliably informed that two Toronto announcers have given up not speaking to one another for Lent.

HONEST INJUN

The Tueros cigar container, heralding the arrival of ork-leader Star Patton's son, contained—believe it or not—a Tueros cigar.

WALK DON'T RUN

The CBC is quoted as saying that before its board considered TV application from outside Montreal and Toronto, it likely would want to give "adequate advance notice."

GAG OF THE MONTH

Television is radio with eye-strain.

—Ed Gardner.

MISSPRINT

Reconsider Video Pleas Next Month.

—Toronto Telegram.

POET'S CORNER

When they say that your program
Is fine, that's okay.
When they write that it
smells,
Don't give up in dismay.
But when no letters come
In response to your prayers,
There's just one conclusion—
That nobody cares.

KEYHOLE STUFF

A western emcee is reputed to have left his wife and gone home to live with his mother-in-law.

MEET MY PAL PAUL

This is Paul Colpitts, folks. He runs Moncton's leading men's shop. Well, sir, Paul hadn't thought very much of radio advertising (of course, he had never used it) until he tried a few spots during a week's sale.

Paul isn't one to go overboard for a thing, but he did say, "You've got a helluva lot of people listening to CKCW."

What else matters?

Get in line, boys and girls! Horace will take everyone in turn.

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
 REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

CFCF
 Montreal
600 KC
TOPS THE DIAL

CANADIAN TELESCREEN

2, No. 6

TV and Screen Supplement

March 23rd, 1949

HIKE TV RATES

New York.—Rate increases on TV station time are expected to include almost every station has been on the air for months or more. Due to the increase in the number of living sets in almost all areas served by stations, the increases are expected to range 20% to as high as 75% per time hour.

The new rate card issued by which takes effect April 1, is a 50% increase on their station, WNBT, or a jump to \$1,000 to \$1,500 for a class hour. DuMont have also announced an increase on their station, WABD, from \$1,000 to \$1,500, and both CBS and NBC reportedly planning to re-structure the rate structure for their New York outlets. Although no rates have as yet been decided, it is believed that the rates for both stations will be at least \$1,250 and possibly CBS-TV will go as high as \$1,500.

In addition to these night-rate increases, a revision in the

daytime rates for stations about to begin all-day operations is expected. While no changes in hourly rates are reported, it is believed that the stations will alter their structures somewhat, to enable local advertisers to use low-cost participations and announcements.

DELAYED TELECAST

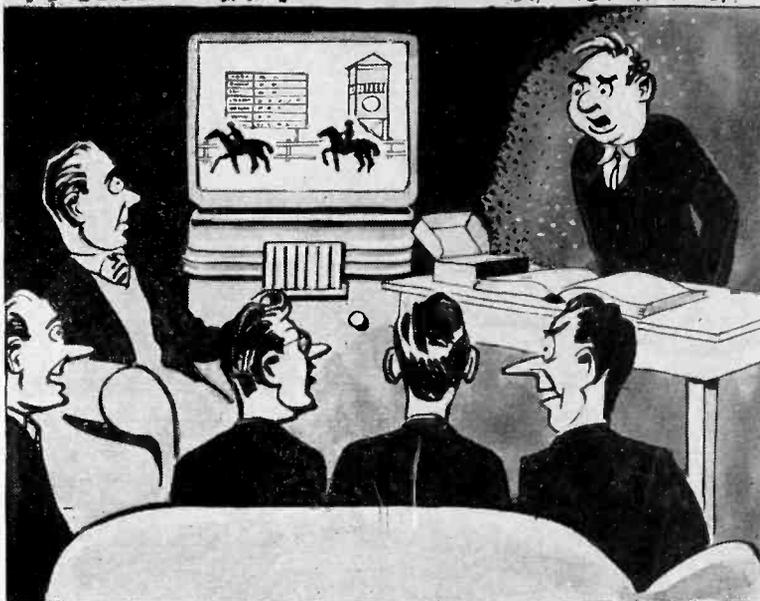
Boston.—Due to circumstances beyond its control, station WBZ's television show "Living Wonders" went off the air for a short time the other evening.

The show was in charge of Norman D. Harris of the Boston Museum of Science and the feature was a demonstration of how a rattlesnake strikes and rattles.

Harris planned to excite the rattler so that it would strike at a balloon filled with water but the snake attacked the mike head instead, sinking its fangs into the protective grid. The station returned to the air after a short delay with a new microphone.

RADIO RIBS

by Hank Lau



"The horses are just coming onto the track. You have just six minutes to make your wagers."

sessions to discuss the situation but fear of conspiracy charges blocked any leaks from these meetings—at least at this writing. There may be some word on any action planned by the industry after this week's meeting of the Radio Manufacturers Assn. in Chicago. Admiral and Motorola have already protested the Zenith ads to the Federal Trade Commission and the National Better Business Bureau is also investigating the problem.

Actually, it seems that no one has experimented with a Zenith set to see just what makes it tick—or even—if it ticks. Most engineers don't feel that the Zenith technique of replacing the very high frequency strip with the ultra high frequency strip can be done as easily as the Zenith company makes it sound. There are also those industry

bigwigs who feel that Zenith receivers, with their circle screen, have not been going into the consumers' homes at any great speed, and that the ad campaign is nothing but a hotly-contested sales campaign.

Fifty-seventh television outlet in the U.S. is station WICU, Erie, Pennsylvania, which went on the air commercially this week. Station plans to tap into the Buffalo - Cleveland coaxial hookup on June 1 or earlier and will carry programs fed by all four major video chains.

CBS-TV signed Buick Cars as sponsor of a new hour-long Wednesday evening variety program starring those two zany comics, Olsen and Johnson.

TEE VEE ACTION

New York. — Zenith Radio Corp. (Chicago) has set off the hottest controversy in the young history of the television manufacturing industry with advertisements in 26 newspapers implying that all receivers except those put out by Zenith will be made obsolete by expected changes in wave lengths.

Both ads sponsored by Zenith were headlined: "Expected Changes in Wave Lengths Will Not Obsolete Zenith Television." According to the rest of the copy in the first ad: "Zenith is the only television receiver on the market today with a specially designed built-in turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards. When you invest in television, now or later, be sure that you buy a television receiver with positive built-in assurance that it will not be made obsolete by any contemplated changes in television channels."

When the most recent ad appeared in the papers last Sunday, it set off an industry explosion that must have been heard at least as far as Toronto. Many of the leading set makers were reportedly meeting in secret



FOR THESE ARTISTS

- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HALMAY, Andrew
- HARRON, Donald
- HOPKINS, Michael
- LOCKERBIE, Beth
- MILSON, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service

at

Radio Artists Telephone Exchange

March 15, 1949

On our fifteenth anniversary of network broadcasting, our thanks go out to all the many helpful friends of the Canadian Broadcasting Corporation and independent radio stations throughout Canada.

Sincerely

Max Kenney

MIGHTY MIKE *Sez...*



Regina Y's Men's Radio Auction turned over \$10,000 in merchandise to bring in \$3,000 in 6 hours of broadcasting for their Boys Camp at Echo Lake.

"The Buckle On Saskatchewan's Money Belt."

CKCK REGINA

DIAL 620

YOUR 5000 watt TOP NETWORK STATION



A happy combination "Dance, Ballerina, Dance" and "Play, Fiddle, Play" was the result of a recent "CBC Wednesday Night" program. The occasion was the Ballet Festival originating in Toronto's Royal Alexandra Theatre.

There were two special compositions, "The Red Ear of Corn" by John Weinzweig and "Visages" by Kaufmann. Music conductors, Samuel Hershenov and Paul Scherman, did exceptionally good jobs in interpretation.

Special narration from backstage was handled by Fraser Macdonald, who seemed particularly well versed in ballet. Interviews in the lobby were done by Byng Whitteker and were not without a sprinkling of humor. When he asked Johnny Wayne of Toni's "Wayne and Shusterman Show," what brought him down to the theatre, Wayne smartly replied "a Buick—but it's outside."

This was the one "CBC Wednesday Night" effort that I feel was worthy of much mention. On a previous occasion one of the features was "Kent, the Garden of England." Maybe I counted too much on this, on account of the word "garden," but it seemed to fall short in every way. Ever since I have been conscious of dialects, I have never heard any to equal those. We have a variety of English dialects in this country, but nothing at all comparable to that. I couldn't even understand the words, and I've heard lots of them. Our editor hails from Kent, and I understand him only too well.

Much has been said about "give-away" programs and it is my personal opinion that radio is in a bad state if it must bait listeners with refrigerator radios, etc. But when you hear a show whose give-away mounts up each week simply because questions are incorrectly answered by studio contestants that's different again.

When the Oscar prize of "Share the Wealth" amounted to over \$800.00, it was little wonder there was great excitement for emcee Stan Francis and announcer Cy Mack as well as hundreds of others. A studio contestant from Toronto walked away with the folding stool while a mail contestant from Ottawa was lucky enough to receive his amount doubled. I never could understand why the person in the studio who does the actual work only gets half the loot. But Life's like that.

Here's to bigger and better quiz shows, where one can win money to buy anything one wishes, instead of a trip to Hollywood with all expenses paid, where the winner would most probably feel like a fish in a beer keg anyway.

New A&P Super Market A Natural For CFRA



A&P opened one of the most up-to-date super markets in Ottawa recently. Naturally they wanted all of Ottawa to know. So they called in one of CFRA's crack special events men... and here's Frank "Jamboree" Jones and the CFRA mike surrounded by A&P shoppers who have been temporarily transported into a new realm where they are great radio stars! Just as long as people are human beings, radio will continue to have this same tremendous "pull." The station that demonstrates this daily in Ottawa is CFRA. Your sales will confirm our statement very quickly when you use



A view of one aisle in the new A&P store — Jones is buried in the avalanche of people at the far end.

CFRA The station that made OTTAWA "RADIO CONSCIOUS"

YOU CAN'T BUY A BETTER RADIO BUY THAN B.C. RADIO

You're Not Selling Canada...Until
You Cover British Columbia By Radio

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- | | | |
|-----------------|--------------------|----------------------|
| CHWK CHILLIWACK | CKOK PENTICTON | CKMO VANCOUVER |
| CFJC KAMLOOPS | CJAV PORT ALBERNI | CKWX VANCOUVER |
| CKOV KELOWNA | CKPG PRINCE GEORGE | CJVI VICTORIA |
| CJIB VERNON | CJAT TRAIL | CKNW NEW WESTMINSTER |
| | CJOR VANCOUVER | |

**RADIO
THEATRE**

*Ford
Theatre*

**INNER
SANCTUM**

DRAMATIC

reasons why CFRB gets more listeners

HERE are more reasons why more people listen to CFRB ... a line-up of great drama shows, including the highest-rating drama show on the air! These dramatic and mystery offerings are another phase of CFRB's balanced programming, designed to please every taste. So no matter what type of listeners you want to reach—you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market!

CFRB

Your No. 1 buy
in Canada's
No. 1 market

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

**THE
Shadow**



*Adventures of
Sam Spade*

**BOSTON
BLACKIE**

Suspense



The
**FAMILY
HOUR**

*Mr.
Chameleon*

**MYSTERY
THEATRE**